

My dashboard was well received by the internal team and while some of the information was news to everyone, the entire consensus was that it is ready to be prepped for an executive review, so the external communications can be started. To begin this meeting, I want to show some visuals about our industry. First, the first slide shows that there is a decrease in the airline accidents 85-99 to 00-14. This is indication that airplanes have become safer. Next, the number of fatal accidents that has come from accidents has decreased. Thus, the likelihood of dying in a plane crash has significantly decreased. Shifting to car accidents, the third visual shows that for the first year in the dataset, 2005, car accidents hovered around 40,000. Car accidents has troughs and peaks but still ranged between around 30k to around 40k. The next visual shows that car accidents, since late 1800s, have been steadily increasing and hovered between 30k and 40k. Lastly, the last visual shows net income across all airlines for a given year. As the graph depicts, there are many years where net income is negative. We certainly can't have that if we are to survive the next several decades. Thus, combining with the fact airline incidents and within in that, fatalities, have decreased significantly over time, we can convince customers airplanes are safe way to travel. Meanwhile, car fatalities have steadily increased and stayed steady. If we show that airlines have become and stayed safe over the decades, we can increase profits and keep the company healthy.