

For my infographic this week, I thought a lot about what the charts I had prepared were really telling us and how to best highlight it for an audience that may not have time to focus on the big picture. In short, we needed to distill these charts into their essence. To do this, I axed some of the features that would normally be a hard requirement, such as some of the axes, giving us the chart in a purer form.

Certain statistics were chosen that stood out. The 57% decline in total incidents was one, and the 53% decline in the proportion of fatal accidents as well. These were chosen as they really summed up the answer to our question, that airline travel is safer now than it was before.

A few y labels were provided on the revenue chart, but the big takeaway there is that revenues from flights are increasing significantly which shows that the number of flights happening is trending positively as well. For the plane incident chart, I only labelled some of the more common planes that people would be familiar with, and the Boeing 737-MAX due to its prominence in the news lately.

Compared to the internal team, the approach was a little different. We wanted to identify the takeaways for each chart and highlight it for our audience. The internal team had time to mull things over and likely would have looked at our data. The audience for this infographic doesn't have that luxury, although we did provide the sources in case they wanted to see for themselves.