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DSC 640: Airline Crashes Executive Summary
Term: Fall, 2022

I am currently a business analyst for American Airlines (in theory for this project) and this presentation is for our executive staff. Recently the news has been promoting statistics indicating that air travel is no longer safe due to some recent crashes. This presentation is to assure the team that this is not the case and American Airlines is doing fine.

As I work for American Airlines, I chose to do the presentation in American Airlines colors of red, white, and blue and display their logo on each page for loyalty. The graphs are in two shades of blue with the darker blue being mostly the United States and highlighted information.

I start with very broad information and then drill down to more specific information. In the last slide I couldn't find revenue for American Airlines, so I chose to show airlines in general.

Slide 1 is depicting passenger airline crash numbers throughout the world. I chose this to show that the United States is not alone.

Slide 2 shows airline accidents for the last 20 years comparing the United States versus the World. Both lines are moving downward.

Slide 3 shows airline fatalities for the last 20 years comparing the United States versus the World and the United States depicts a much lower rate of fatalities.

Slide 4 shows that United States vehicular fatalities are moving upwards whereas as in Slide 5 U.S. Plane Fatalities are moving downwards.

Slide 6 gets more into detail about American Airlines' statistics. This shows the Accidents and Fatalities in the last 20 years just for this airline.

Slide 7 shows how the airline is fairing even with the recent crashes in airlines.

Ethically, Slide 4 does show fatalities without hijackings and American Airlines in 2001 did have a very high fatality crash that did involve a hijacking. I chose to show this in Slide 7 because it is part of their history and shouldn't be hidden.

References

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