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Assignment: Week 7 & 8 Project Task 3: Blog Post
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I designed my blog around airline safety and took the opportunity to mention Montego Airlines which is my made-up airline. I wanted make sure if I was writing a blog that was company sanctioned that we mentioned the airline and its safety record.

The first visual I employed is kind of fun. It shows an airline landing at the bottom of the graph where the accident count is the lowest. I use a green line to show positive connotation and gradian coloring to make it easier to read the right side of the graph. This draws eyes away from the high number. Plus, the little airplane landing is a fun touch.

For the second visual I wanted to point out the drop in incidents and fatal accidents. I kept it simple with light colors for the high numbers and green for the lower more positive numbers. In the third graph I brought back the manufacture accident numbers. Which would lead to the next slide. I kept the color bluish so they are easy to look at but not going to stand out to draw attention to the number of accidents. I put in logos from the manufactures to draw attention to Boeing's decreasing numbers and Airbus's maintaining its numbers of accidents.

In the next visual I used blues again as my backdrop colors. I used an orange line to show how accident rate have dropped compared to number of aircrafts in service. Making sure to point out the high number of aircrafts in service. Simple blues and bright orange to focus attention.

Then I moved to all those kilometers traveled so bring attention to the large number of flights. Hopefully helping the reader think about all the people that travel on airlines. My thought is to point out the millions that travel without calling out the exact number. Letting the public do the math.

In the next slide I wanted to point out fatalities cause by automobiles by using a pie chart. Using bright color to show how small airline fatalities are compared to the ordinary automobile. The big blue pie takes up everything while trains and airlines are small. I made the trains gray to limit attention that they are lower than airlines.

On the final chart I brought in maintenances and safety. Showing how much money is spent for airline safety and maintenance by using the top four airlines. This allowed me to plug Montego Airlines as one of the safest airlines even if all the others were not. Pointing out the mergers because that kind of pushed my airline Montego Air in to second place in some years. Hopefully using simple numbers not too much math to get people to be comfortable with air safety.

Reference:
1. Greve, H. & Gaba V. (March 21, 2019). "Research: Why Struggling Airlines Spend More on Safety". From Harvard Business Review. https://hbr.org/2019/03/research-why-struggling-airlines-spend-more-on-safety
2. MIT Airline Data Project. (June 2020). "Airline Data Project". From MIT. http://web.mit.edu/airlinedata/www/Expenses&Related.html

3. Flight Safety Foundation (July 2021). "Aviation Safety Network". From Aviation-Safety. https://aviation-safety.net/database/legend.php

Excel spreadsheet used:

- Airline_Revenue_Fees
- Montego_Revenu_Expense
- Fuel_Other_Expenses – added maintenance to this one
- Aviationsafety
- Car_related_fatalities_per_year