

Airline Infographic Report

In the creation of my infographic, I wanted to display a quick visual that someone could scan through while waiting in line with hopes of grabbing their attention to the facts that are being delivered. The overall color theme of my infographic was to use a more settle easy on the eyes colors but I also wanted to use colors that allowed the content to stand out. Let's start with the first image, the cover. My intent with this depiction was to capture the viewers attention in hopes that it will retain the viewer to keep scrolling to read more. On the next slide I should donut chart with the percent in the center for each respective year. In this chart I was showing the percent of each mode of transportation in proportion to the cumulative total of fatalities between the two; airline and motor transportation. As we can see in this chart, its very evident that the number of motor vehicle fatalities for those years clearly outnumber the airline fatalities. In the next slide I wanted to show the economic impact our aviation industry has in our society, and how vital it is. In this chart I took four of the higher population volume states and showed the GDP for each state in respect to commercial aviation. In this slide I wanted to show the viewer that not only is flying safe but its important to the health of our country. While continuing on the topic of safety, my next slide showed some data regarding airline noise exposure in the United States. In this slide I wanted to show the viewer that not only does safety matter to those in the flight, but it also matters to those who live near the airports, and in this chart, it shows the improvements made to reduce noise exposures in commercial aviation's. In the next slide, I compared global airline fatalities to two of the more heavily populated states in America; New York and California. In this line chart comparison, we can see that from the years 2015 to 2019 global airlines didn't even come close to the number of motor vehicle fatalities in the two states. In the next chart, I wanted to show the continuous growth on passengers in the United States from the year 2015 to 2019, just to illustrate how accepted this form of traveling is becoming. In my final chart I used a line chart depicting the cost of base fares for the years of 2015 to 2020. In this I wanted to show the viewer how prices are trending down and as of 2020 were marked at \$280 for base fare tickets.

In this infographic, my main objective was to catch the viewers attention. Once this was accomplished, I wanted to display visuals that elaborate on the safety of commercial aviation, and also the positive effects that it has in our society. All while trying deliver the information in a short but impactful way, with hopes that the viewer will continue to spread this positive message to all their friends and acquaintances.

References:

- 1) [Airlines For America | Data & Statistics](#)
- 2) [Data | National Highway Traffic Safety Administration \(NHTSA\)](#)
- 3) [data/airline-safety.csv at master · fivethirtyeight/data · GitHub](#)
- 4) [Airline Data Project \(mit.edu\)](#)