

In 2018 there was [an explosion mid-flight](#) on flight 1380 which resulted in one casualty. This flight has sparked [negative media attention](#) and appears to have correlation with negative profits in the airline industry. This dashboard outlines the facts surrounding the airline industry and Southwest's overall track record of flight safety. The attached dashboard contains six unique metrics, each complimenting the other. This text outlines what each section conveys.

The first section highlights the overarching problem, "net profits are down, expenses are up". Beginning on the top left, are the [net profits](#) of the airline industry in aggregate. It appears that in 2018, net profits took a negative dip. While this is better than prior year's performance, this negative dip compared to overall expenses could spell trouble for shareholders. The bar chart below illustrates that expenses did NOT dip but increased 10.33%.

The middle bar chart provides context that counters the negative media attention on airlines. This chart shows that airplane fatalities are still, in general, safer when compared to automobile fatalities. Displayed are years 1992 – 2019. Of note, the graph stops at 1992 because going back further only enhances the disparity, and ultimately clutters the dashboard. The blue bars highlight [airplane fatalities](#) and is contrasted with the red bars which highlight [car fatalities](#). This bar chart shows a near perfect waterfall of decreasing fatalities on both cars and airlines, but more importantly, shows that airlines continue to outperform cars in terms of overall safety. It is apparent that in 2018, plane crashes increased to heights not seen in the prior four years. However, the call out to the step chart along the bottom shows a near perfect linear pattern of decreasing fatalities. While the increase is tragic, with additional context it is STILL safer when compared to years passed.

Finally, along the top right are our [incident numbers](#). This bar chart shows how Southwest compares to other airlines in terms of incidents since 2000. While eight is still a high number, several of our domestic competitors have a higher number of incidents. The pie chart shows that we account for 3.46% of total airline incidents among all airlines since 2000.

This chart was developed in response to the negative attention by the media on airlines as a result of the 2018 crash of flight 1380. The dashboard offers the facts about industry profits and expenses, compares car fatalities to airplane fatalities, and shows where Southwest airline ranks among their competitors.

Sources

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