The general population's apprehensions about air travel safety are a huge concern for airline executives. They will want to see evidence that travel by air, at least domestically, has not become as hazardous as the media portrays it. Since they need to report to the shareholders, they will also want to know if these concerns will impact revenue. As part of the executive report, I would first address the revenue impact. The first slide shows that domestic airline revenue has grown steadily. I used a colorful line graph to display revenue trends from numerous domestic airlines, and the trends over two decades have shown a steady increase in revenue.

Once the revenue concern has been assuaged, the remaining slides focus on safety in airline travel. The first point is that airline travel is still safer than automotive travel. I chose to display the airline vs. vehicle incidents and fatalities statistics and show the trends over five years. The auto statistics are in red to emphasize and draw the eye to them over the blue airline statistics. The next slide shows how airline fatalities have decreased over two decades. Even though the fatal accidents in airline travel are a bit sporadic, the overall trend is decreasing. To further offer how airline travel has become safer, I have slides showing hijackings and fatalities from the 1940s to 2019. I further broke the slides in 2001 to emphasize how safety changed abruptly after the terrorist attacks of 2001. After that attack, safety measures were stepped up, and air travel safety improved dramatically because of the stepped-up actions. With the three graphs on the last slide, I wanted to emphasize that the airlines with the most incidents and fatalities are not domestic airlines. There are no domestic airlines in the top 5 in those graphs, demonstrating that domestic airline safety is not an issue.

Although all the visualizations show in general domestic airlines are making better profits year by year, and airline fatalities are decreasing year over year due to stepped up safety measures in absolute measure, comparing airline fatalities with auto fatalities and measuring the safety has ethical implications. Absolute number of fatalities and safety incidents might be better in comparison for airline fatalities, underlying factors like volume of money spent in safety, fatalities averaging over number of miles travelled by different means of transport might reveal different measures of safety. So it might be ethically complicated issue to use the airline vs Auto fatalities data without calling attention to the underlying factors.