

**Project Task 2: Executive Summary**

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## Project Task 2

The executive summary contains information that will guide the stakeholders through the decision making of the plan to tackle the recent media attention. There are three sections discussed in the presentation – Data Overview, Impact, and the Project Plan. Going through this plan with the executive committee should be quick and upfront to avoid getting lost in the details. The slides contain visuals that are relevant to the stakeholders such as the amount of injuries seen, causes of accidents, phases and defining events of accidents, as well as the profit and revenue seen. These visualizations give the stakeholder insight to the issues the airline is seeing. For example, under Phases of when the accident occurred and defining events of the accidents, it is discovered that the most notables cause for accidents are the personnel and the aircraft. The key findings in accidents are personnel and aircraft issues. Additionally, the profit and revenue dip in the most recent years.

The plan discussed in the presentation is to display the data as it is to the public. This will provide transparency to shareholders and will not bring up ethical concerns of withholding facts from the public. The airline additionally needs to make a commitment to retrain personnel and maintain the aircraft to a higher standard. In the presentation, it is also mentioned to attempt to gather more recent data. The data is from 2021, however this cause raise some ethical concerns over the most recent data. Additionally, there should be verification of the events and data to ensure that it is accurate. These are a few examples of ethical concerns that could be raised during the presentation.