

Week 5 & 6 Blog-Post
Summary
Professor: Dr. Catherine Williams

Data Presentation and Visualization
Term Project Milestone 3 (Week 5&6)

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Blog

<https://karthikchellamuthu.blogspot.com/>

Introduction

The blog post summary report was built after the confirmation with the executive summary and now that we are ready to do the external communication. This is to provide the facts about the airline travel is safe and there is no adverse impact and spread through online news sources, social media, etc. Travel industries airline booking and subsequent cancellations are causing airline partners owners the constant headache of losing business during covid situation and this blogs and post will give positive impact on the situation to gain more business.

Abstract

Content published in this blog post was targeted to the public, especially for the negative media news and who care about the portrayal of the industry and their airline specifically. Since we planned for this blog post to be public and external communication we wanted to make sure data used being ethical and sharing information is not misleading. Our presentation targets how safe the airline travel is? With the clarity of the story with some important catchy visualizations for external audiences. External audiences that are likely not familiar or experts with our subject.

Hence the blog post summary contains the information of the historical data of worldwide airlines and fatal incidents, fatalities How appended specific to airlines and in the year, also captured

financial data to show that there is not impact on overall profit and public demand to airline travel.

Link <https://karthikchellamuthu.blogspot.com/>

Details of the Blog post summary



Why did you choose the visualizations you did?

Figure #1- How safe to travel in Airline?

I used an accident graph bar chart for the blog for public to understand the trend of accidents and this depict how the airline industry accidents have been reduced in 2022.

This shows how safe to travel in airlines travel is still safest.

Figure #2- Fatal incidents comparison vs recent years

Here I have posted chart of fatal incidents in the blog, this is to inform public to compare the airline fatal accidents of different airlines across the world for two different years' groups one is from 1985-1999 and second is 2000-2014. This will show the transparency.

Figure #3- Summary of air traffic fatalities

The third chart of my blog post has the fatalities caused by air traffic accidents are gone down and its very less in the 20th century (2000-2014) compared to prior years of 19th century (1985-1999) with visuals.

Figure #4- Average fatalities rates and trend?

This chart in the blog shows for the average trend This slide is intended to provide the average trend is being down towards the recent years of Airlines fatal accidents which is an indication of higher in safety sentiments.

Figure #5- Moving average trend for 5 years.?

This is to prove and to identify the trend direction of average to support and resistance levels.to the executives that airline fatal accidents trend is going down, this chart shows the trend of fatal accidents of airlines from 1985 to 2021 and it clearly shows the trend is downgraded and shown the 5-years moving average and its trend shows the going down in recent years.

Figure #6- Impacts caused by any negative media news analytical bar charts

In this portion of the blog we depict this chart with the Continuation of the above information, how its further impacts to public in terms of visuals.

Blog post - How to present this to the public?

There is no legal litigation on Publish the blog with the data to public, In addition this blog post does not contain any personal information or the PII data, Hence we are publishing this content with the help of <https://www.blogger.com/about/> based on the public review they can comment their perspective under the review comments of their posts. Our content in the form of blogs prepared for the external public and audience. Contents in the blog is going to focus on the few subject areas to see if there is any impact of overall profit and public demand, Media spreading rumors about airline safety versus data statistics, People's preference for the mode of travels, Airline Revenue and impact due to Covid, operating expenses of the airlines and recommendation to reduce, Legal and ethical disclaimers.

Blog post-Data Ethics and Legal considerations

- There is no legal litigation on Publish the blog with the data to public.
- There are no restrictions to use this data for Analysis and academic purpose.
- Data obtained here from public domains and was no PII information on it.
- We are not using any passenger personal information such as address or geo locations to navigate these results.

References:

- <https://www.blogger.com/about/>
- <https://karthikchellamuthu.blogspot.com/>
- <https://www.internationalinsurance.com/advice/fly-safe.php>

- <https://cdan.dot.gov/SASStoredProcess/guest>
- <https://www.airlines.org/dataset/world-airlines-traffic-and-capacity-2/>
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- https://docs.google.com/spreadsheets/d/1SDp7p1y6m7N5xD5_fpOkYOrJvd68V7iy6etXy2cetb8/edit#gid=1448957446