**Milestone 3**

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For this milestone, I took this assignment from the perspective of a singular airline pushing a marketing campaign to highlight the safety of air travel. The first graphic (two graphics combined) shows the last fatal accident from the airline, which was terrorism and not pilot / plane error, and a graph showing the number of crashes over time from United Airlines to show there has not been a major incident in the past 20 years. I think the x-axis going to 2022 with the absence of data really shows the safety of the 2000’s quickly and effectively. The second graphic shows the total number of seat miles per week for United (converted from km in the previous graphic for a US audience) to show the almost incomprehensible amount of time United’s planes spend in the sky per week with no accidents. It gives more meaning to showing 20 years of no incidents because that wouldn’t mean much if the airline only flies once per week.

The final graphic with data from the National Safety Council shows the odds of dying in the United States in 2020 by category. Since there were not enough deaths in 2020 from plane crashes, the number is too small to be reported. Putting this in context of car crashes and pedestrian incidents really drives home the fact that airplane travel is very, very safe. I ensured the graphics are not misleading with non-zero axes, misleading titles, etc., because the biggest ethical implication I can think of is creating graphics that show the story you want to tell, not the actual story itself. I also considered leaving out the information about 9/11 because it is sensitive for some, but I think it helps portray the story well.