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Project 1: Dashboard

On my dashboard, I chose to tell a story from left to right on how I would explain the situation about airplane fatalities to an internal company meeting. I first wanted to present how the media reports may be getting their explanation for why airplane travel is becoming less safe. The first visual shows that over the past century, airline fatalities have increased and then decreased gradually over time as technology and airline regulations become more stringent. As being managements of the business, they are also interested in the facts, supported by actual numbers and statistics. Thus, I also included some statistics and a line graph comparing between airline incidents and fatalities with vehicle incidents and fatalities from 2014 to 2018. These charts immediately show two things: the number of airline fatalities has trended downward over the last two decades, and vehicle incidents and fatalities far surpass airlines during the same time period. I led with this information to quickly answer the question of whether airline travel is safe.

However, the data still shows that there are airline fatalities year to year, so I wanted to present data that could build a strategy for external communications. My approach was to create charts and tables that easily show the trends of airline accidents and fatalities. I kept the colors and text simple to avoid create distractions from the actual data. I wanted the trend to be clearly presented. So, I decided to use 3 horizontal bar graphs to compare airlines against each other and displayed the top 10 airlines that had most incidents, most fatalities, and most fatal accidents. The raw data can be misleading, as carriers with more flights would also have more incidents. The adjusted data clearly shows the top airline offenders are non-US carriers. When reporting raw data, US carriers may look unsafe ,but when adjusted for available seat km per week (ASK), they are actually shown to be much safer compared to non-US airline carriers. Lastly, the last two charts show a significant drop in hijackings and fatalities after the 9/11 terrorist attack in 2001. This is a graphic visualization showing just how much safer airline travel has become in addition to more airline regulations being put in place for travelers’ safety.