



# **DSC 640 Data Presentation & Visualization T302 Winter 2022 (2233-1)**

## **Milestone 3.3 Project Task 2: Executive Summary**

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## Task

A 250-word paper summarizing what you did and why you made the decisions you did – why did you choose the visualizations you did? What is your plan to present to the executive committee? What were your overall findings? What ethical considerations came up when presenting to this audience or while you were doing your research?

## Executive Summary

In my scenario, I work for United Airlines and am presenting to the Executive Team. Since the Audience is the Executive Team that is already well versed on the recent incidents and security concerns with air travel which led to the hype of the matter in media, I will jump right into the data analysis of the industry.

I start with comparison of fatalities between two eras, 1985-1999 and 2000-2014. The first donut chart shows number of fatalities have been reduced to almost half in second era. Next line chart shows that although there were few spikes but overall fatalities have kept on decreasing since 1970. Passenger and Revenue line chart shows how these two have shown to grow over the period and air travel has become more and more popular. Hence, this shows that people are getting more reliable on-air travel instead of the fear shown in media. While overall fatalities were declining, air traffic increased more than four folds since 1970, World Air Traffic bar chart shows the same.

I chose horizontal bar chart for fatalities by each airline as it shows best comparison between two groups for each airline. Another horizontal bar chart shows the sheer volume airlines experienced on a weekly basis. Comparing data from both the Horizontal bar charts, let's say for United Airlines, shows that it has flown over 7 billion Kms in a week and had only 109 fatalities in 15 years (2000-2014).

Following this, next couple of slides showing how the long trend of decreasing accidents coupled with the ever-increasing number of flights per year, equates to an incredibly low risk of accidents per flight taken.

This clearly shows air transportation is pretty safe.

## Ethical Concerns

1. There are some exception scenarios like covid that impact air travel. These scenarios can lead to false conclusions.
2. Some airlines focus more on plane maintenance than others and consequently have less accidents than others, however, the fear is created for overall air travel.