

Airline Industry Overview

Notes on presentation design:

I thought this slide format and color looked professional and slightly aeronautical, which would be suitable for an executive presentation. I also chose a different color palette for the executives than I used in the dashboard. These colors are muted, but professional-looking.

There is a little variety between the colors, but they are all from the same general palette, which remains consistent throughout. The bankruptcy slides are the only two to use the exact same graph colors because they both address the same topic. Not differing the legend colors helps to avoid confusion.

Notes on presentation content:

For executives, I concentrated on safety and financials. We are a passenger aircraft company, so focused on that for the applicable graphs. The only exception is the total crashes includes military and training crashes, which may inflate the overall numbers for certain periods of time; however, I thought it was important to highlight the passenger flight accidents against the backdrop of all accidents for context. The remainder of the presentation focuses on passenger flights. It would be unethical to keep the focus on all flights because it would not represent our section of the airline industry. It could also lead to distortions in the data being presented.

Accident information - knowing where accidents happen, allows us to concentrate on those parts of the flight to make safety improvements. It's best to know where the specific problems are before we can develop new safety initiatives.

Financial information - addresses financial concerns and the overall health of the industry. The focus is shifted towards US airlines, which again reflects our company's sector. Given the multiple bankruptcies found in many of the international airlines, it appears that our US-only business model provides some some protection.

As the base fare increases, so do the fees and taxes applied to the passenger ticket. Despite the steep decline due to the pandemic, fares appear to be recovering. The gap between the base fare and full fare with taxes and fees looks like it will also continue to remain in place, if not widen slightly. This will continue to generate additional revenue for the company.

