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Project Task 2 - Executive Summary
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Researching air travel, it is clear that the odds of fatal accidents are far lower when flying than when traveling by car. I have chosen this as my primary focus to present. The visuals that I chose show not only how much lower the number of air fatalities are, but also perspective of comparing the total percentage of travel that air represents compared to the percent of fatalities in order to somewhat standardize the comparison since highway travel accounts for much more total travel. The other thing I want to draw attention to is the very low fatality rate that Southwest has experienced. This is certainly something that can be used to the advantage of the airline in marketing to customers that may be nervous.

I tried to vary my use of charts but keep them relatively simple, using line charts for time comparisons, bars and graphs to compare specific airlines or modes of transportation. I continued with my theme from my dashboard of using primary colors, with blue mostly representing. Highway travel and fatalities. I chose red and yellow for other graphs, as they seem to work well with the blue, but this was also intentional to go with Southwest's color branding.

The conclusion drawn from this research is that air travel is much safer than highway travel and Southwest has a very positive record with respect to safety. Both of these are things that should reduce fear among management and also give them information to use to market to customers who may be nervous or on the fence about traveling by air.

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.airlines.org/dataset/annual-results-world-airlines/>