



Delta Air Lines Safety Commitment

640: Data Presentation and
Visualization

Marlene Aviles

Did you know?

01

The Economist
predicted the
probability of
plane going down
are **1 in 5.4
million**

02

Being 31,000 feet
off the ground is
safer than being
2 feet off the
ground!

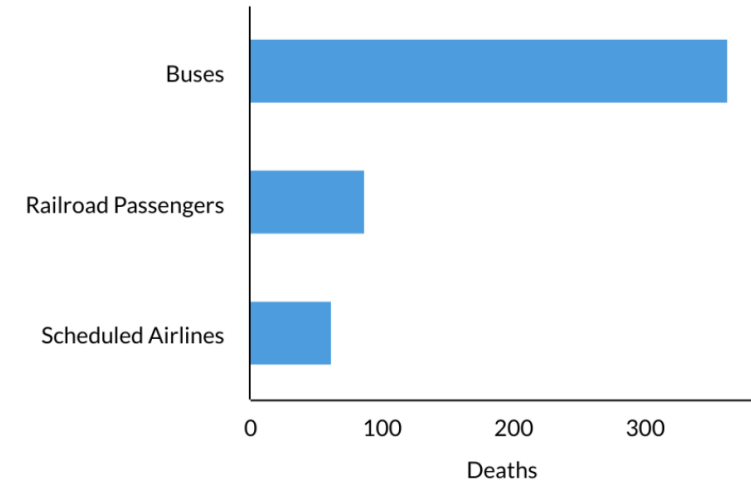
03

**Air
Travel** remains to
be the **safest** way
to travel

Why Does This Matter?

- Media channels manage to describe Air Travel as unsafe; statistics show otherwise!
- U.S. Safety Council **could not** predict the odds of dying on an aircraft given that the data **was too small to calculate**
- Yearly **200 million** passengers continue putting their trust on Delta Air Lines

Common Transportation Mode Deaths
Comparison 2007 - 2018



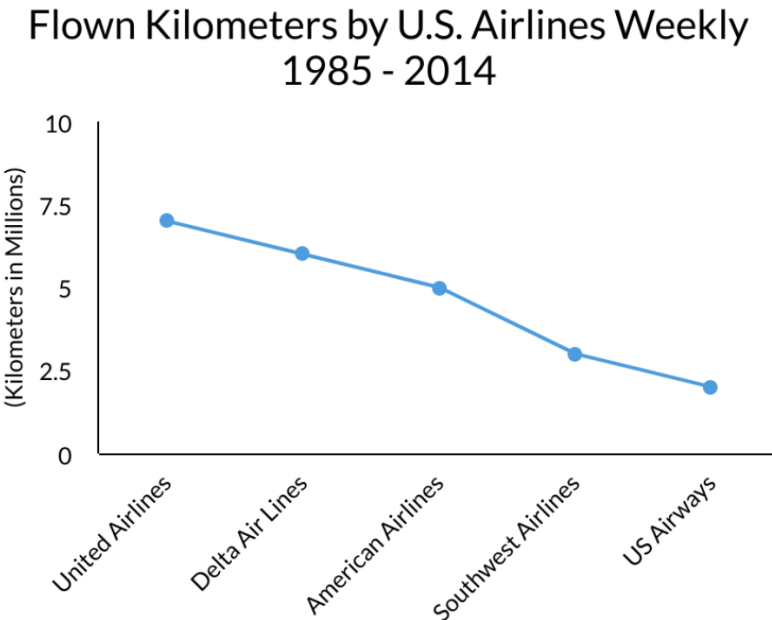
12%

Scheduled Airlines, when compared to Buses and Railroad Transportation, only made up 12% of the total deaths from 2007 to 2018.

The Delta Experience

- Since **1987** Delta Air Lines has endured in being one of the **most reliable** and **safest** airlines
- The launch of our **Safety Commitment Plan** and **Historical Data** echoes this

Thank you!



Summary

A 250-word paper summarizing what you did and why you chose to present what you did. How was this audience different than the internal audience? How did you go about deciding what to present? Did you use a script?

For the last portion of the project, I managed to keep the graphics and the details of the presentation as simple as possible. Simplicity was key for this presentation, given that the audience was not expected to know anything about Delta Air Lines or the scrutiny they were facing from the media. The audience was different from an internal audience, given that they had no prior knowledge about Delta Air Lines, so the audience was not aware of the number of passengers Delta flies yearly or their commitment to passenger safety. Given that this presentation had to be a total of three minutes long, I did prepare a script to make sure my points were concise and clear to my audience. The use of a script, for this scenario, was useful given that I was recording the audio, but I would not have used a script during a live presentation given that it would be more difficult to engage the audience utilizing it. The slides for this presentation were limited yet, included visuals and key points to not overload the audience with a lot of data, which could become overwhelming. The final presentation was brief and included different shades of blue to keep the scheme of the Delta Air Lines' main color. To conclude, the final presentation managed to condense my total findings of all of the previous milestones. Each portion of the course project brought up different tasks and limitations that I had to learn to deal with.

Sources Cited and Data Sources

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