**Week5&6 – Executive Summary**

The main purpose of this exercise is that to present the analysis to executive team so appropriate action can be taken.

The presentation is prepared based on the charts those were prepared for dashboard since the goal was same to provide the facts about the airline travel is safe and there is no adverse impact because of negative publicity made by media that it is dangerous to travel.

This presentation is basically divided into two parts and to answer two main questions –

1. Is air travel safe?
2. Are there any impact on airline profits due to bad publicity?

In this presentation I tried to answer these two questions by providing appropriate charts and numbers.

**Visualizations** –

To prove the facts and easy to understand, I have used numbers, bar and line charts in this presentation, the bar charts and line charts are simple to understand to see trend with time and compare two groups or categories.

**Presentation Planning** –

Executive committee is more interested in to get answers to two questions, mentioned above so presentation is made considering these two questions and provided answers using numbers and charts using latest and historical data.

**Points of presentation** – Based on slides

* Introduction or background about analysis and goal of the analysis.
* Brief about data, what data is considered for analysis.
* Since media made negative publicity that air travels are not safe and it is dangerous to travel, to combat such media statements I provided comparison of airlines accident data and motor vehicles crashes data to show that the airlines crashes are much less than motor vehicles. Provided the fatality rate of airlines and roadways to prove airlines rate is very lower than roadways and **proved airline travel is still safest.**
* The airline fatal accidents are very less in years 2000-2014 when compared to 1985-1999 years. This comparison is by each airline company which shows the downward trend of airlines fatal accidents in recent years (group 2) compared to prior years(group1).
* The main purpose of comparison is to show that number of fatal accidents and fatalities caused by accidents are gone down recent years and air travels are much safer compared to old years.
* To prove that airline fatal accidents trend is going down, showed the trend of fatal accidents of airlines from 1985 to 2021 and it clearly shows the trend is downgraded and shown the 5-years moving average and its trend shows the going down in recent years.
* Airlines fatal accidents trend and fatalities trend from year 1985 to 2020 and it showed that the trend is going down **which means the airline travel is still safest option to travel.**
* To prove there is no impact due to bad publicity, showed the airlines year over year net profit, its capacity and public demand to air travel. That **means people are still preferring airline travel and not impact because of negative publicity on their air travel.**

**Findings**: - Based on this analysis, we were able to clarify two things here –

1. Airline travel is still safest.
2. There is no impact on net profit and public demand of air travel is increasing will improve sales.

Data Ethics- Data obtained here from public domains, so no private data has been disclosed here and no airline company highlighted show here is dangerous for air travel.

**References/Data Sources:**

* Motor Vehicle crashes - <https://cdan.dot.gov/SASStoredProcess/guest>
* Airlines Net profit Capacity - <https://www.airlines.org/dataset/world-airlines-traffic-and-capacity-2/>
* Airlines accident and fatalities - <https://www.statista.com/statistics/263443/worldwide-air-traffic-fatalities/#professional>
* [Accidents and Fatalities Pery Year](https://docs.google.com/spreadsheets/d/1SDp7p1y6m7N5xD5_fpOkYOrJvd68V7iy6etXy2cetb8/edit#gid=1448957446)
* <https://www.airlines.org/dataset/safety-record-of-u-s-air-carriers/>