**Week9&10 – Infographics Summary**

The main purpose of this exercise is that to create infographics that would help audience understand easily. Most public prefer following diagrams and little information that reading entire blog post.

Infographics are used to convey complicated data in a simple visual format. They are also visual tools to tell stories. Visual information graphics help people understand information quickly and more accurately. Since this topic was to convey message to public that airline is still safest way of travel, the infographics would provide them what them need to know from it.

Since the goal of the research was 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?

Thoughts behind this infographics –

* The title of infographic is ‘Air Travel Safety’ the reason is that I need to convey message that this will provide information about how air travels are safest mode, with image of passenger aircraft so it would be easy to understand what this report talks about.
* Numbers make more impact so decided to add two tiles explaining the fatality rate in air travelers and how many flights were taken off during year 2019, this explains that fatality rate is very low and still more people preferring to travel from airplanes.
* The comparison of aircrafts with motor vehicles is shown by numbers with images so it would be easy for audience to know the accidents in airplanes are much less than motor vehicles.
* The two bar charts added to show top 10 airlines fatality for certain period and numbers are very low and shown another bar char to show that there is not much impact on airline profits for last 5 years.
* Added one point with upward trend icon showing 5 ear average of airlines fatal accidents went down drastically by 50% and another point of upward trend of airlines overall miles got increased in 5 years by 33%, which helps to understand that fatal accidents going down, but air travel preference keep on increasing.
* Last point shown about survival rate the reason it kept last since it impacts more on audience and shown in numbers with images to understand easily what that is about.

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.

Infographics Link 🡪 <https://infograph.venngage.com/ps/beIuwcEcr5Y/air-travel-safety>

**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/>