Executive Summary – Thought Process

In creating my executive summary presentation, my focus was on providing the executive committee with a high-level overview of the dashboard findings. Within this focus, the two details I wanted to get across were how, if any, our airline (i.e., United Airlines) has been impacted by consumers' fears of airline safety, and any future risks to the company if fear and external factors were to prosper.

The visualizations in the PowerPoint presentation were kept simple with line charts and bar charts. The color scheme was focused on a blue scale for similar data, and then primary colors for differences. Hopefully, this does not distract the executive team and allows them to distinguish between data points for storytelling. The slides in the presentation only contain 1-2 visualizations and potentially a few bullet points. When I present this to the executive team, I want more of the details to come from my verbal notes, rather than just having word clutter on the screen.

My findings from the executive summary showed that in comparison to car crashes, flight accidents occur at a much lower amount. Even for United Airlines from years 2000-2014, their total number of incidents and fatal accidents was minimal, 14 and 2 respectively. Incoming revenue and total number of passenger miles have remained relatively positive even when taking these flight errors into account. COVID-19 and the popularity of cars could play the greatest risks to United Airlines in terms of flight safety and business impact.