

# UFO Sightings Dashboard Summary

This interactive Power BI dashboard explores global UFO sightings from 1950 to 2015, revealing patterns in frequency, duration, shape, and geographic distribution. The project combines time-series analysis, geospatial mapping, and categorical breakdowns to uncover trends in public reports of unidentified aerial phenomena.

## Key Insights

- Sightings have surged since the 1990s, with a peak around 2012–2014, possibly linked to digital reporting platforms and increased media coverage.
- Longer sightings ( $\geq 10$  minutes) have grown disproportionately in recent years, suggesting either improved observation or heightened public interest.
- The most commonly reported shapes include light, circle, and triangle, with “fireball” and “disk” also notable.
- North America dominates the global map, particularly the United States and Canada, while other regions show sporadic but intriguing activity.

## Dashboard Features

- Interactive calendar selector for drilling into specific dates
- Duration-based line and area charts to compare short vs. long sightings
- Shape distribution bar chart for visualizing craft types
- Global sightings map with country and state-level granularity

## Tools & Techniques

- Power BI visuals including line charts, bar graphs, and map layers
- Data cleaning and transformation for consistency across decades
- Potential for expansion into sentiment analysis, external event correlation, and AI-driven anomaly detection

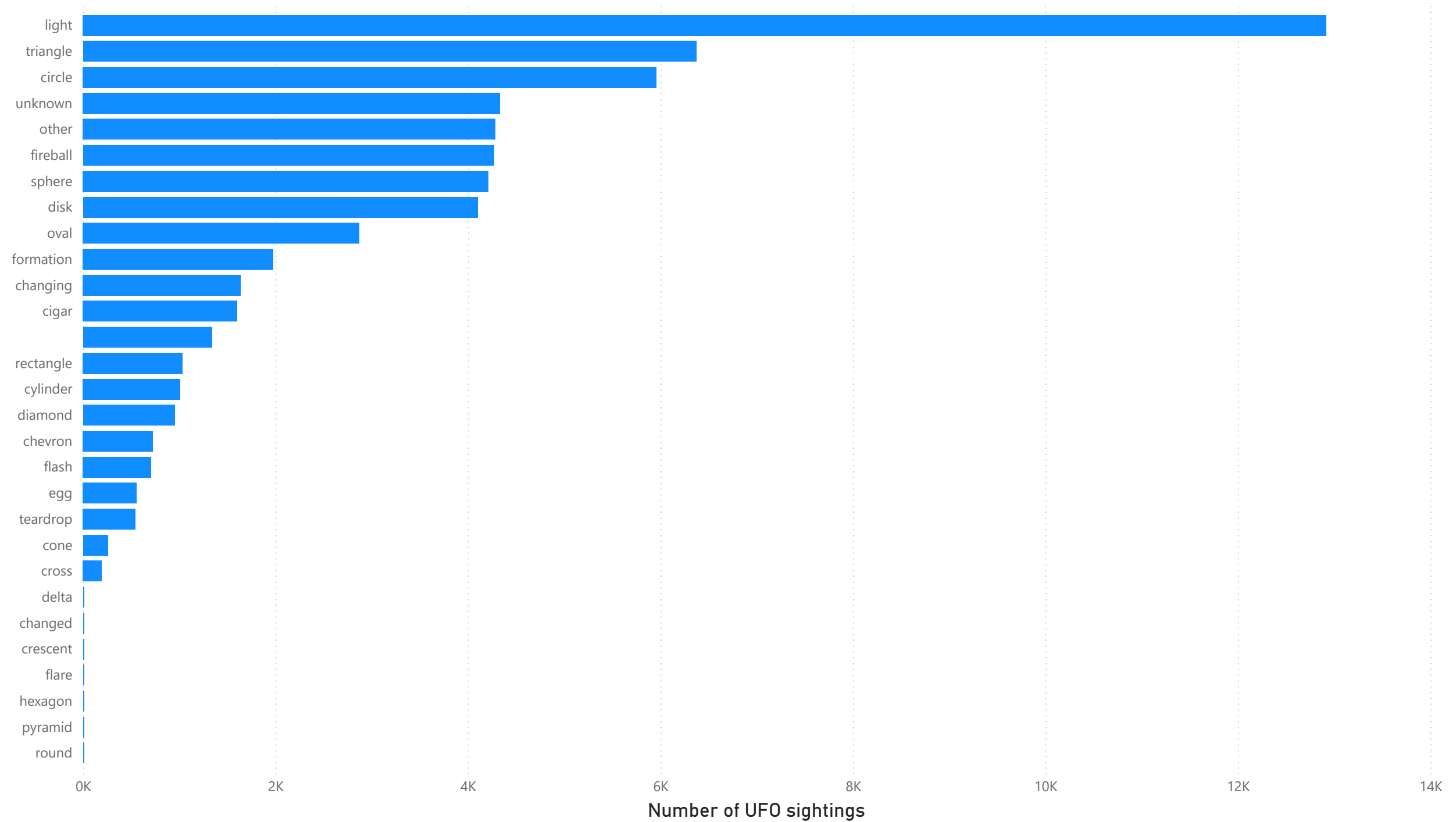
shape	< 10 Minutes	>= 10 Minutes	Total
light	8,054	4,864	12,918
triangle	4,511	1,861	6,372
circle	3,847	2,111	5,958
unknown	2,682	1,650	4,332
other	2,766	1,520	4,286
fireball	3,175	1,096	4,271
sphere	2,801	1,410	4,211
disk	2,586	1,515	4,101
oval	1,896	974	2,870
formation	1,326	651	1,977
changing	801	837	1,638
cigar	1,136	467	1,603
	818	522	1,340
rectangle	759	276	1,035
cylinder	702	309	1,011
diamond	580	373	953
Total	40,452	21,426	61,878

Country Name Average sighting duration (minutes)

Great Britain	1226.6
Canada	562.6
Germany	482.3
United States	110.3
Australia	72.3
Total	160.2

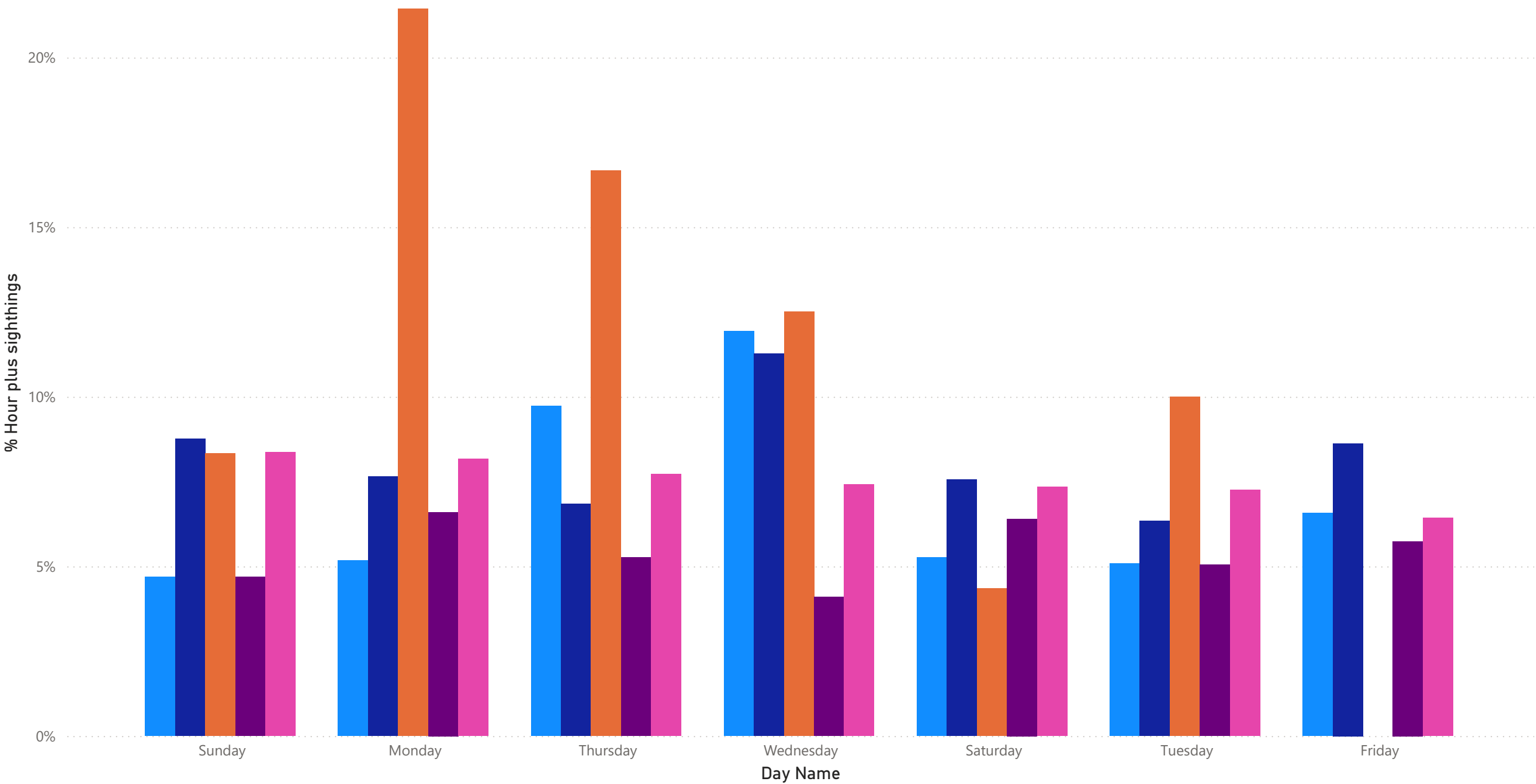
Year	% Hour plus sightings
1944	33.3%
1945	33.3%
1963	22.9%
1958	22.5%
1952	15.8%
1961	14.0%
1973	13.7%
1981	12.6%
1976	12.1%
1959	11.9%
1970	11.8%
1987	11.5%
1985	11.1%
1991	11.0%
1965	11.0%
1984	10.7%
Total	7.5%

Shape of Craft



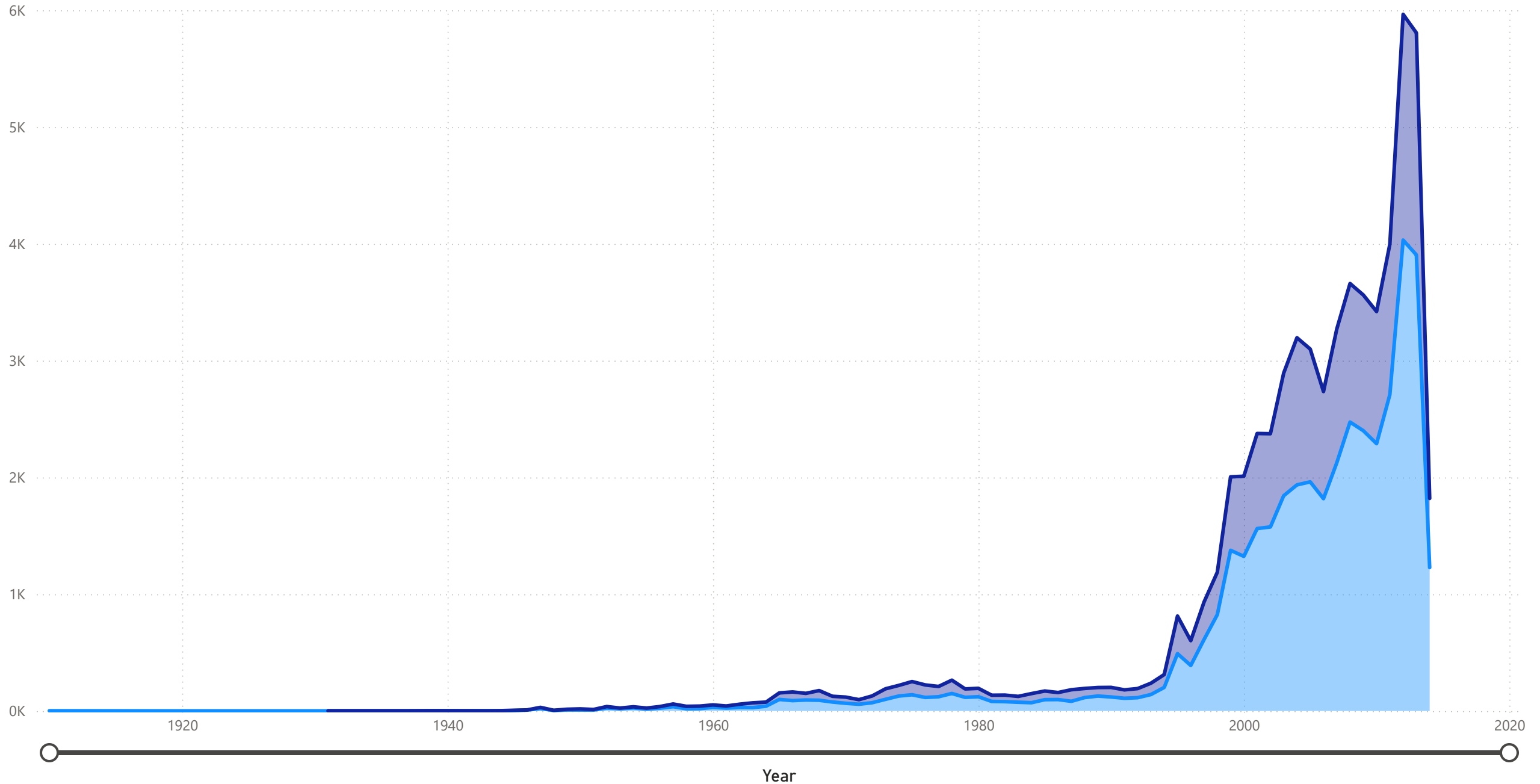
% Hour plus sightings by Day Name and country

country AU CA DE GB US



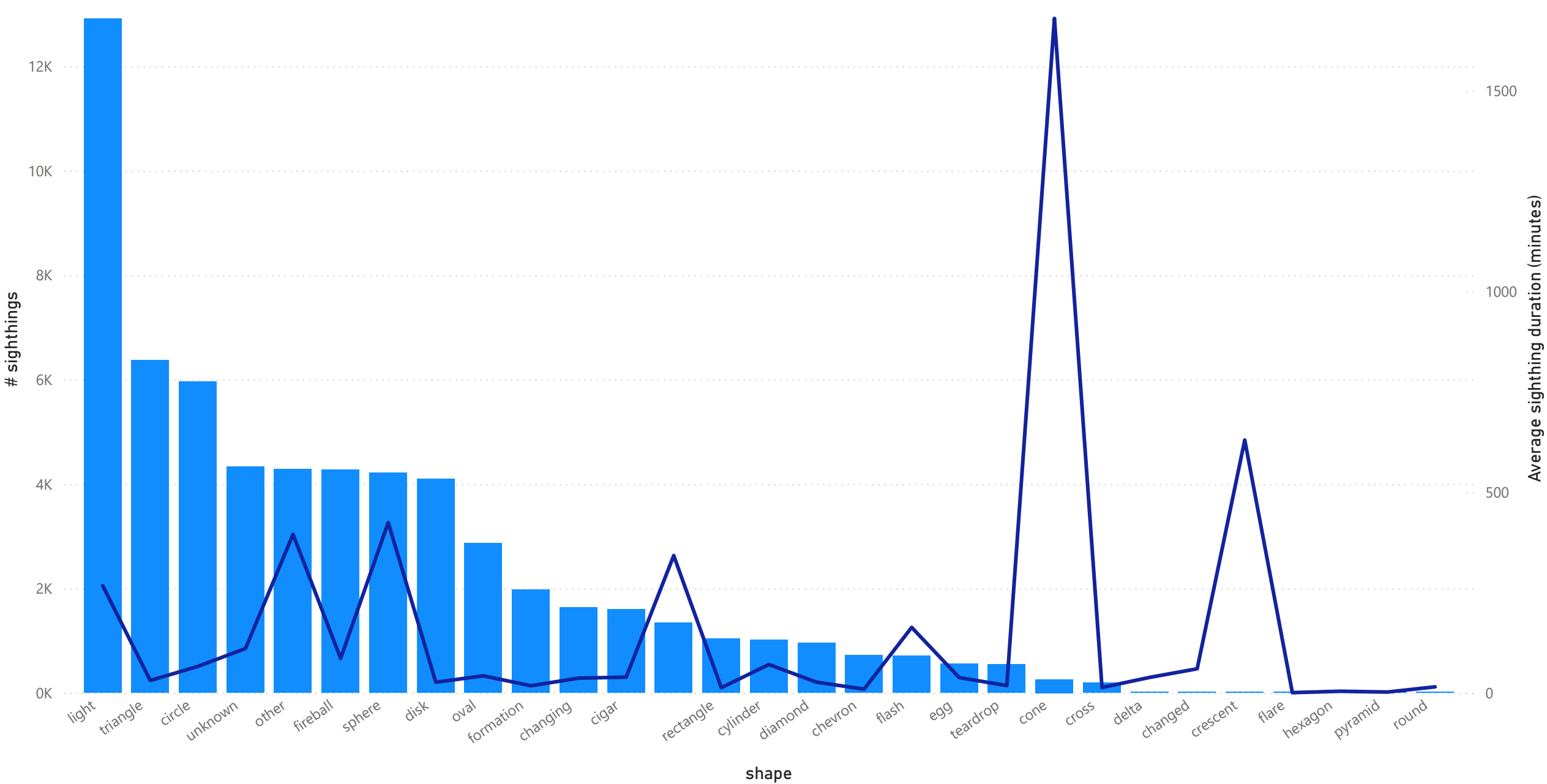
# Number of UFO sightings

Sighting Duration ● < 10 Minutes ● ≥ 10 Minutes



Number of sightings and Average sighting duration (minutes) by shape

● # sightings ● Average sighting duration (minutes)



# sightings by Month Name and Sighting duration category

