Term Project Milestone #2: Executive Summary

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DSC640-T302 Data Presentation & Visualizations (2243-1)

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Executive Summary

Commercial airline accidents and fatalities are extremely rare, with a rate of zero deaths per 100 million miles traveled, so when an incident occurs, it is the lead story on all the news broadcasts. The coverage is non-stop, 24/7, for many days. Postings on Facebook and X (formerly known as Twitter) spread misinformation and create distrust. Presenting facts has done little to combat the negative publicity and messaging quickly became the first thing people think of when air travel is mentioned, regardless of which airline referenced.

Instead of restating the negative aspects of airline accidents and fatalities, I referenced how advances in air traffic and cockpit technology, better aircraft design, and more comprehensive safety procedures have significantly decreased airline fatalities for all carriers. Continuing with a more positive spin, I focus on market share, customer satisfaction, revenue growth, the increasing number of passengers, and how our company (Southwest Airlines) performs against other major US-based carriers. I highlight that Southwest Airlines has been ranked #1 in market share and customer satisfaction for over ten years and is currently ranked #1 in the number of domestic passengers over ten years.

I chose these visualizations to show the effect of adverse publicity due to airline accidents and fatalities on air carrier metrics. Line and bar graphs were used to display changes over time. The divergent bar chart emphasized the advances in technology and safety between two periods of time for each air carrier, and bubble charts were used to compare the major US-based airlines.

My ethical concerns are regarding the treatment of various data sources. While I only used mainstream sources for my data, additional columns were added to size down the larger number columns for visualization readability. Also, datasets were used multiple times to create variations of the same data sources; columns were pivoted and combined to satisfy the

requirements for the different Tableau visualizations. Finally, the visualization depicting

customer satisfaction percentages begins at 50 instead of 0 to reduce the amount of whitespace

on the bottom because the lowest percentage in this graph is 56.

My presentation explored the impact of negative publicity from airline accidents and

fatalities only to find no impact on market share, customer satisfaction, revenue, and the number

of passengers. Highlighting more favorable information allowed the presentation to end more

positively.

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