For this dashboard, I chose to create a fake company called ‘Delphi Airline’. I found a logo and invented brand colors to utilize throughout the dashboard

I constructed the dashboard with the goal being to identify the trend over the years of airline incidents and accidents. My base data has accident information for airlines for 1985 to 1999 and from 2000 to 2014. I chose to supplement my base data with another similar data source that has the trend of fatal and non-fatal airline accidents for annually from 2000 to 2020.

The top portion of the dashboard has high-level ‘KPI’s’ that provide the over-all change in percentage of the given KPI with supporting underlying graphs with the actual figures. This is meant to show the user quickly what the over-all change is without having to calculate it themselves. These graphs all show a substantial decrease in airline accidents. I chose to vary the chart types used to create an engaging experience for the user. The second row of graphs show the annual trend of fatal and total accidents from 2000 to 2014 have also decreased. The last graph is the percent difference in fata airline incidents for airlines who have had fatal accidents. I chose a lollipop chart to effectively demonstrate that almost all airlines have decreased in fatal accidents from the 2000 - 2014 time period compared to the 1985 -1999 time period. Color is also used to highlight percent increases.

My plan to present this dashboard is to talk through each visualization at a high-level and reference the charts over-all trend to emphasize my points. Ethically, I would need to stay true to the data and not embellish or exaggerate any of my points.