

Executive Summary

I decided to approach this summary as a walkthrough from the current situation to ideas of how to discuss the topic publically. I open with ideas of where the media is getting their information to build a narrative that airline safety has decreased and then transition into how US airlines play a role and the business opportunities.

Visualization #1

A line chart showing fatalities year by year over a recent thirty year period. The graph shows that there is no clear trend in declining or increasing fatalities in air travel. Upon inspection, recent years contain some of the lowest number of fatalities. However, there are some years where there are spikes in fatalities. It is possible that media reports are pulling the data from these particular years and comparing them to years in the past.

Visualization #2

To counteract the year-by-year focus, I created a horizontal bar chart to show 15 year segments. From this perspective, it is clear that fatalities have decreased overall. The visualization adds to the conversation that media reports may be taking a specific focus on time in order to generate their storyline.

Visualization #3

Based on feedback from the first milestone, I wanted to look into the weight of planes and their relationship with fatalities. There is a moderate correlation between the two so I wanted to display that. Furthermore, most aircrafts involved in fatalities are considered large and are

used by airlines. As I progress with this project, I would like to continue investigating this relationship as it could be important.

Visualization #4

As we transition to the business perspective, it was important to see how each airline was impacted by the data on fatalities. Furthermore, I wanted to compare US based airlines to international airlines. American Airlines clearly is a big player in the total number of fatalities and the reasons why would need to be researched and communicated further. However, the rest of the airlines have a high number of fatalities. Furthermore, this data is over the span of 14 years and the totals for fatalities are significantly lower than the number of people that use airline travel. A public message can start to form here that US airlines are safer and the ratio of fatalities to travelers is very low.

Visualization #5

Continuing the business perspective, it was important to study which airlines are the highest sellers for seats in air travel. Comparing airline seats sold also showed business trends that are important to point out when discussing the viability of the airline industry. There was clearly a decline in sales between 1995 to 2011 that was seen across the industry. However, the industry has also seen an increase since this time.

Visualization #6

2018 was the most recent year available for total seats sold and in comparison to the total industry. For one discussion point, it clearly indicates the US competition amongst airlines. For a

second discussion point, it shows that US airlines make up a large part of the airline travel industry.

Summary

The public message can focus on the trends of airline fatalities decreasing, the significantly low odds of fatalities happening, and that most US airlines are not a majority of the fatalities. While remaining amongst the lowest fatalities, US airlines also make up a significant portion of the seats sold which can add to consumer confidence. Additionally, US airlines are seeing growth in airline ticket sales and can continue to have hope of the business opportunities available that a smart public messaging campaign can protect.