

Amy Nestingen

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### Executive Summary

Every accident and fatality in the airplane industry should not be taken lightly. Our customers put their lives in our hands and it is vital to assist them to their destination safely. Our incident goal is zero because no incident, accident, or fatality is tolerated. With the recent unfortunate accidents from air travel, people are wary of airplane safety. As a company, we need to present the facts to our customers without being insensitive to the lost lives. Today, we will present the facts that air travel is safer than car travel and the strides we have made in the airplane industry regarding safety in the past 15 years. It is also important to realize the financial impact an increase in fatalities may have on the airplane industry.

We need to gently remind our customers that it is still safer to travel by airplane than by car. Another aspect to explain to our customers is the fact that it is safer to travel by plane now than ever before. Especially when comparing 1985 to 1999 vs. 2000 to 2014. We need to state clearly what we are doing to continue our safety efforts. We can show that we have made improvements in the last 15 years but our efforts will not stop until there are zero fatalities or incidents.

The question may be asked, how are we going to fund ongoing safety initiatives? The fact of the matter is, we cannot afford not to. If the number of fatalities increase by even 5% year over year for the next 5 years, it is a conservative estimate that net profit would decrease by 3% based on fears of our customers. This would result in a loss of 1,610 lives and \$1 billion dollars. We must make every effort to make our flights as safe as possible. Money invested in safety makes sense ethically and financially.

As shown in this PowerPoint, it is important to not be too flashy when discussing airplane fatalities to the public. It is good to use neutral colors so the serious message is delivered with the appropriate tone. The charts must be easy to understand with labels that are to the point. The first bar chart compares fatalities for car vs. air travel normalized by miles traveled. I did not want to include anything else on this graph to make sure it is known that air travel is safer than car travel. The next slides compares airline safety from 1985 – 1999 vs. 2000 – 2014. Visually we can see that we have improved in the last 15 years. I choose red for the earlier gauge because the fatalities were higher. I did not want to choose green for the second gauge because we were showing fatalities which is a serious matter. The financial slides begin by layering the net profit on the operating profit. The operating profit is a light gray because the focus is on the net profit. The Net profit is blue which will stay consistent in the following slides. The next slide compares Net Profits vs. Fatalities. The fatality line is in black to convey the seriousness of the topic. The labels clearly state that we are looking at these metrics by year. The next slide shows the predicted fatalities and net profits if safety is not a focus in the airline industry. These are conservative estimates. Orange and red are used to show the alarming effects of not putting safety first. Lastly, the KPI's clearly state the predicted outcome if safety is an afterthought. The actual outcome is based on many factors but this is a conservative estimate. The faded graphs in the background of the KPI's show the trend of fatality increase and net profit loss accumulation over the next 5 years.

## Sources

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

<http://www.baaa-acro.com/statistics>

<https://github.com/fivethirtyeight/data/tree/master/airline-safety>

<https://policyadvice.net/car-insurance/insights/how-much-do-americans-drive/>

<https://www-statista-com.ezproxy.bellevue.edu/statistics/241488/population-of-the-us-by-sex-and-age/>

Github Link: <https://github.com/nesting/DSC-640-Project>