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Assignment: Week 5 & 6 Exercise 3.3 Project Task 2: Executive Summary

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In this presentation I brought in manufacture accident data to show that overall airline manufactures are safe. I am trying to correlated the safety record of the manufacture Airbus to my airline. I used all mute colors for Boeing and Antonov. For Airbus I used red to make sure eyes were drawn to that line compare to the two other lines.

In the second slide I use another commercial based transportation option to compare how airlines have reduced their fatalities rates to below trains. In some regions trains are marketed as better, cheaper and safer alternatives to air travel. I wanted to show how the blue line has come down closer to and below the redline.

The next three slides I wanted to show how well the made-up airlines was doing compared to its competition. I used an area chart to show fuel expenses. I understand it looks busy, but your eyes are drawn to the red line at the bottom of all the other competitors. I did this to make sure it showed Montego Air was doing better than its competitors in hedging fuel costs. The next slide I have is for fee revenue. I used this to show how Montego’s fee revenue compared to our it competitors. I also, slipped in some forecast numbers for the next three years. This would give the executives a chance to review the fees. If desired increase the fees to be better aligned with the top two competitors. I used a green box to highlight the forecasted numbers.

In the next slide I used total expenses compared revenue of Montego Air’s three competitors. I left the legend off for the bars and only kept the total expense. I placed labels on the stacked parts of the bar graph. This leads into my last slide showing Montego’s expense, revenue and forecast. I changed the color of the 2021 bar to show the expected revenue since it is the current year. For forecast I used a lighter shade of blue to show that they are not part of the actuals. This would give the executives an idea of where forecasts are expected for the next few years based on current strategy. I used the red line with shade to show how expense are casting a shadow on revenue. Giving the executives a call to action in reducing expense and increase revenue.

In all the slides the slide titles are in a muted green while the chart titles are in gray. I used brighter colors to make sure everyone eyes are draw to the Items I wanted to bring attention to.

References:

1. MIT Airline Data Project. (June 2020). “Airline Data Project”. From MIT. <http://web.mit.edu/airlinedata/www/Expenses&Related.html>
2. Flight Safety Foundation (July 2021). “Aviation Safety Network”. From Aviation-Safety. <https://aviation-safety.net/database/legend.php>

Excel Files Use:

* Airline\_Revenue\_Fees
* Montego\_Revenu\_Expense
* Fuel\_Other\_Expenses
* Airline\_Fees
* Aviationsafety
* Car\_related\_fatalities\_per\_year