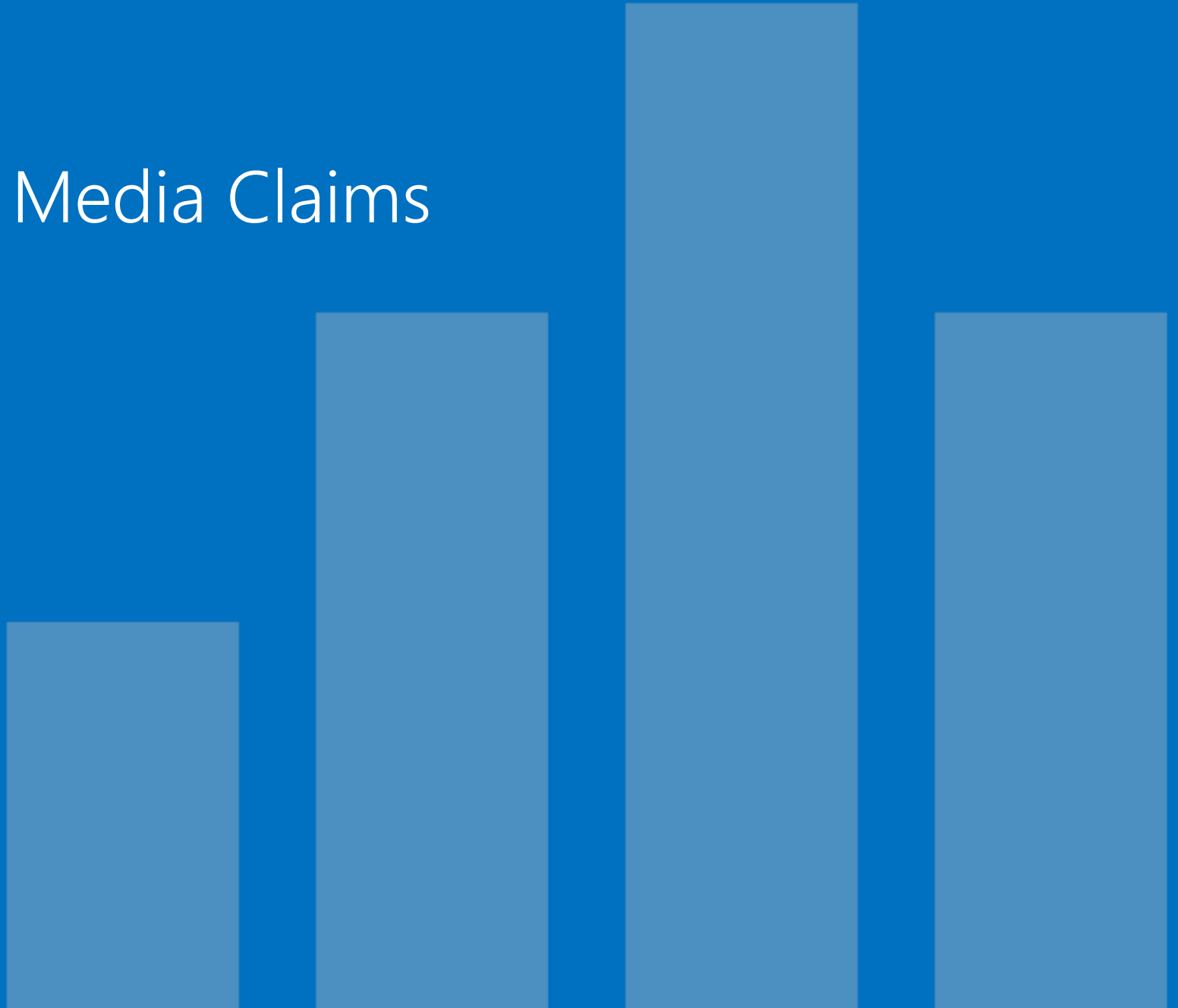


Analysis of Airline Media Claims

[View in Power BI](#) ↗

Last data refresh:
4/29/2023 4:59:12 PM UTC

Downloaded at:
4/29/2023 10:27:15 PM UTC



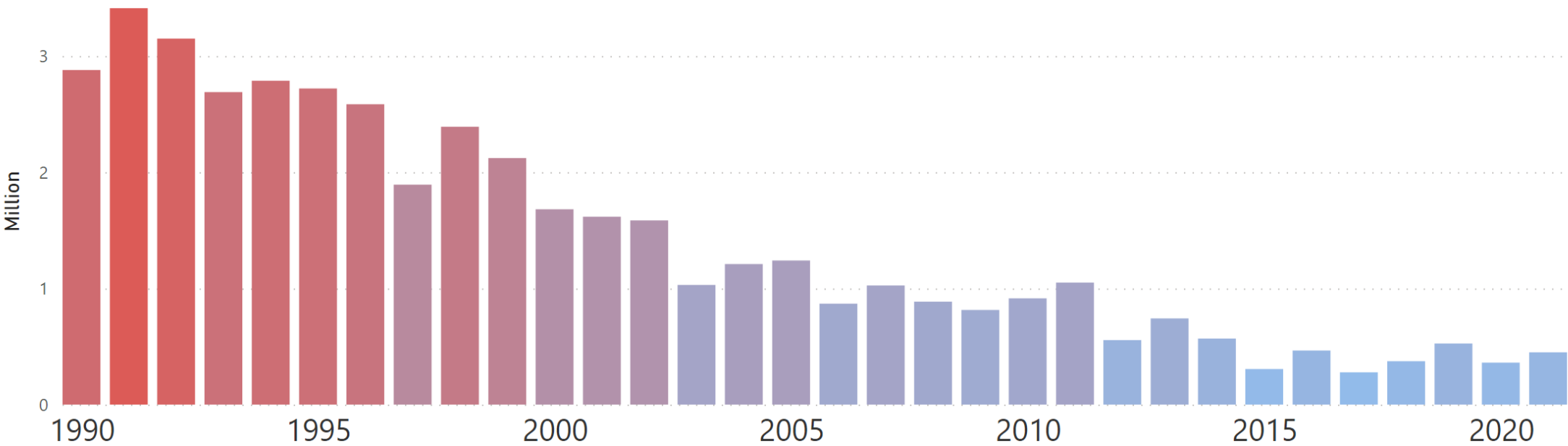
Global Air Travel's Worst and Best Years

Year	Fatalities	Year	Accidents
1972	2432	1948	342

Year	Fatalities	Year	Accidents
2017	31	2020	4
		2021	4

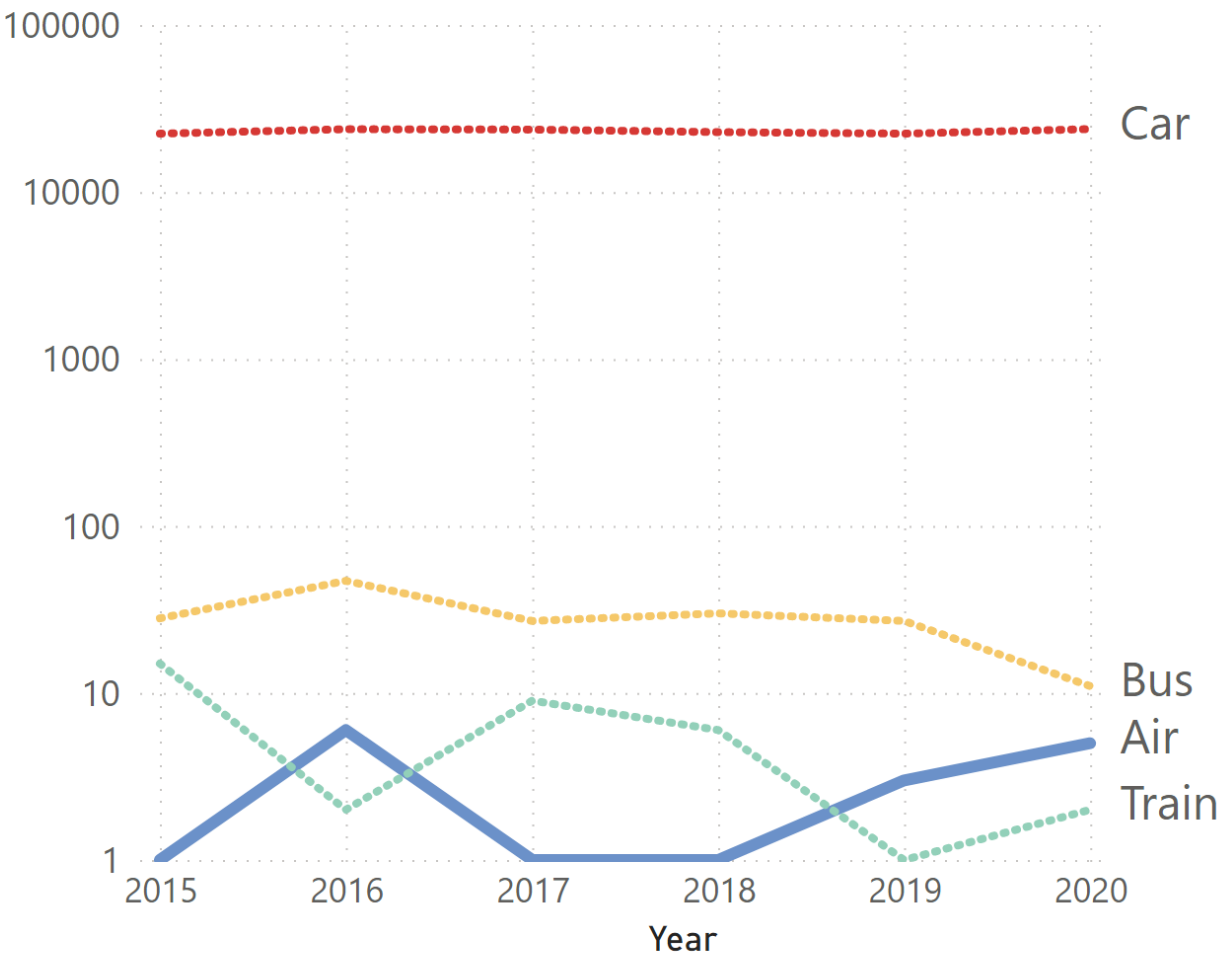
Historical Safety Trend - 30 Years

Fatal Accidents per Million Flights





U.S. Travel Fatalities Comparison

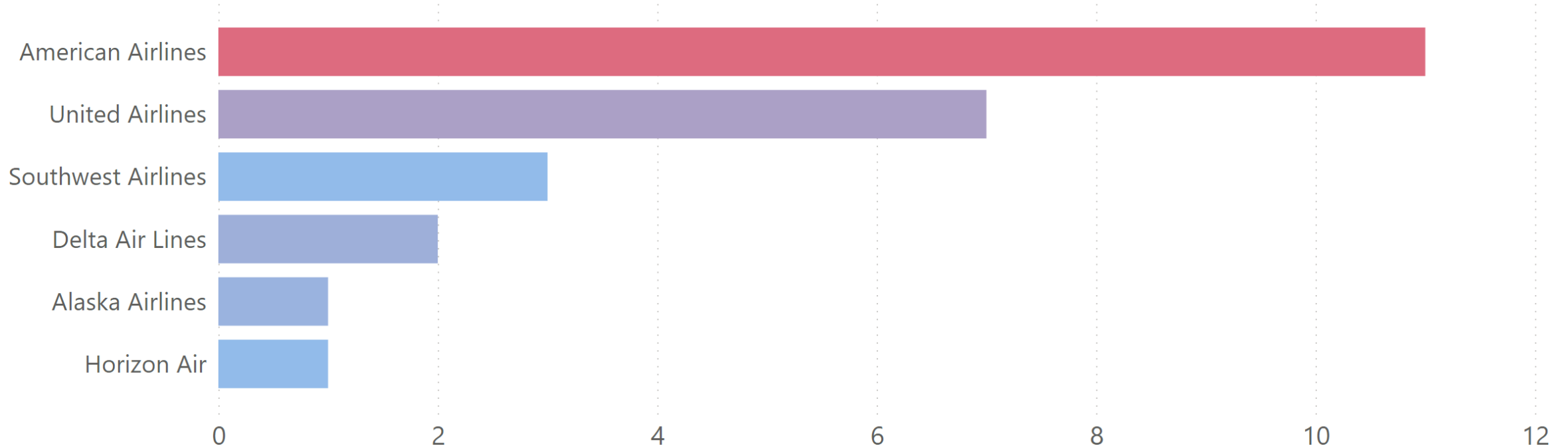


- Between 2015 and 2020, Cars had the largest count increase in fatalities at 1,455
- Air travel has increased 2018-2020 by 4 deaths
- Air travel's increase could still be used to mislead consumers as a 400% increase

• Scale type required for this visual does not allow for values at or below 0
• Air travel fatalities for 2017 were 0

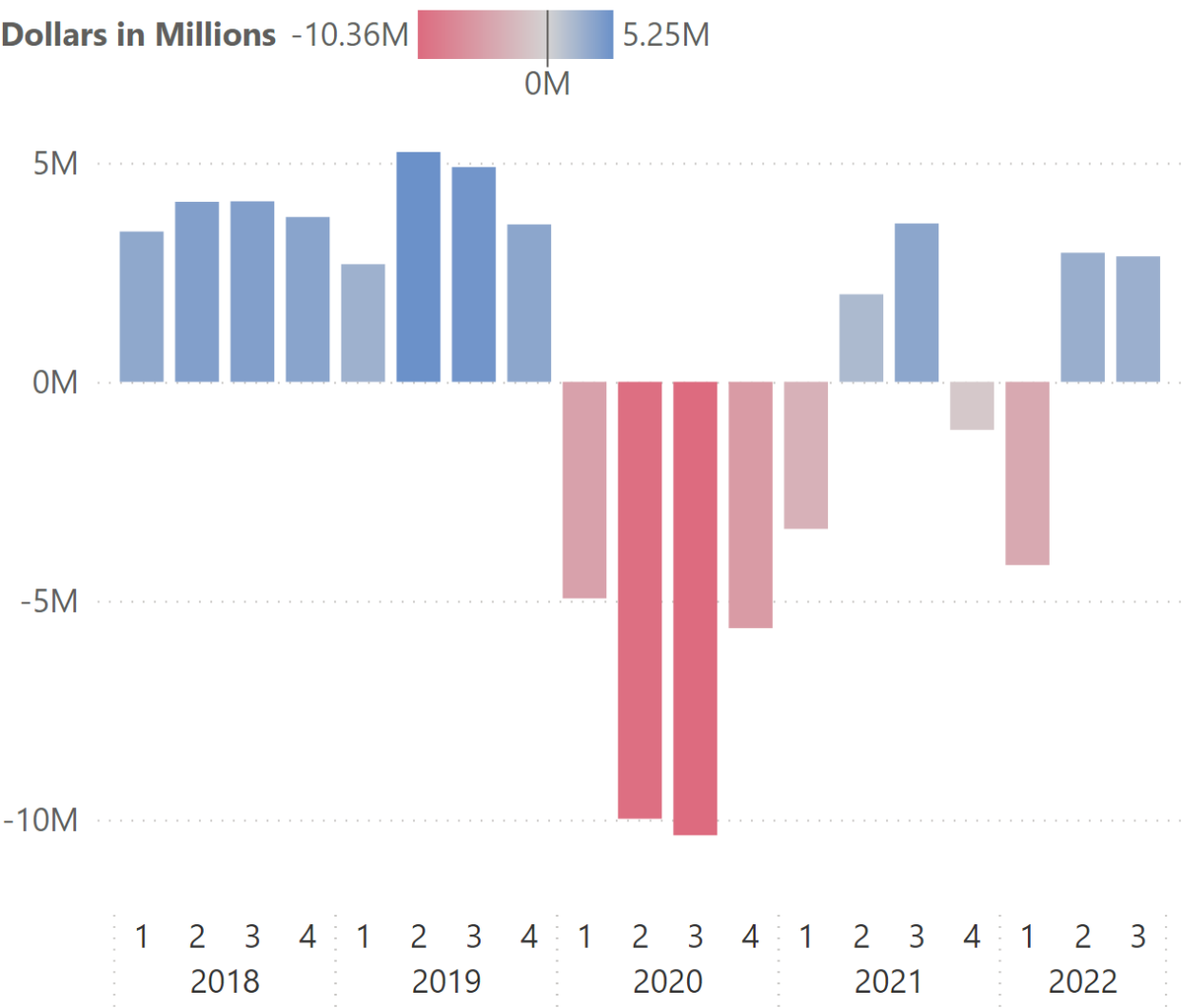
Crash Count by Airline

Gradient by Fatalities 1 858



- Of 6 airlines, our American Airlines competitor accounted for 44% of crashes
 - Training requirements/protocols across airlines are not the same

Net Quarterly Profits 2018-2022

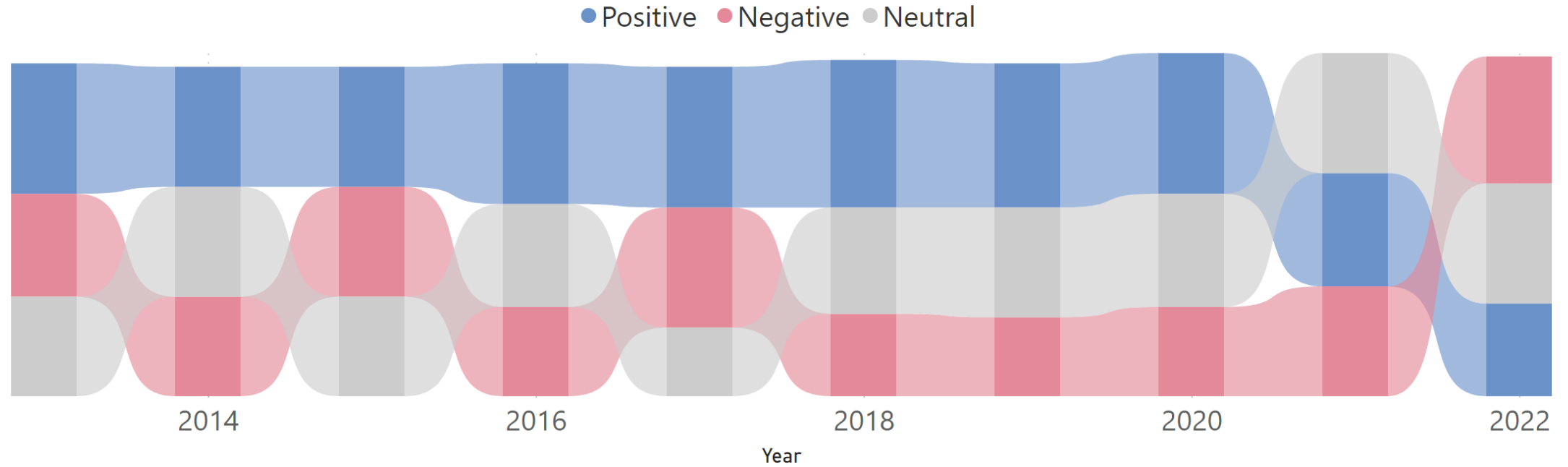


Sum Profits by Destination



- Most recent anomaly in profit loss peaked in Q4 of 2022 near -4M
- Current profits are positive, but below pre-pandemic average
- Atlantic flights contributed the highest profit losses

Airline Sentiment 2018-2022



- . For the first time in a decade, Positive sentiment is no longer the majority sentiment
- . Positive sentiment has steadily fallen 2020-2022
- . Negative sentiment jumped dramatically 2021-2022

The Risk of Media Claims

- Air Travel has never been safer
- Profits have not fully recovered to pre-pandemic strength
- Airline sentiment is at a 10yr low



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 Table Title: US Travel Fatalities

Bureau of Transportation Statistics

[https://www.transtats.bts.gov/Data Elements Financial.aspx?Qn6n=K](https://www.transtats.bts.gov/Data_Elements_Financial.aspx?Qn6n=K)

File Name/Sheet: yearly_crash_data, Net Income

Dashboard Table Title: Net Quarterly Profits 2018-2022

Gallup

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

File Name/Sheet: yearly_crash_data, Airline Sentiment PC

Dashboard Table Title: Airline Sentiment

Essay

Since the finding of my first analysis suggested the claims were unfounded, I chose to limit visualizations to data finding that illustrated facts of safety, strategy, and risk. Most of my visualizations were best suited to bar charts, but I open the presentation with some cards to clarify the safest time to travel by air is now compared to nearly all other times. A line chart was again chosen to compare modes of transportation. A ribbon chart was used to create a striking and clear visual showing how sentiment has changed, and when. My presentation plan is to share how the data does not support a significant decrease in safety. By sharing illustrations on modes of transportation and rates across airlines, I will offer the executive team optional message strategies to defend the brand and industry. I will also make a case as to why, despite the facts, the negative campaign has arrived at a vulnerable time regarding profits and airline sentiment.

All but one of my visualizations relied on an opposing color scheme, often in gradient form red to blue. This seemed an intuitively good fit to illustrate both the intensity of rate comparisons, opposing sentiment, and profit losses/gains, always with blue representing the more desirable values (i.e., low fatalities, positive sentiment, etc.) Ethically, including airline comparisons of crashes/fatalities was a concern because the differences between airline crashes are in the single digits. However, when the visual was altered to include comparison of fatalities, it put the minor crash count differences in a new light. I felt it would be an error to not offer a clear strategic option to set the brand apart from a competitor. I chose to include key findings for many visuals, and to end with 3 main considerations.