

Airline travel safety concerns – Facts vs hoax!

Air travel & its impact on the economy

Air transport (both passenger and cargo) is a key enabler to achieving economic growth and development. Air transport facilitates integration into the global economy and provides vital connectivity on a national, regional, and international scale. It has significant impact on the economy as it helps generate trade, facilitates tourism, and create employment opportunities. And by virtue of being the fastest and safest way to move people and goods, it has become integral part of our lives.

Story Arc

I tried to stick to story arc principles and my story's flow was as below:

- Introduction to the problem.
- Impact of airline travel & airline industry on economy.
- Comparison of airline accidents and fatalities year on year.
- Comparison of airline fatalities with other modes of transportations.
- Identify the problem segment meaning find airlines which are having most accidents.
- Demonstrate that airline accidents and fatalities have been decreasing over 30 years.
- Conclusion.

My thought was that it would be most effective to convey the data story.

Visualizations:

I prepared the visualizations based on the above story arc.

- Prepared a chart that shows Year after year, more and more people are choosing to travel by air for their personal and business purposes.
- I looked at the data and it is evident from the trend that there has been sharp increase in passenger airline travels with exceptions due to 9/11 and global recession.
- Graphs to show that airlines industry contributes to economy on the basis of year-on-year growth of revenue and increasing labor expenses. Airline industry not only facilitates economic growth for other market segments but also has direct effect on the economy such as employments, consumption of airline fuel, etc.
- Prepared the data and visualizations to show which 10 airlines had most number of fatalities between 2000-2014.
- Visualization to show the trend of accidents and fatalities between 1985 – 1999 and 2000-2014 and showcase that it significantly reduced during 2000-2014 in comparison to 1985 – 1999.

The difference between presenting the data story to a general audience as opposed to an internal audience.

One of the major differences is that when it is internal, most of the people are already familiar with the data. So, complex visuals and pure data can also get the job done. Whereas when it is for general audience simple visuals or Infographics are more effective.

Conclusion

If I've to do it all again from beginning, I would look at finding more recent datasets. I would tie up all the airline accidents and the airplane make and models to take the analysis further. I would also try to find a dataset which outlines the reasons for accidents.

References:

<https://www.bts.gov/topics/airlines-and-airports-0>

https://www.kaggle.com/xan3011/airline-data-project-mit-1995-2019?select=airline_passengers.csv

https://en.wikipedia.org/wiki/Motor_vehicle_fatality_rate_in_U.S._by_year

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