Airline Safety Infographic

Project Milestone 4

For many people, air travel is a major source of stress and anxiety. Most of us have either experienced it ourselves or know someone who has aviophobia. The good news is that most fears come down to media hype and lack of understanding.

The infographic is intended for external audience. The idea here is to publish the positive side of air travel and support it with visualizations, by making it appealing and understandable to the audience. The title of the infographic “Air Travel– Safest mode of transport” articulates the data. I selected data visualizations that I knew were going to be view easily and understood by the public.

* The first section in the infographic, highlights the percentage of world population who are aviophobic as per fear of flight. 33% and 40% of all people experience some form of anxiety when it comes to flying.
* Next, I focused on the airline fatality trends over the years. The graphs show that safety has been the highest priority for the aviation industry over the past 100 years.
* The infographic also shows number of fatalities the crashes result in. 98.6% of crashes do not result in a fatality. There are many more planes in the sky now and many more people involved, for one crash there are many more that don't crash.
* The next metric is world aviation accident rates in last 10 years. Accident trends in air travel shows an impressive decrease of 79.2% over the decade.
* The fifth metric is where a comparison of how other transportation mediums compare with airlines in United states. This is important since the audience, who have travelled in different transport mediums, find it intuitive to compare and figure out where different transportation mediums stands in terms of statistics. For every 1 airline fatality there are 15890 motor vehicle fatalities in USA.
* Further analyzing the USA fatalities dataset, U.S. airlines has accomplished an astonishing feat carrying passengers with zero fatalities since 2009.

The external data source for the statistics is cited in the reference section.

I selected visualizations that I knew were going to be easy to view and understood by the audience. I choose a blue background for the infographic with font colors white and orange, and white visualizations. These colors go well with the chosen dark background. The reason to choose more numeric representations is that I wanted to make the data be understood by the public at a glance. I wanted to have sections that assisted in answering the title of the infographic.

**Primary Dataset:**

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

**Supplemental dataset:**

https://www.kaggle.com/saurograndi/airplane-crashes-since-1908

https://injuryfacts.nsc.org/home-and-community/safety-topics/deaths-by-transportation-mode/

**References:**

https://www.stratosjets.com/blog/fear-of-flying-statistics-trends-facts/

https://www.icao.int/safety/iStars/Pages/Accident-Statistics.aspx