

Airlines Safety Infographic Details

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Veera Reddy Koppula

Bellevue University

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### Infographic Details

The infographic is for an external audience. The idea is to project a positive message about airline safety and support that with data while making it appealing and easily understandable for the public.

The infographic's title articulates what the graphics are all about – Air Travel Safety. The first section compares how other transportation mediums compare with airlines. It is crucial since the audience, who have traveled in different transport mediums, find it intuitive to compare and figure out where other transportation mediums stand in terms of statistics. For example, the per billion deaths for air travel between 2000-2009 stands out at 0.07 and 0.03%, whereas other standard transport mediums are much higher. The data source to support these statistics is cited in the reference section.

The following section for accident trends in air travel shows an impressive decrease of 53.7% over the last ten years (2000-2008). A trend line is the easiest way to make this statistic easy to digest. Again, I have used external data for this, and the data source is cited in the reference section.

The following section stresses the typical pattern between the most accident-prone airlines. We see that all of them are from third-world countries. This data conveys that the economy and subsequent development of technology and safety measure correlates with incidents. Finally, the last section highlights the worst and the best airlines in terms of the number of incidents since 1985. The dataset provided for the project was used for the previous two visuals.

Detailed statistical comparisons between different aspects of aircraft incidents and fatalities are avoided in the context since they will seem repetitive and uninteresting to the audience (as they can be from outside of the airline industry).

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### Reference

- [1] Accidents and Fatalities Per Year, Retrieved from  
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- [2] Jessica M, What is the safest way to travel? One chart which reveals that flying is less dangerous than you may think, Retrieved from  
<http://www.cityam.com/215834/one-chart-showing-safest-ways-travel>
- [3] Accident Statistics, Retrieved from  
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