

Project Milestone 1

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Dashboard Configuration

The primary goal of the dashboard I created in PowerBI is to investigate airline fatalities in response to current media and public fear surrounding airline travel. To begin, I broke down total fatalities by airline for the period of 2000 to 2014. Next, to gain greater insight into these numbers I weighed total fatalities against total seat miles by airline to discover which airlines were riskier per seat mile. For additional perspective on the fatalities per billion seat miles, the dashboard also displays fatalities per million automobile miles traveled. For the remaining three visualizations, I chose line charts to show trend data of airline accidents, airplane fatalities, and fatalities per airplane accident by year to determine whether a recent uptick caused the media frenzy. My color themes throughout the dashboard present the data in blue except for the automobile chart, which features orange to provide contrast to emphasize the different category of data displayed.

Presentation Plan

I would begin my presentation to the internal team by demonstrating where our airline falls in terms of total fatalities and fatalities per million seat miles relative to our competitors. Based on the finding that our airline experienced a relatively low number of fatalities, we may be able to begin an ad campaign highlighting our near zero fatality rate to maintain customers and pull customers from competing airlines. Next, I would discuss the overall trends in fatalities over the past decade. Findings from this data show a downward trend with the exception of a spike in 2014. I would conclude my presentation by relating airline travel risk against other methods of transportation.

Ethical Considerations

All data should be thoroughly validated to ensure no facts are misrepresented in the visualizations and presentation. I must also verify that the data is not bias toward our airline. Due to the potential impact of this life and death data topic, the stakes are especially high for accuracy and the data must be portrayed in a sensitive matter to avoid causing any harm to the families of victims.