# Near-Earth-Objects: Are We Doomed?

An analysis by Jacqueline Tsodikova, Alejandra Magana, Robert Janke, Michael Albers, Fred Jambor

What are we analyzing?

Our group is researching the likelihood an asteroid or comet will potentially harm our planet. Using historical data, we will determine what thresholds are used to predict which NEOs are the most hazardous to Earth.
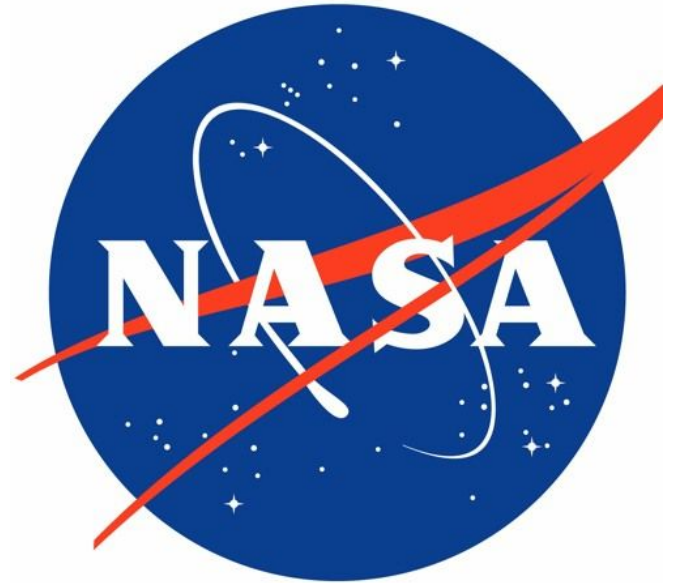
Why this topic?

A new movie on Netflix, *Don't Look Up*, was just released that had to do with a comet approaching Earth and scientists trying to warn the public about it. Although this movie is more about comedic humor, a comet or asteroid harming our planet is definitely something that could happen. So, we wanted to research and analyze the data to see how likely a NEO could harm us.

—

Is there going to be a space object that has the potential to hit our planet?

On average, 200-400 space objects enter Earth's atmosphere every year. But, these are usually small and not hazardous

What is the probability that these objects will be hazardous?

The probability is small, but the damages are definitely big. A comet that was 10 kilometers is what wiped out the dinosaurs.
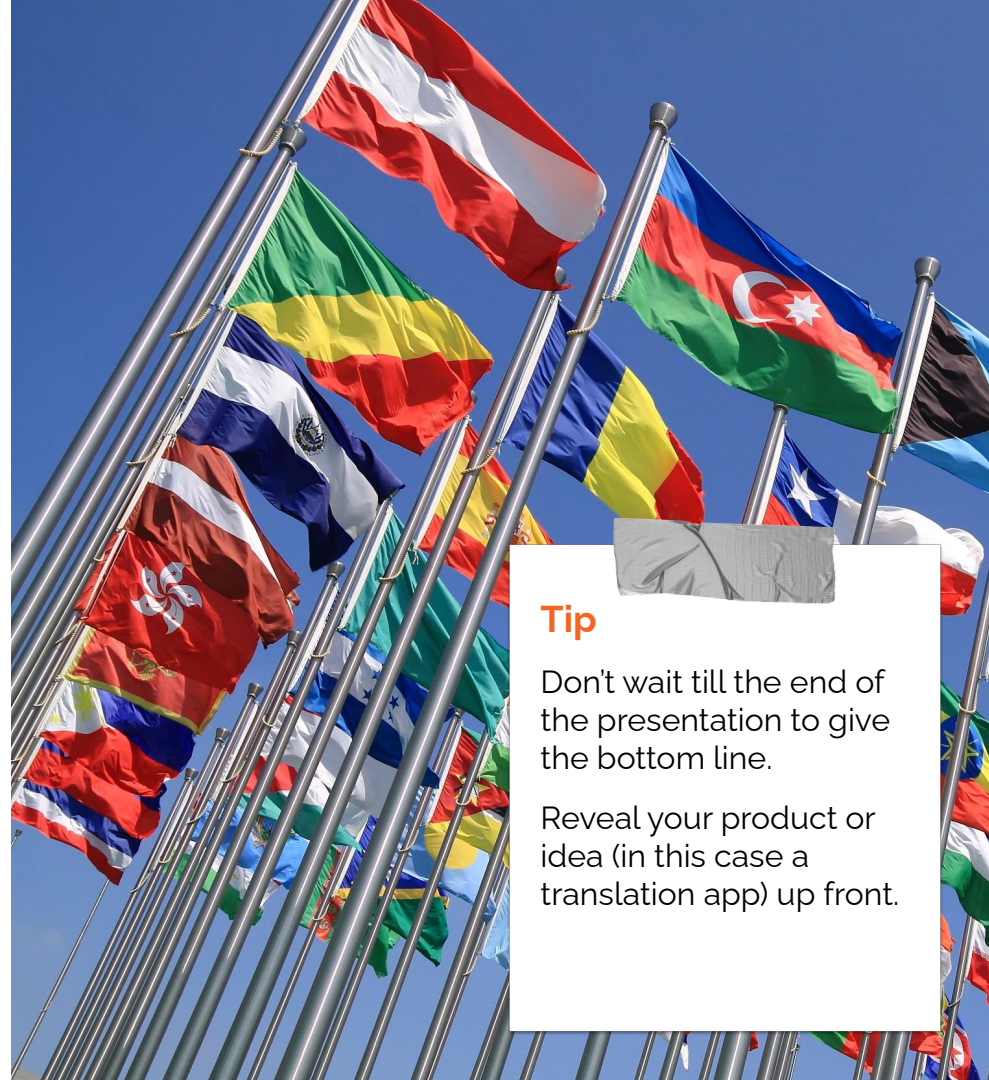
Which NEOs are the most potentially hazardous?

Knowing exactly which NEOs are the most hazardous can help researchers track those more closely.

Description of the data source

Tip

Don't wait till the end of the presentation to give the bottom line.

Reveal your product or idea (in this case a translation app) up front.

Tip

Tell the audience about the problem through a **story**, ideally a person.

Description of the data exploration phase

Description of the analysis phase

Story for illustration purposes only

Tip

If one example isn't sufficient to help people understand the breadth of your idea, pick a couple of examples.

Tip

Ideally, speak of people in very different situations, but where each could benefit from your solution.
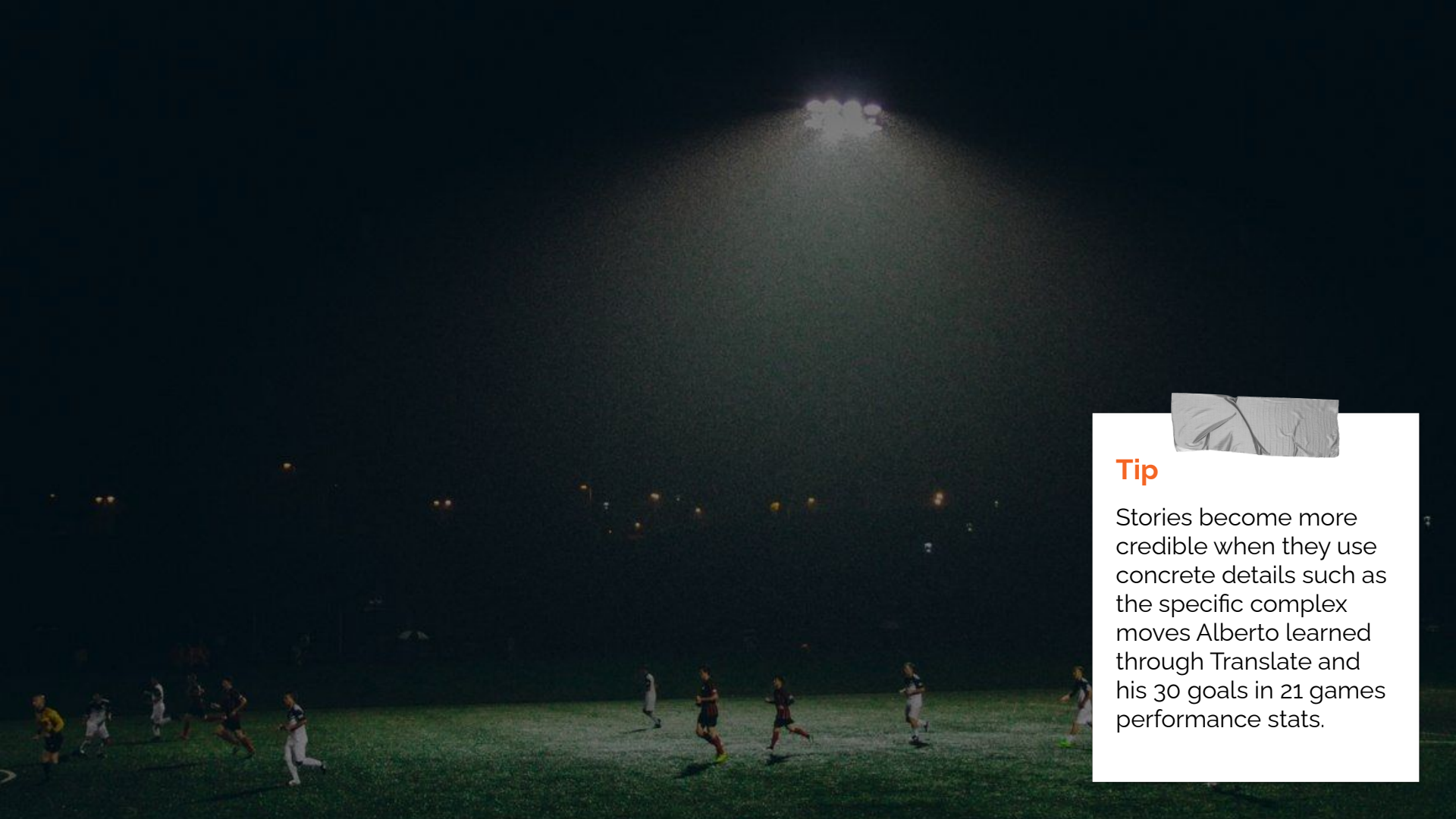
Tip

Show how your solution
helps the person in
the story reach his or
her goals.

Tip

Stories become more credible when they use concrete details such as the specific complex moves Alberto learned through Translate and his 30 goals in 21 games performance stats.

Tip

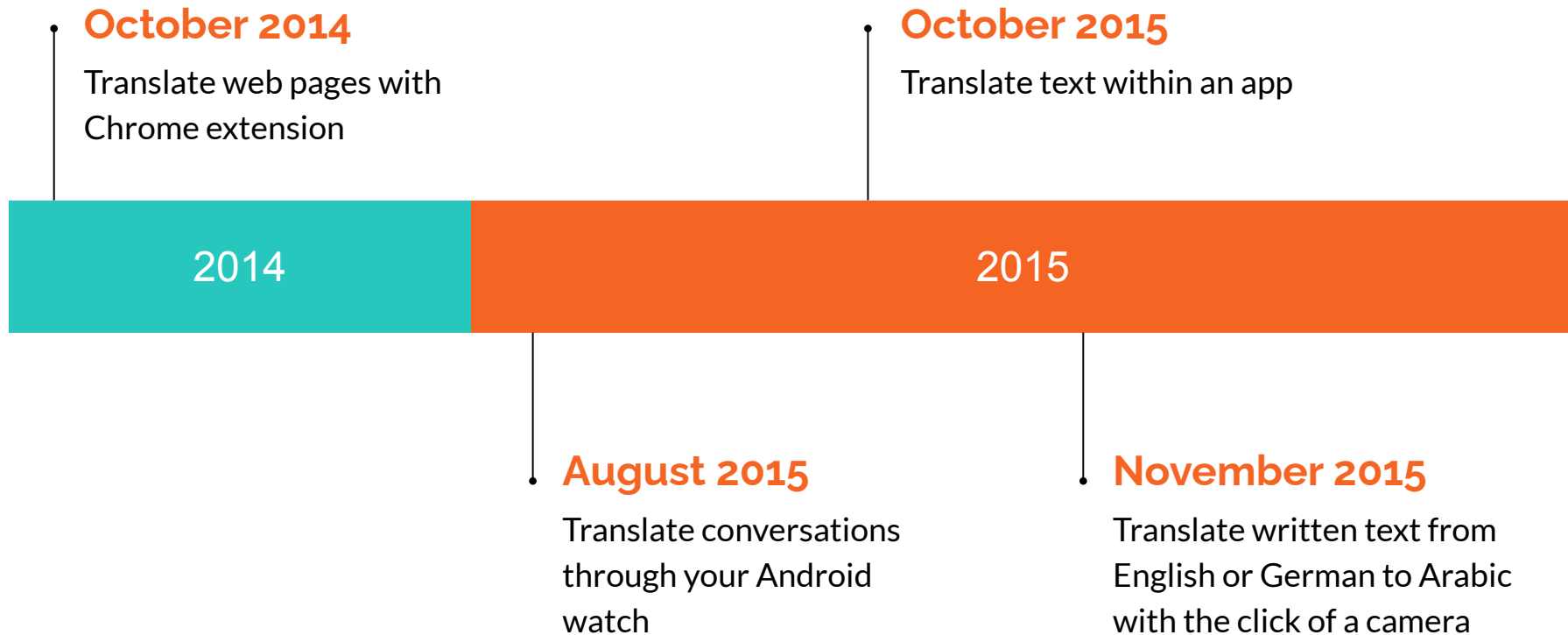Don't let data stand alone. Always relate it back to a story you've already told, in this case, Marco's shop.

Tip

When a number is too large or too small to easily comprehend, clarify it with a comparison to something familiar.

Timeline

October 2014

Translate web pages with Chrome extension

October 2015

Translate text within an app

2014

2015

August 2015

Translate conversations through your Android watch

November 2015

Translate written text from English or German to Arabic with the click of a camera

What people are saying

With this app, I'm confident to plan a trip to rural Vietnam

Wendy Writer, CA
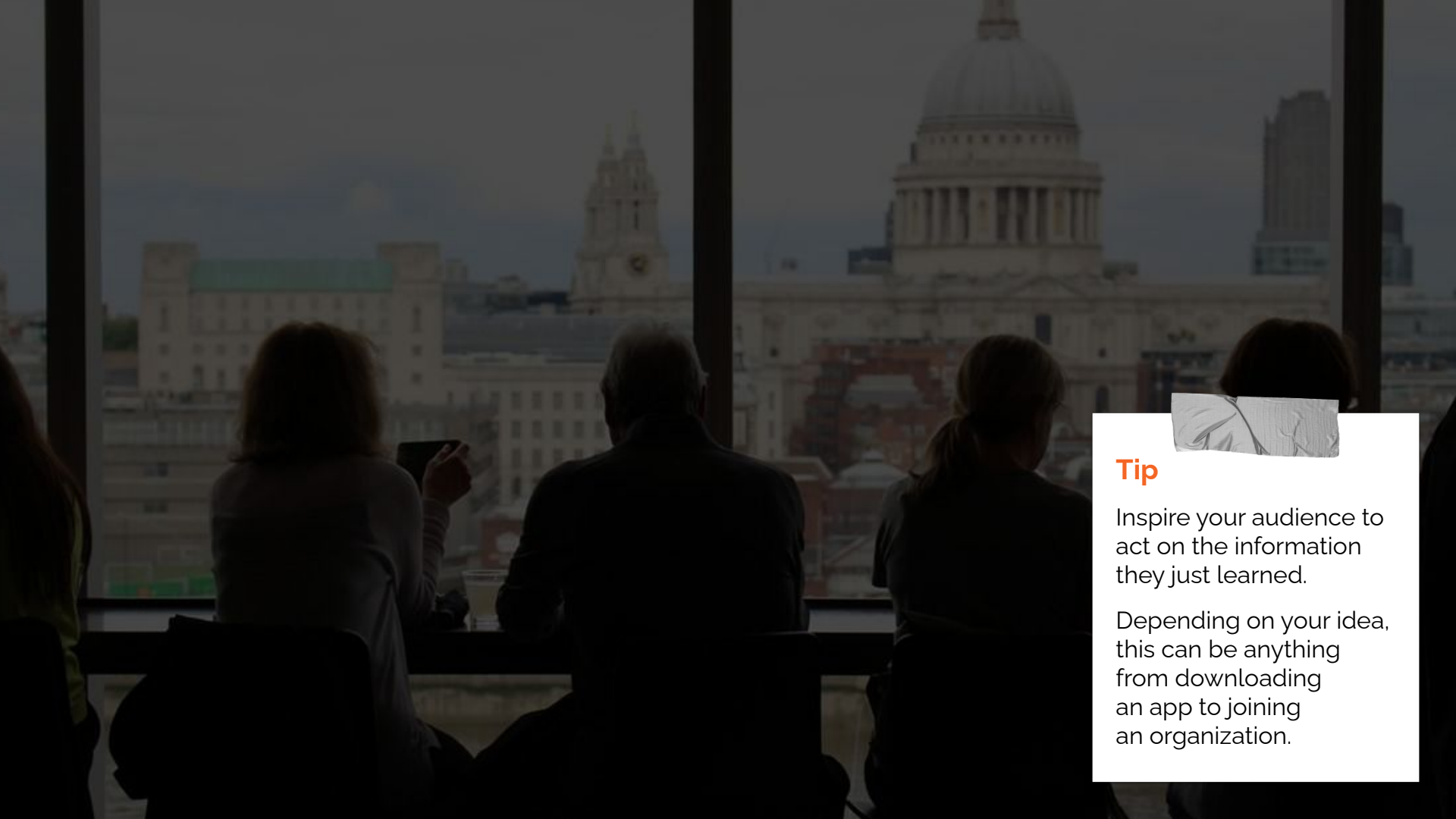
Visual translation feels like magic

Ronny Reader, NYC

Translate has officially inspired me to learn French

Abby Author, NYC

Quotes for illustration purposes only

Tip

Inspire your audience to act on the information they just learned.

Depending on your idea, this can be anything from downloading an app to joining an organization.

Thank you!