**Project Task 3: Blog Post Summary**

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DSC640-T302: Data Presentation and Visualization

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**Blog Post Summary**

This Blog is on Airline travel which is one of the safest modes of transportation. It describes the airline safety precautions taken by our company to reduce the number of incidents and to prove to the public that Air Travel is indeed the safest mode of transportation.

Here is the analysis done from the dataset taken from the Kaggle website.

I have taken the dataset, transformed it, and added the data for the years 2019 to 2023.

I created 3 charts to understand the current trends of airline incidents. I have chosen these charts to depict the trends of Airline incidents over time. If they are decreasing over time, it means that

Air travel is safe for everyone. Internal campaigns are different since the internal audience knows various aspects of airline safety. But for the external audience, it needs to be more clearly explained with clear visualizations.

1. I created a Bar chart with Year on the X-axis and the sum of fatalities on the Y-axis which shows the number of fatalities gradually decreased from the year 2019 to the year 2023.

**A graph of a number of blue bars

Description automatically generated**

1. I have created 1 map and 1 Bar chart in Power BI to depict the number of fatalities in the year 2019 in all the locations.

**A map of the world with red circles

Description automatically generated**

1. I have chosen the year 2023 from the bar chart now to depict the number of fatalities in the year 2023 to show visually the number of fatalities in all the locations.

A screenshot of a computer screen

Description automatically generated

I have used different colors for different years for clarity. Also, the size of the bubble shows how many fatalities are there in each location. We can see the greens are a lot less than the reds in the above 2 charts.

**Ethical consideration:**

While doing the research, some of the ethical factors considered are that we need to avoid visual distortions that can mislead the viewer about the severity or frequency of fatalities.

**Conclusion:**

My overall findings are that airline incidents are getting reduced over time because of the precautions taken for the safety of everyone.