Project Task 2: Executive Summary

DSC640-T301 Data Presentation and Visualization

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**Airline Safety**

As our team analyzes and reviews airline safety data for our organization, we have a few ethical considerations that need to be covered. First, a few outliers were found within the dataset that were removed from the graphs shown. One instance was removed from the ‘Airline Incidents 1985 - 1999’ graph which showed a total of 80 incidents for one airline, the other was removed from the ‘Airline Incidents 2000 - 2014’ graph which had a similarly greater value. These two outliers were removed to reduce the size of the graph while making the improvement from one generation to the next easier to notice for the audience. The next ethical consideration involves the amount of airlines during each generation and whether that number has dropped or increased over the fifteen-year period. If that number has increased, then our team is doing an injustice to the review of the data by not expressing that difference of how many airlines were incident- or fatality-free.

The visualizations were chosen to be straight-forward and legible. To retain simplicity, the charting methods used were identical between the car fatality/incident data respectively and the airline data; this also allows our audience to easily recall the previous charts that had similar visuals to compare. When showing this presentation to our executives, we’ll need to follow the speaker notes entered so that we can highlight our key points about each industry. More specifically, we’ll need to highlight that the airline industry has significantly improved our safety for passengers while other industries may not have made such a significant leap in fatality reduction. Based on the findings of our data, we should be able to express that our industry has led the example of improvements, while the true focus should be catered towards a major concern for the average consumer in other industries.