

Project Task 1: Dashboard

On my dashboard, I chose to tell a story from left to right on how I would explain the situation about airplane fatalities to an internal company meeting. I first wanted to present how the media reports may be getting their explanation for why airplane travel is becoming less safe. The first visual shows that over the past century airline fatalities have increased and then decreased again. Part of the story here is that airline travel has also significantly increased since 1908. I then decided to focus in on the past 15 and 30 years. Both of these visuals demonstrate that fatalities from air travel have decreased over time. The theory for how the media is telling the story is that they are extrapolating data from the beginning of air travel to modern day which is a misleading use of the data.

However, the data still shows that there are airline fatalities year to year so I wanted to present data that could build a strategy for external communications. I decided to use a horizontal bar graph to compare airlines against each other for how many fatalities each had experienced. I highlighted the US companies for two reasons. First, from a business strategy, it is important to understand domestic competitors. Second, the data shows that US-based airlines are not in the majority of airline fatalities between 2000-2014 with American Airlines being the potential exception to that rule. In further consideration of a business strategy, I have two visualizations showing the major active US-based competitors. The line graph at the top right shows year to year growth of filled seats for each airline while the pie chart at the bottom shows the proportion in 2018 for each airline.