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Project Task 4 – Infographic
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Recent events have caused many people to be nervous about air travel. The goal of this infographic is to show the audience why air travel is still a very safe way to travel. The approach was to make that point quickly and to let the graphics tell most of the story without a lot of words. My approach was to start with trends that would show the audience that the safety of flying has not gotten worse as they might think, but has even gotten better given that fatalities have gone down over time while air travel has gone up. I also tried to point out how extremely small the airline fatalities are in comparison to other types of travel and also compared to the number of non-fatal flights.

After addressing the safety of flying in general, I wanted to point out Southwest's safety statistics in order to build confidence not just in the industry as a whole but in Southwest Airlines specifically. Also, I hope that this would give the audience a good feeling to know that the airline is acknowledging and cares about the concerns.

My overall goal was to keep things simple and to the point, with not too many or too complex of details, to give the reader factual information to make their decision and to make Southwest stand out as a good option. The colors of red, blue and yellow were chosen to be basic and simple color schemes, with blue being used in all of the graphics focused on fatality rates and numbers. The three colors also stick with my previous presentation colors which were chosen to match Southwest's logo colors. I tried to use visuals that were easy to understand and that someone would quickly draw information from.

Files can be found at: https://github.com/mlrice/DSC640_Data_Presentation_and_Visualization

References:

<https://data.world/fivethirtyeight/airline-safety>

<https://www.bts.gov/browse-statistical-products-and-data/state-transportation-statistics/transportation-safety>

<https://www.airlines.org/dataset/safety-record-of-u-s-air-carriers/>

<https://www.bts.gov/browse-statistical-products-and-data/state-transportation-statistics/transportation-safety>

<https://www.airlines.org/dataset/safety-record-of-u-s-air-carriers/>

<https://www.airlines.org/dataset/annual-results-world-airlines/>

