

## **Executive Summary Explanation**

When outlining the executive summary presentation that would be presented to the airline senior leadership, the focus needed to be delivering a comprehensive overview of the key findings that are detailed in the dashboard. Next, we would need to present details about addressing media concerns. Lastly, future risks would need to be outlined. The structure of the presentation was carefully planned to ensure that there was clear, concise execution of all information.

The visualizations chosen were based on complex data being represented in an understandable manner. The presentation aimed to highlight positive trends in aviation safety, like the steady decline in accidents and fatalities in the last 5 years, but also emphasized persistent concerns related to passenger and cargo aircraft and Boeing 737 models. The inclusion of the time chart that shows a decrease in both accidents and fatalities is a clear indication of the positive trend. The bar charts broke down the yearly data of fatalities by airplane model. This was shown to express the significance that Boeing 737 models show in the data. Both of these visualizations indicate the need for universal safety measures and improvements in safety investigations. At the end of the presentation, the presenter's contact and the Safety Dashboard were provided so that a deep individual review could be made.

Presenting the data clearly, while emphasizing the urgency of safety concerns is key to a successful presentation. A proactive media communication strategy will emphasize to our stakeholders and customers that the airline is committed to safety and ethical communication

during the resolution of these concerns. Future risks were identified. This allowed us to present mitigation strategies to showcase our proactive approach.

Overall, the presentation was designed to be informative and present guidance to the executive leadership in how to address the concerns of the data findings. The presentation aims to address any and all concerns around findings, ethical communication, identification and mitigation of risk, and the a strength our airline will show throughout this process.