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DSC640

Course Project: Milestone 2

07/03/21

### **Airplane Safety**

As we previously established, airplanes experience fatalities at a much lower rate than automobiles. Beyond that though, United Airlines Holdings contributes a small amount of these already low fatality numbers. The fatality rate of 1.46 per 100M ASK is 99.5% less than the automobile rate of 3142.60. Through a tree map, we are able to see how the fatality rates break out by airlines. The highest fatality rates are from international airlines which had a few major accidents while not having nearly as many kilometers traveled as United Airlines Holdings.

### **Finances**

Looking at US travel demands and United Airlines quarterly revenue, we are able to see that although both of these are below their peak in 2019, they are steadily climbing again since their minimum points last spring and summer. In terms of what types of flights should be prioritized in the future, we are able to see that domestic and international fuel costs are incredibly similar, with international costing slightly less recently. This along with the fact that US airlines consume much more fuel cumulatively on domestic flights leads to the argument that it might be financially beneficial to increase the priority on international flights.

### **Color**

Similar to the theming in the original dashboard, I tried to keep the color choices consistent. I used green for United Airlines, blue for overall airline statistics, and orange for automobile. This should make it easier to identify different figures. In comparing domestic and international fuel numbers, I simply chose two contrasting colors that had not been utilized yet.

## **Sources**

*January 2021 U.S. Airline Traffic Data*. January 2021 U.S. Airline Traffic Data | Bureau of Transportation Statistics. (n.d.). <https://www.bts.gov/newsroom/january-2021-us-airline-traffic-data>

*United Airlines Holdings Inc Revenue 2006-2021: UAL*. Macrotrends. (n.d.). <https://www.macrotrends.net/stocks/charts/UAL/united-airlines-holdings-inc/revenue>

Harro Ranter, Aviation Safety Network. (n.d.). *Aviation Safety Network*. Aviation Safety Network. <https://aviation-safety.net/>

*Airline Fuel Cost and Consumption (U.S. Carriers - Scheduled)*. (n.d.). Bureau of Transportation Statistics. <https://www.transtats.bts.gov/fuel.asp>