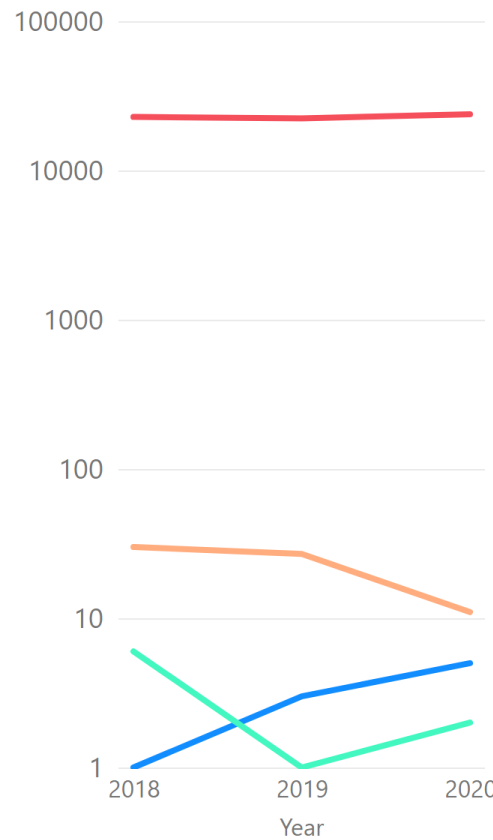


U.S. Travel Fatalities

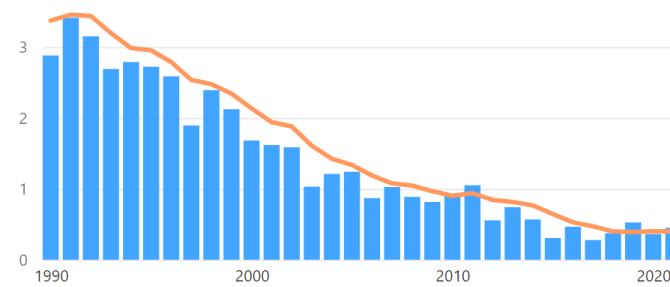
A Comparative View 2018-2020

● Air ● Car ● Bus ● Train



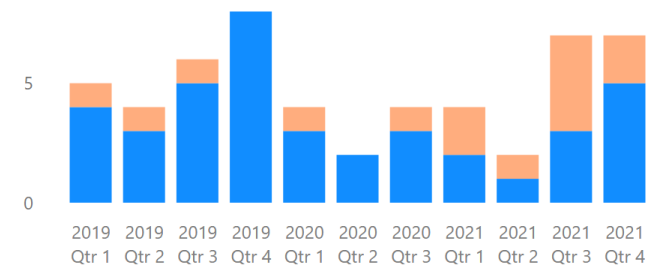
Airline Safety over Time

● Accidents per Million Flights ● 5y Moving Average

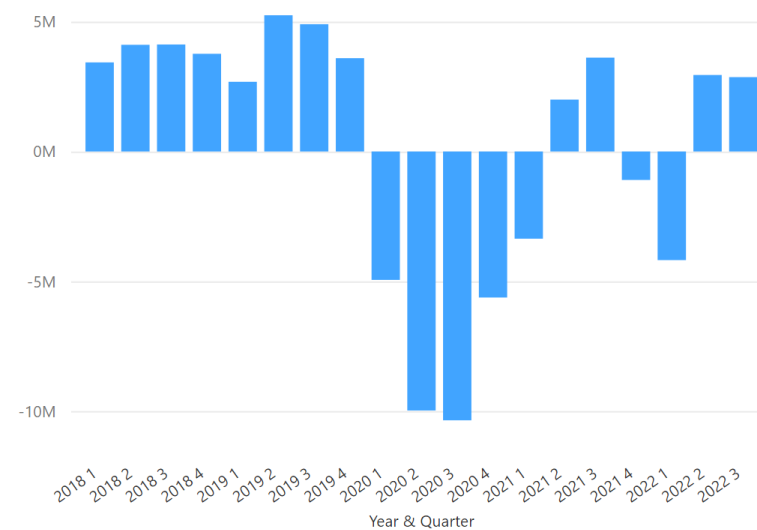


Global Accident Count by Industry

Industry ● Commercial ● Non-Commercial

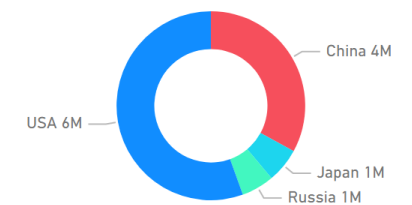


Industry Net Profits 2018-2022



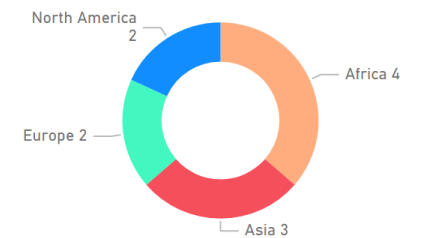
Top Air-Travelers by Country

Year 2020



Top Crash Counts by Country

Year 2021



DSC540

Holly Figueroa

Week 3-4 Dashboard Essay

The examination of available data suggests that the media attack on airline safety is unfounded. In the creation of my dashboard, and the visualizations within, were chosen with the primary goal of demonstrating why from various perspectives. Aesthetically I chose to use blue as the primary theme and the target color to represent aligned categories of interest to the company. In general, I chose to keep smaller time-date scope to allow the visuals to capture pre and post covid statistics regarding accidents, fatalities, and profits when possible. I chose a long term-time date scope only to illustrate the massive decline overall in airline accidents since the 1990's.

Most of my visualizations were best suited bar charts, but a multiline chart was emphasized with color and size to illustrate the vast difference in fatalities between modes of transportation as sourced from the National Safety Council. A waterfall chart was also used to clearly illustrate the recent volatility in profits, and signs of recovery as profits are no longer negative. I did choose to use some smaller, but clearly labeled donut charts to quickly allow my team to see how recent data shows the US has the most passenger fliers, and one of the lowest crash counts. I felt this broke some of the visual monotony of the bar charts, and while still clearly showing – with the help of the blue emphasized color that the media claims do not appear inspired by facts regarding commercial flights, nor trends with a US airline.

Supplemental Data Sources

National Safety Council

<https://injuryfacts.nsc.org/home-and-community/safety-topics/deaths-by-transportation-mode/>

File Name/Sheet: Deaths by Mode/Transportation Mode Comparison Table

Dashboard Visual: US Travel Fatalities, A Comparative View 2018-2020

Bureau of Transportation Statistics

https://www.transtats.bts.gov/Data_Elements_Financial.aspx?Qn6n=K

File Name/Sheet: yearly_crash_data, Net Income

Dashboard Visual: Airline Industry Net Profits 2018-2022

Gallup

<https://news.gallup.com/poll/1579/airlines.aspx>

File Name/Sheet: yearly_crash_data, Airline Sentiment PC

Dashboard Visual: N/A

The World Bank: Data

https://data.worldbank.org/indicator/IS.AIR.DPRT?most_recent_value_desc=true

File Name/Sheet: yearly_crash_data, 2020 Departures

Dashboard Visual: Air Travelers (Passengers) by Country