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DSC 640

Changing the focus of this project to address senior leadership, the attached PowerPoint presentation will help illustrate that air travel is still one of the safest options. The visuals in this PowerPoint will help provide a good snapshot of the health of air travel. Looking at slide 2, coupled with my dashboard, a stacked column chart, gives a quick and easy air travel assessment since 1908. This shows how many fatalities have occurred by airliners since 1908, with how many people were aboard the aircraft. The color choice here was light blue and dark blue, so you could easily see the number of fatalities on top of the number of people aboard the airliner each variable summed since 1908. This slide points out that in 10 years from 2000-2009, there were 11,042 fatalities from airliner crashes to that of 371,1 motor vehicle fatalities.

Slide three gives a breakdown of motor vehicle fatalities over ten years. Most of the data references here are from 2000 to 2009. The graphic on slide three shows motorcycles vehicle drivers and total fatalities. Each year is colored differently to see the values for each variable easily and showing that, on average, there are roughly 37,000 fatalities each year.

The main factor to slides 4 and 5 is that since 1908 there has been an average of 1,044. However, this average increased to 1,104 for the years 2000 to 2009. There was a significant event that caused this and should be noted. The events of September 11th, 2001, have skewed the data here, but if you remove that event, the averages of both fatalities air and ground reduce significantly. Both graphics on slides 4 and 5 use color to allow for easy and quick reference to the data. This allows for the audience to see the trend without having to study the entire graphic.

The sixth slide allows side-by-side comparison of vehicle fatalities to airline fatalities during the 10 years referenced previously. From this slide, you can see that you would have had a 3.5x chance to be in a vehicle crash leading to a fatality than in an airline crash. In 2009 alone, you had less than .02% chance to be in a fatal airline crash.

The seventh slide provides some quick statistics for Delta Airlines. Currently, one of the best American airliners safety-wise and one of the top airlines in the world. Most f Delta's crash fatality history occurred before 2000. Since the year 2000, Delta has had 51 fatalities. Compare that to American Airlines who has had 416 in the same timeframe.

The final slide provides a brief conclusion with some information on why consumers might feel that traveling by vehicle verse air is safer. The main factor here is that most airliner crashes are highlighted because of the fatality totals per crash to a vehicle crash. The main focal point here is that vehicle crashes and ones containing fatalities happen at a much higher rate; thus, the fatalities are substantially higher.

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4. National Safety Council. Retrieved from <https://injuryfacts.nsc.org/all-injuries/preventable-death-overview/odds-of-dying/>

5. Ropeik, D. (2006). How Risky is Flying. NOVA. Retrieved from <https://www.pbs.org/wgbh/nova/planecrash/risky.html#:~:text=The%20annual%20risk%20of%20being,is%20about%201%20in%205%2C000>.