**Dustin Casey**

**DSC 640**

**Term Project Part 5**

**Airline Safety Visual Presentation**

My PowerPoint presentation features 4 different visualizations as well as some context around what they are showing. I attempted to limit how much text I was using to make the visualizations be the stars of the show, but I did include some to help the reader know what they were looking at and can follow along as I talk through the slide and the data. The overarching theme or narrative that we are trying to convey to customers in the audience is that flights are safer now than they have ever been, contrary to the rumors/reports circulating with no evidence. The visuals and presentation help support our claims while also disproving the rumors/reports. I’ve included the visual featuring the number of accidents over time. This visual and my explanation tells the reader that the number of accidents is trending downward and is much lower today than it has been in the past. I included a visual and stats along as narrative on the odds of dying from a plane crash vs dying in a car accident as well. There is also a chart showing the number of accidents per x number of flights has increased over time. Next, two visuals are comparing pre-2000 to post-2000s, showing that there have been less accidents in the most recent 15 years than the 15 years prior, by airline. The main ethical concern for this post would be in regards of attacking other airlines or plane manufacturers to boost our results (could reflect poorly on our airline and/or undermine the success of the airline industry in general). Overall, I believe that the visuals selected as well as the narrative presented throughout the PowerPoint will be effective in changing the audience’s opinions on flight/plane safety.

Resources:

<https://www.lesserlawfirm.com/is-flying-safer-than-driving/#:~:text=The%20International%20Air%20Transport%20Association,crash%20are%201%20in%209%2C821.&text=Whereas%20the%20odds%20of%20dying,are%20approximately%201%20in%20114>.

<https://docs.google.com/spreadsheets/d/1SDp7p1y6m7N5xD5_fpOkYOrJvd68V7iy6etXy2cetb8/edit#gid=1448957446>

<https://github.com/fivethirtyeight/data/tree/master/airline-safety>

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