

AIRLINE SAFETY

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Goal



Re-instill consumer confidence in air travel safety.



Problem 1

Misinformation continues to spread regarding the safety of air travel.



Problem 2

Consumers are electing other forms of transportation due to misplaced fear.



Problem 3

Lack of confidence in air travel will lead to loss of revenue.



Action Plan



Solution 1

Present analytics that will counter negative media press.



Solution 2

Outline steps we have taken to improve airline safety throughout the years.



Solution 3

Compare airline safety to that of other industries.

Summary Findings



2000-2019

Continuous
downtrend in
fatalities spanning
back to the 2000s.

2020

6 largest US airlines
lost a combined \$35
billion due to the
Covid Pandemic.

Present

Public is regaining
trust in air travel,
however we need to
re-engage the
consumer.

Domestic Airline Carriers by Seat Availability



- These US Airline carriers have the most to gain financially if we are able to re-instill the trust of the consumer.

Size the Market

Essential to recapture market size to pre-Covid numbers to maximize profits.

818.32 Billion

2019 Pre-Covid Airline Industry
Market Size

-370 Billion

2020 Airline Industry losses due to
Covid Pandemic

471.82 Billion

Estimated 2021 Airline Industry
Market Size

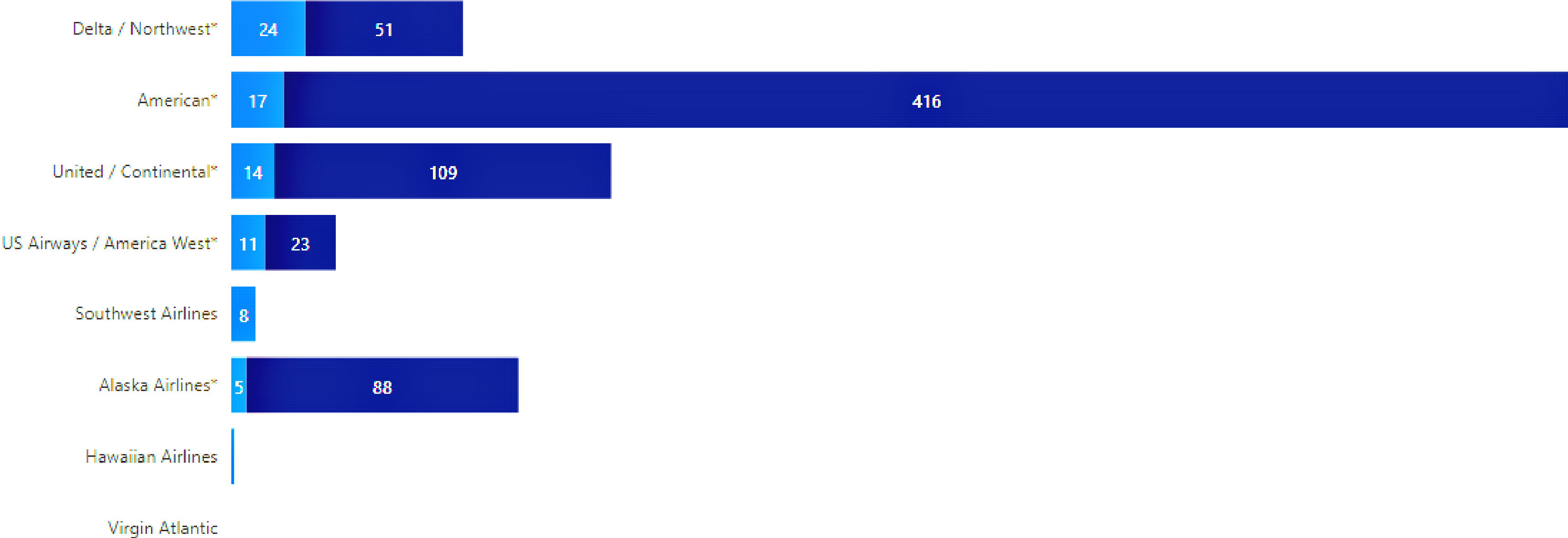


Safety First

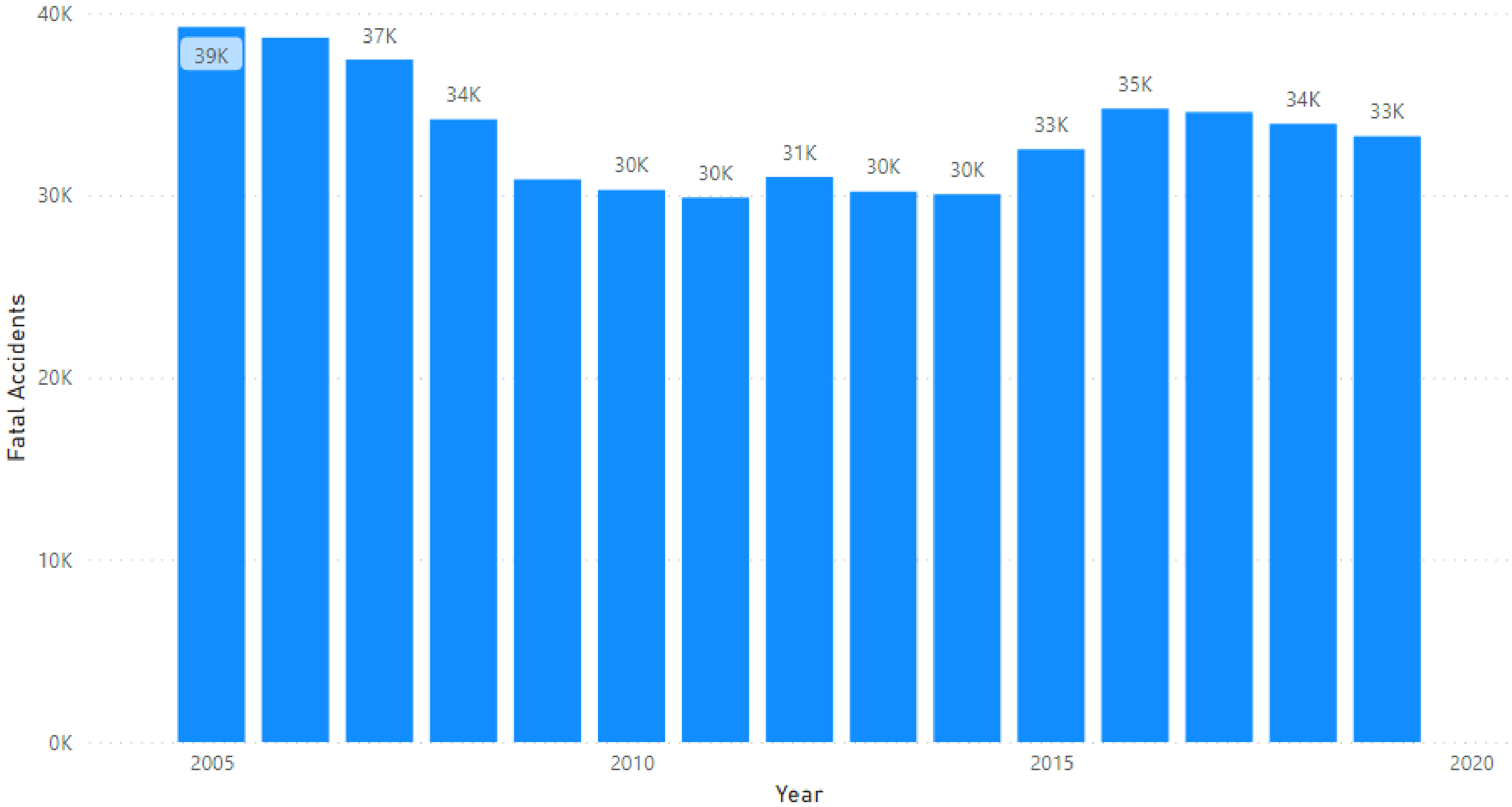
- We inspire confidence back in air travel by providing the facts: **air travel has never been safer.**
- The following slides will contain data points that will outline just how much safer air travel has become.

Domestic Airlines Fatalities vs. Incidents Comparison

● Incidents 2000-2014 ● Fatalities 2000-2014

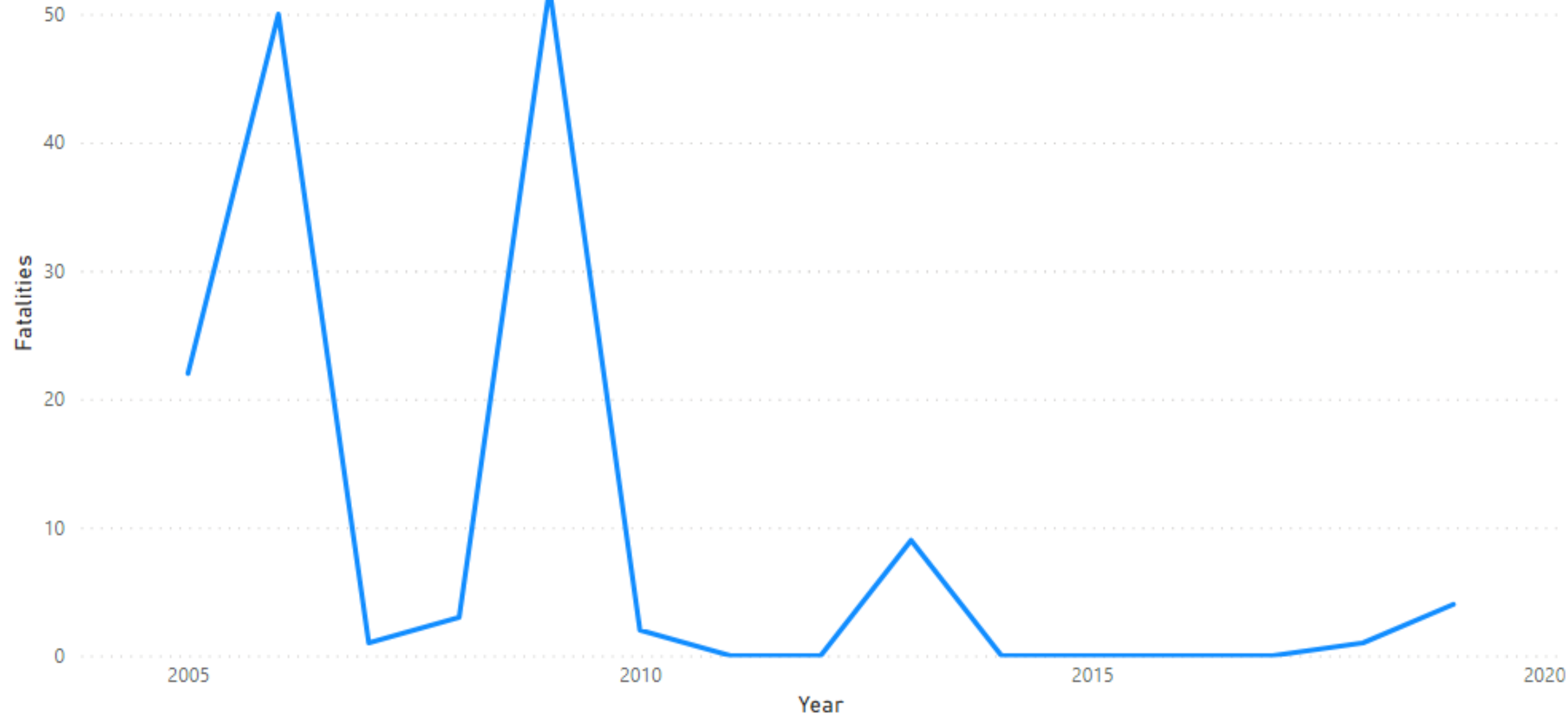


Fatal Automobile Accidents by Year



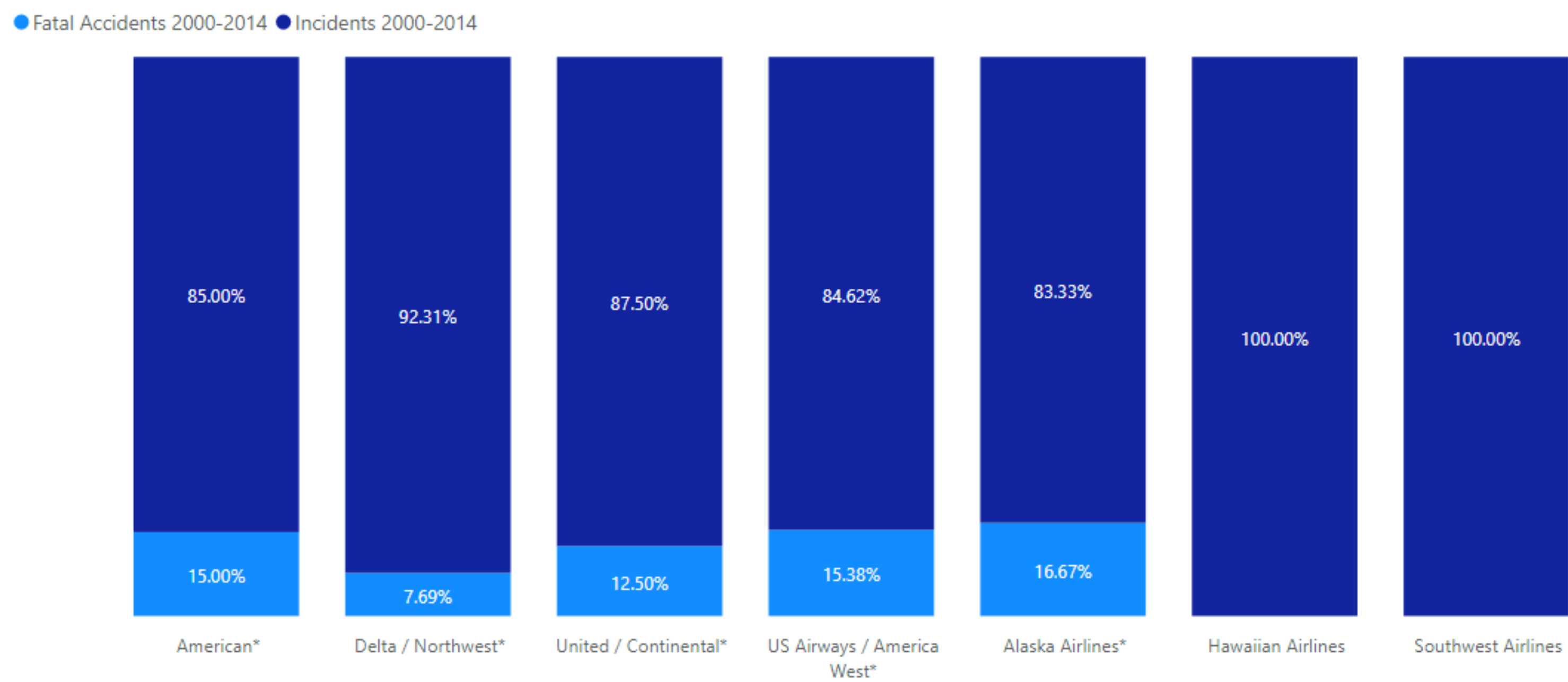
- From 2005-2019, the US has averaged 33,387 automobile related fatal accidents annually.
- By comparison, US carriers have been involved in 16 incidents during that same time frame.

Airline Fatalities From 2005-2019



- Data illustrates sharp decline of airline incident fatalities since 2005.

Percentage of US Airline Incidents that Contain Fatalities

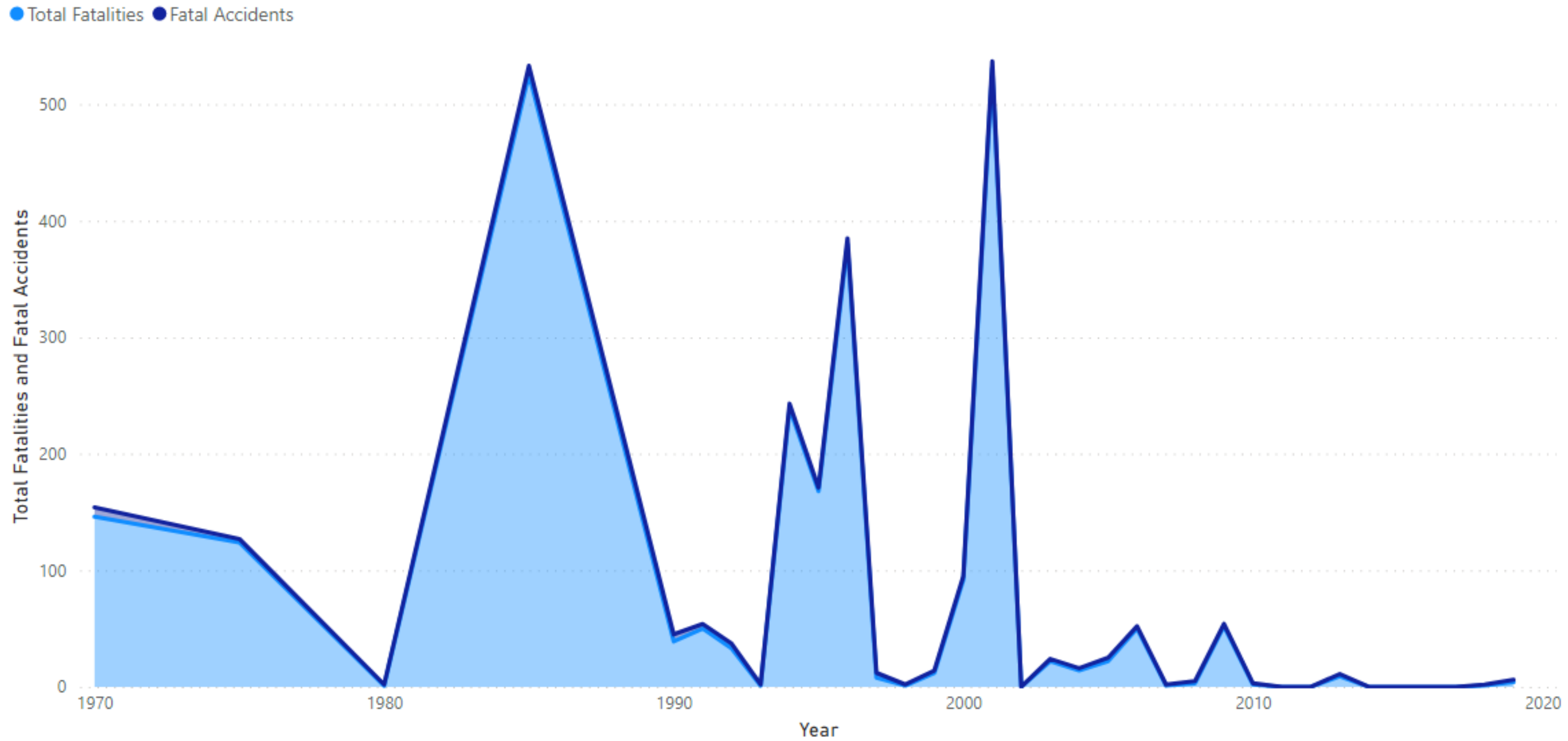


Domestic Airlines Matrix 1985-1999 vs. 2000-2014 Comparison

Airline	Fatalities 1985-1999	Fatalities 2000-2014	Incidents 1985-1999	Incidents 2000-2014
Alaska Airlines*	0	88	5	5
American*	101	416	21	17
Delta / Northwest*	407	51	24	24
Hawaiian Airlines	0	0	0	1
Southwest Airlines	0	0	1	8
United / Continental*	319	109	19	14
US Airways / America West*	224	23	16	11
Total	1051	687	86	80

- Incidents and Fatalities are down across the board.

1970-2019 Domestic Airlines Total Fatalities and Fatal Accidents



Public Relations Approach



◆ **Approach 1**

We've established how much safer air travel is than by car. We need to highlight how much more efficient it is as well.

◆ **Approach 2**

Target older demographic that has been quarantined due to Covid.

◆ **Approach 3**

Highlight the importance of creating family memories, much more so now, due to the unexpected times we just went through.



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Data Sources

- [Airline Safety](#), Aviation Safety Network
- [Fatality Analysis Reporting System \(FARS\)](#), NHTSA
- [Statistics](#), Bureau of Aircraft Accident Archives