

Course Project

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DSC 640

The scenario/Business Problem:

Due to recent unfortunate airline crashes, the media has been promoting statistics stating air is no longer a safe way to travel. The news and media outlets have been bombarding the public with reports and figures about the trends of airline safety and that things are not looking good. What was previously thought as the safest way to travel, especially when compared to automobiles, is now being presented as one of the most dangerous to the public. But are any of these claims based on facts?

You work for an airline on the data science team as a data analyst and are a resident data visualization expert. You have been tasked with helping multiple groups in the organization combat this negative publicity and help tell the airline's side of the story. There is a fear internally about what this type of media coverage will do to airline sales and how it could impact the future of the company. Not only do they need you to help create some internal communications, but you will also be tasked with what is published to the public and the media.

Project Task 4: Infographic

You've successfully gotten your blog post out, which has started to be shared with local news outlets and you have seen it shared on various platforms. While somewhat controversial in the data visualization world, you have been diligently working on an infographic that has nice clear, creative visuals that help articulate the message and inform the public what the real story is! This audience is likely standing in line and would see this infographic on a wall or is scrolling on their phone quickly – so grabbing their attention is key and making sure the visualizations makes sense is the only way you can change their opinion or inform them of what is really going on.

Infographic Summary:

The media has been portraying flying as an unsafe mode of travel, causing anxiety and fear among the public. However, United Airlines has created an infographic to counter this message and reassure the public that flying is still safe. The infographic presents a less formal approach and integrates well with United Airlines' brand theme.

The first chart compares the number of fatalities in motor vehicle accidents to those in airplane accidents. It shows that, despite people being more likely to drive than fly, the number of fatalities in motor vehicle accidents is significantly higher. This chart aims to put things into perspective and ease people's minds about the safety of flying.

The second graph shows the improvement in airplane safety over the years, highlighting the advancements in technology and safety measures. This information provides the public with a sense of security that flying is becoming even safer.

The last slide compares United Airlines' safety record to that of its competitors, which emphasizes that United Airlines is one of the safest airlines in the industry. This information can also serve as a marketing tool for the company to attract customers who value safety.

While the infographic focuses on providing reassurance, it is important to note that historical data should be presented ethically. The infographic does not show any historical data beyond the past ten years, which is an ethical consideration when presenting data related to safety.

In conclusion, United Airlines' infographic aims to counter the negative messaging in the media and reassure the public that flying is still safe. The infographic presents information in a visually appealing and easy-to-understand manner, emphasizing the safety record of both the airline and the industry as a whole.