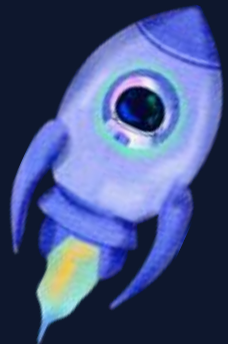
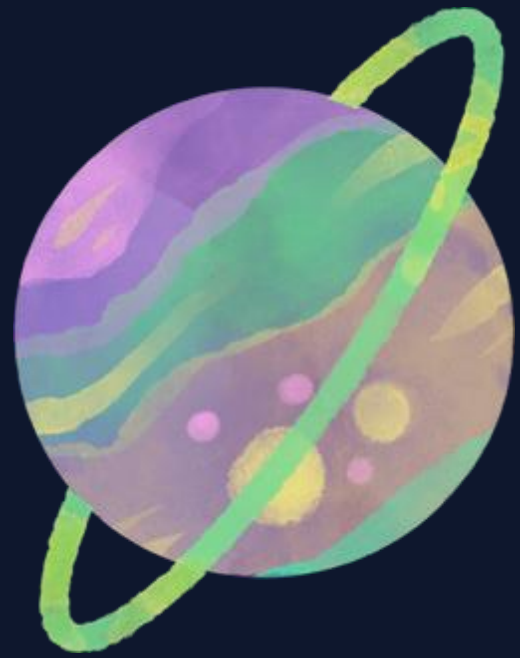


# BEYOND UFO

Flatiron School  
Jayla, Jeessoo, Ricky





# Meet Our Team



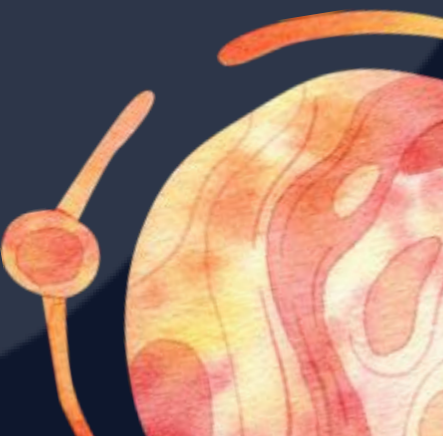
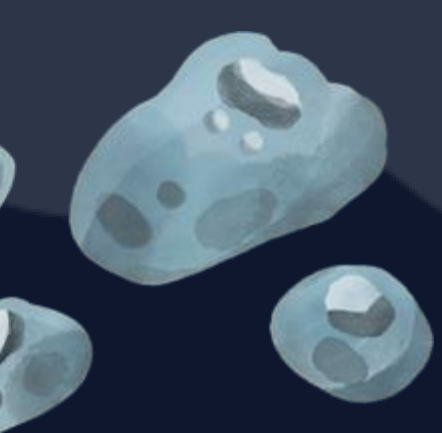
Jayla Haskins



Jeessoo Jhun



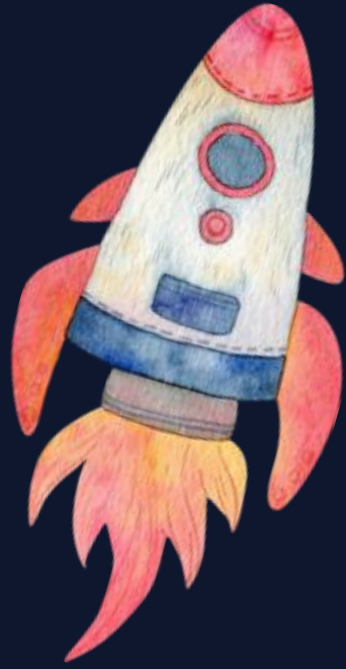
Rickey Bocek





# Contents

- Overview
- Data Understanding
- Methods
- Analysis & Results
  - Regions, Timing, Shapes, Description
- Insights & Recommendations
- Conclusions



# Overview

## 1. Objective:

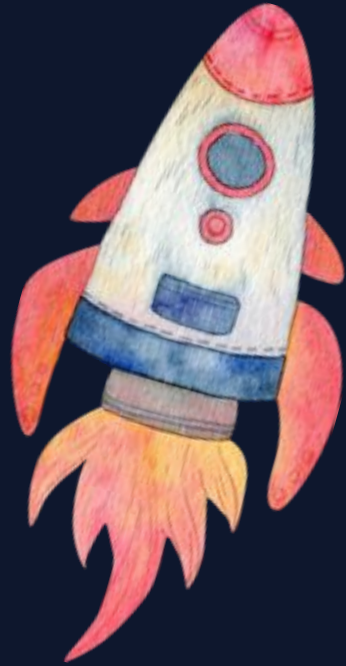
- Identify UFO sighting patterns for Tourism, Government, and Research

## 2. Key Questions:

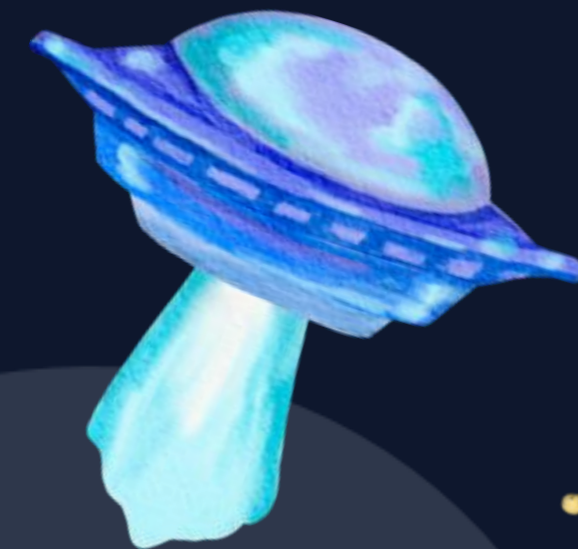
- Where and when are sightings most frequent?
- What shapes and descriptions are common?
- Are there patterns by time or season?

## 3. Method: Descriptive Analysis, Correlations, Visualizations

## 4. Outcome: Insights for tourism and strategic planning

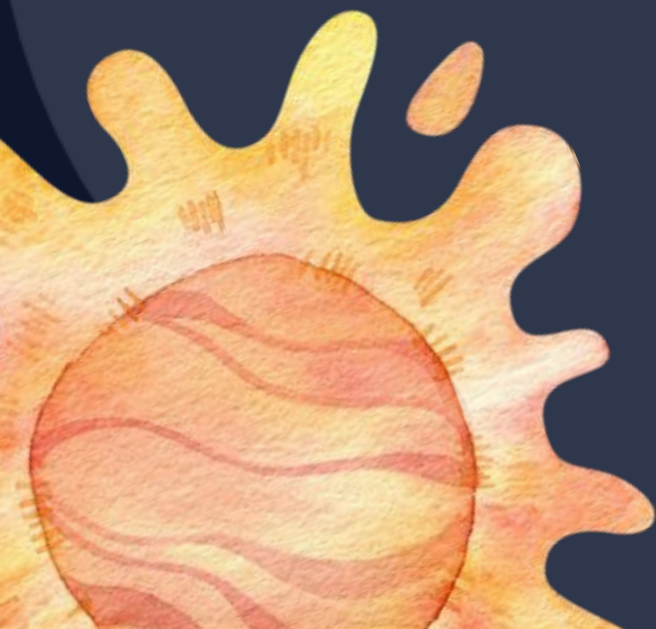






# Data Understanding

1. Dataset includes UFO sighting reports with details on Date, Time, Location, Shape, and Duration
2. Key questions addressed
  - Regional frequency, Sighting patterns, and Correlations between Timing and Sightings



# Methods

1

## Descriptive

- Descriptive analysis of sighting frequencies by Region, Time, and Shape

2

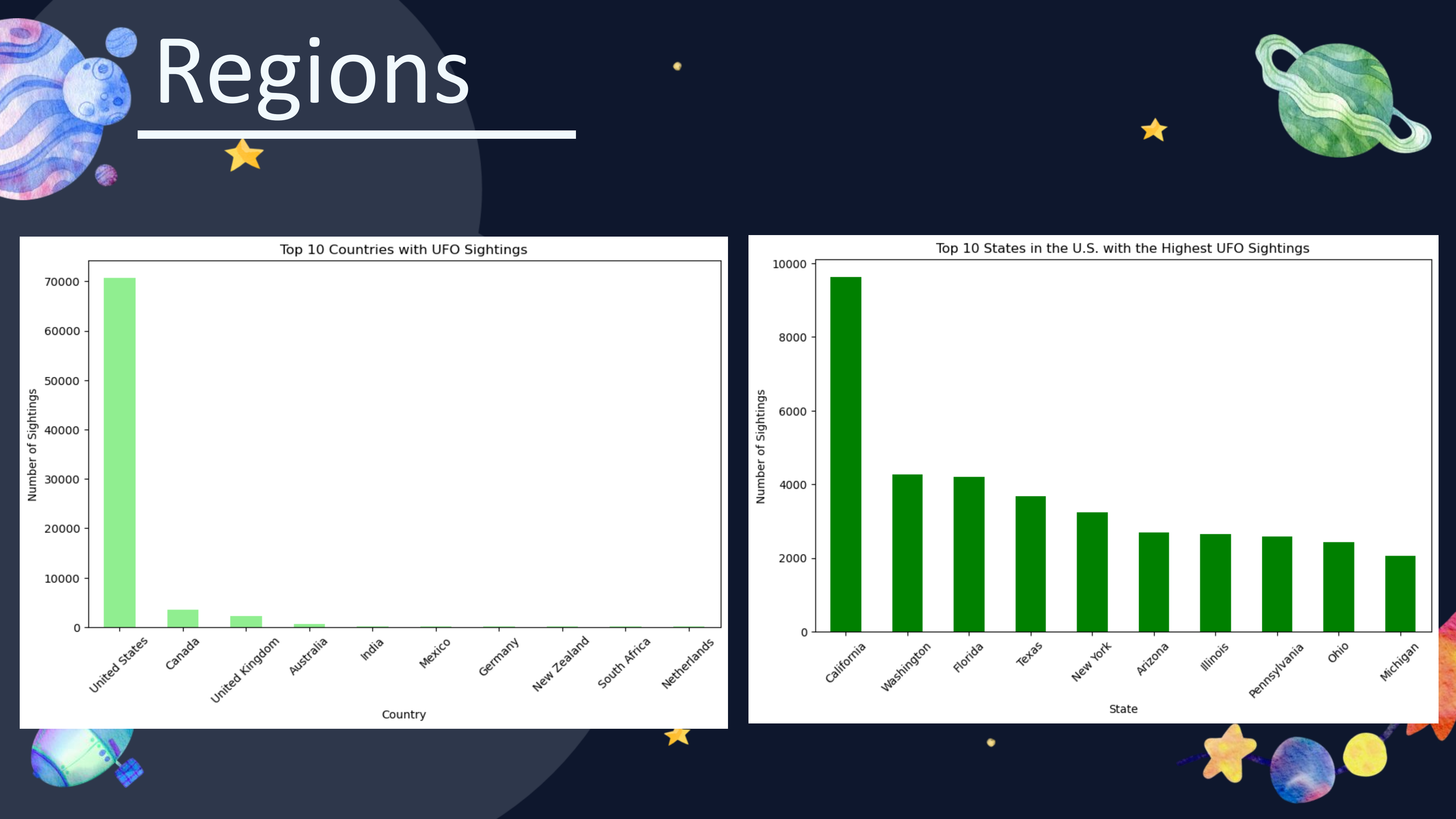
## Correlation

- Correlation analysis to explore relationships between Encounter duration and Time of Day

3

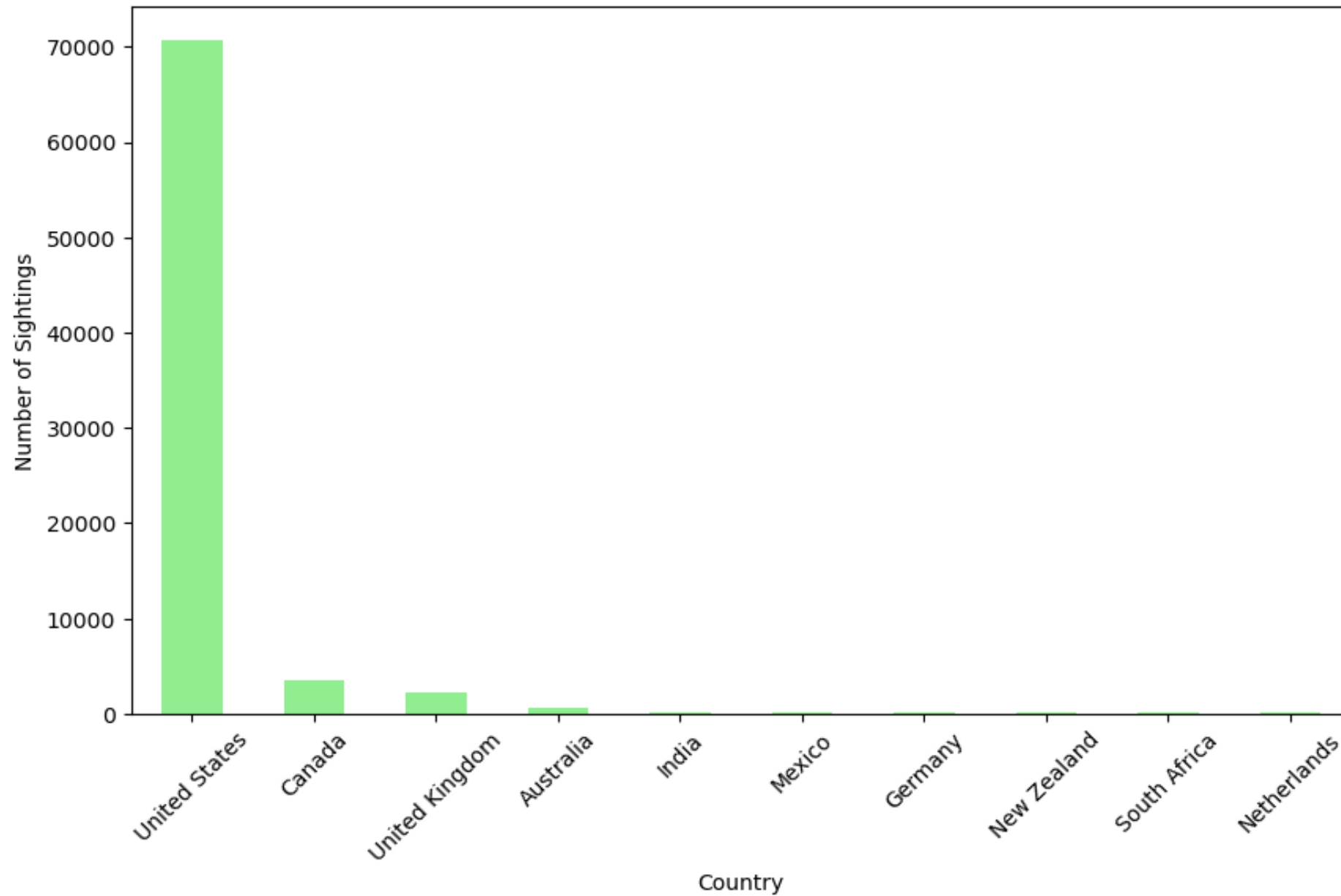
## Visualization

- Heatmaps, Bar charts, and Distribution plots

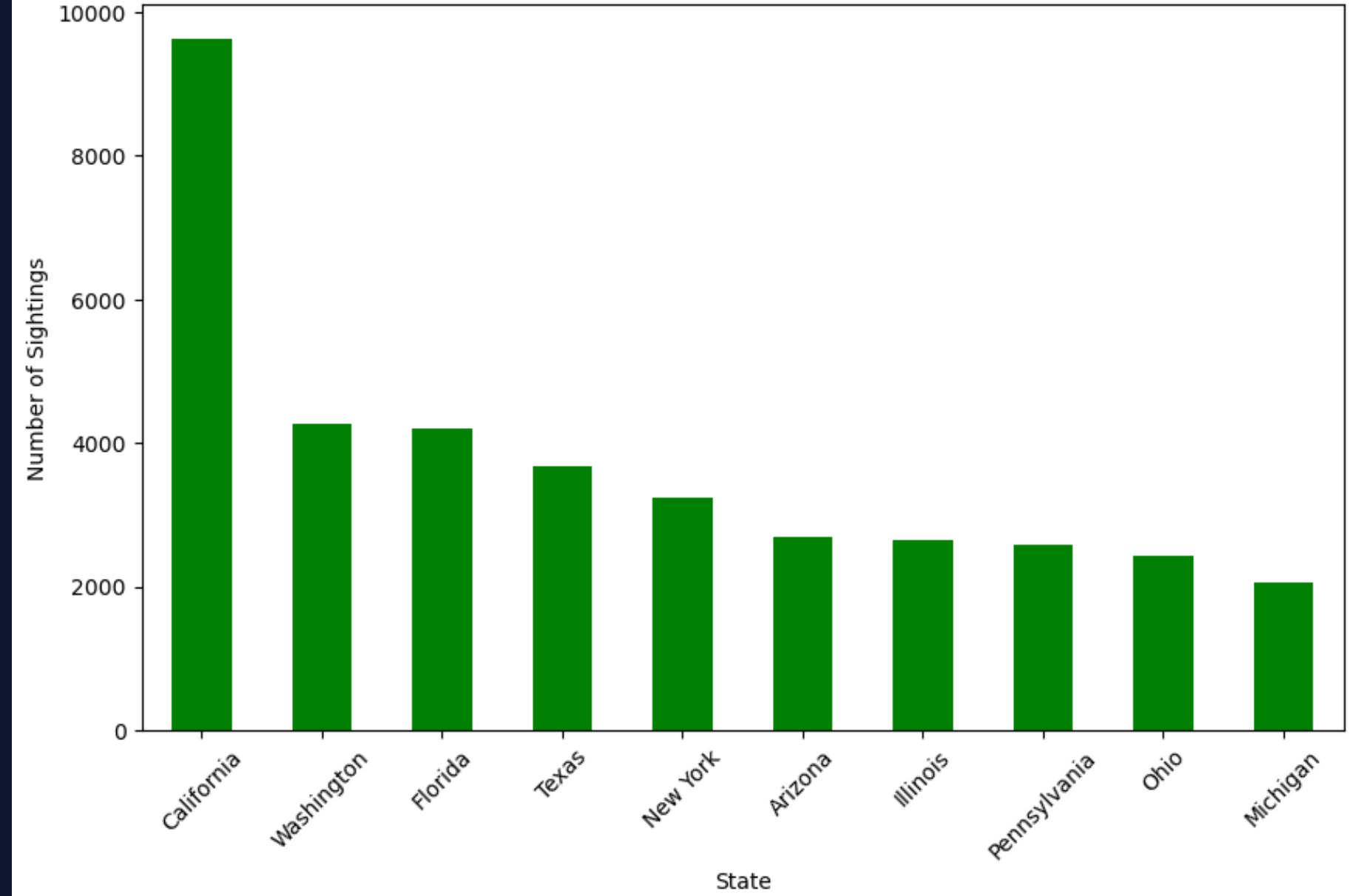


# Regions

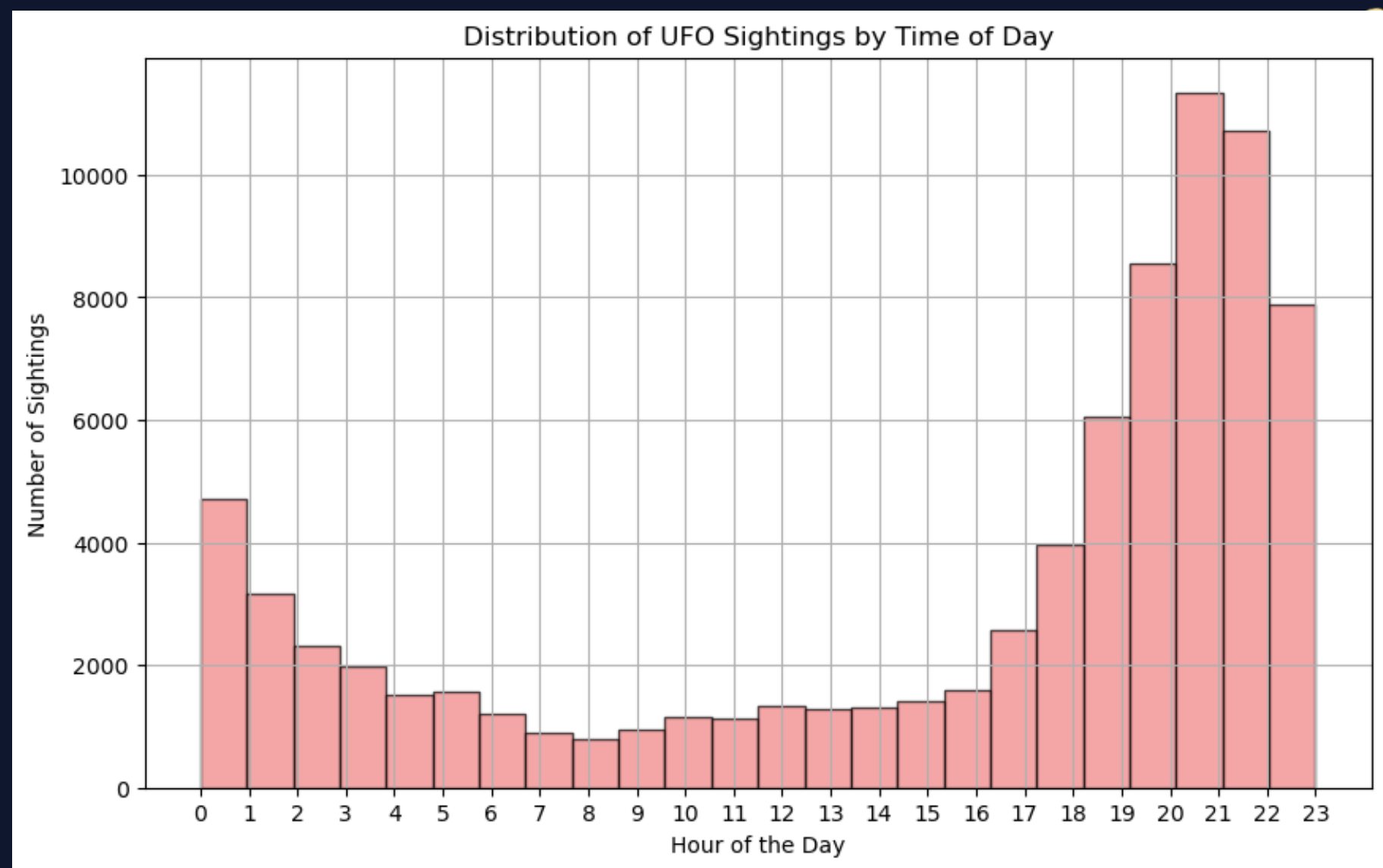
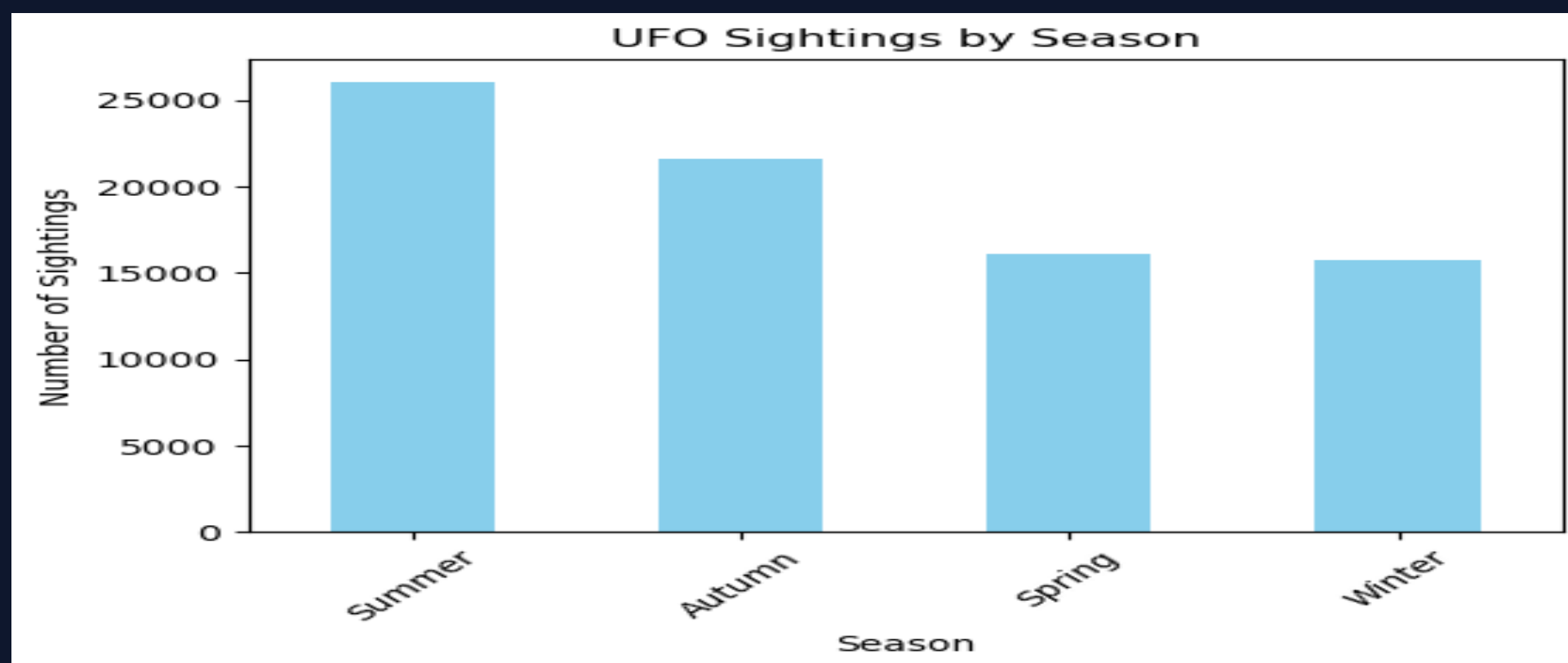
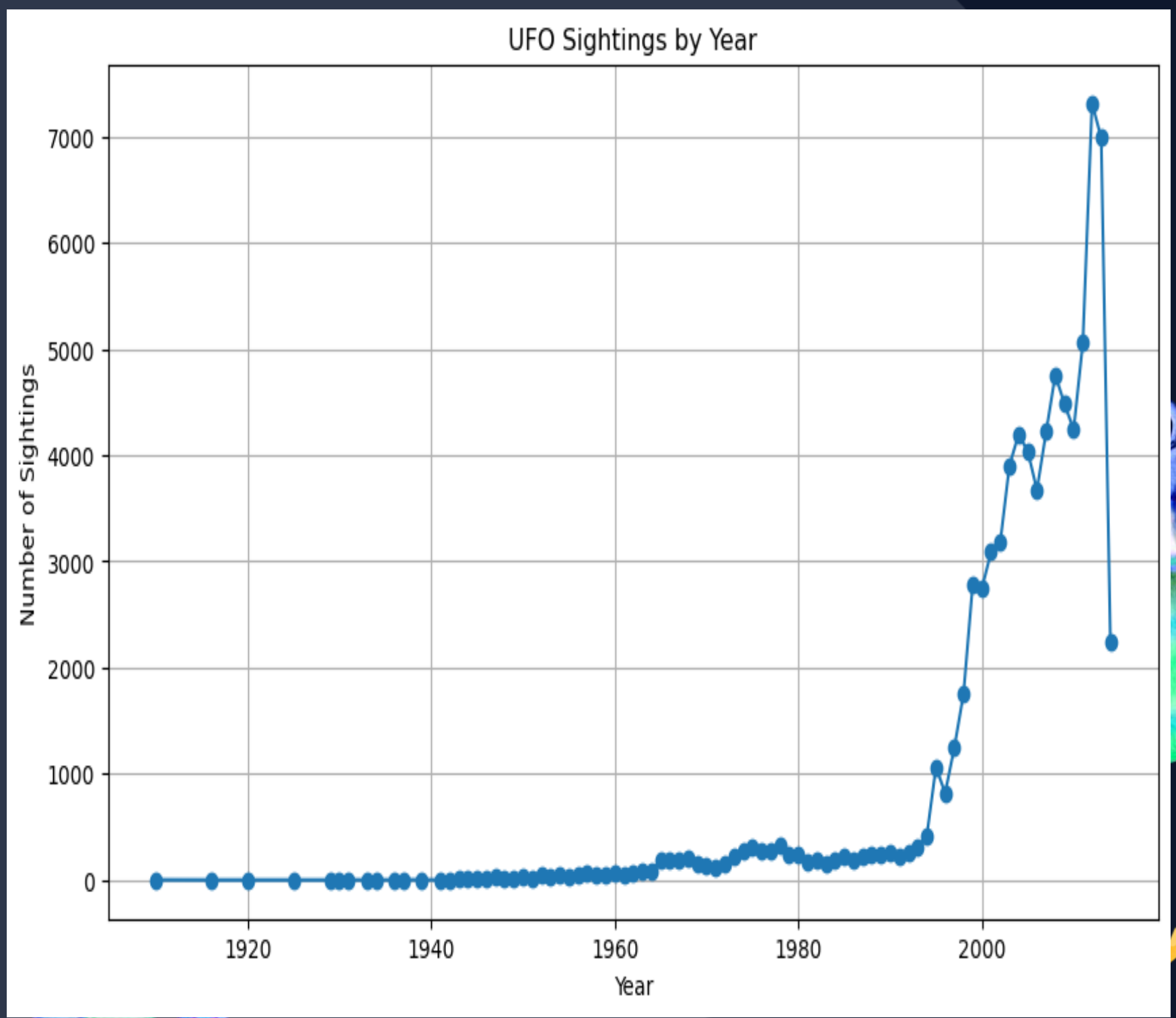
Top 10 Countries with UFO Sightings



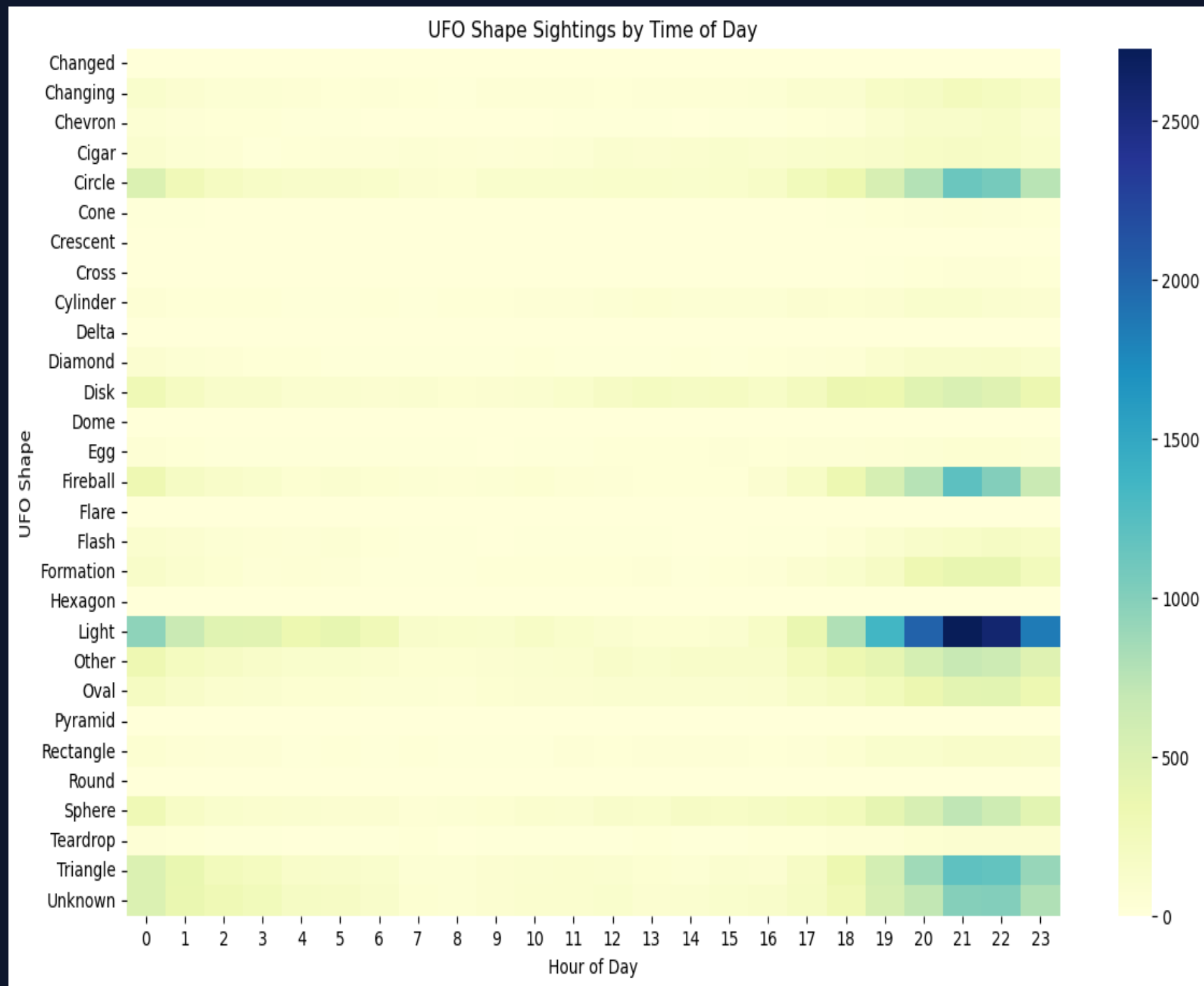
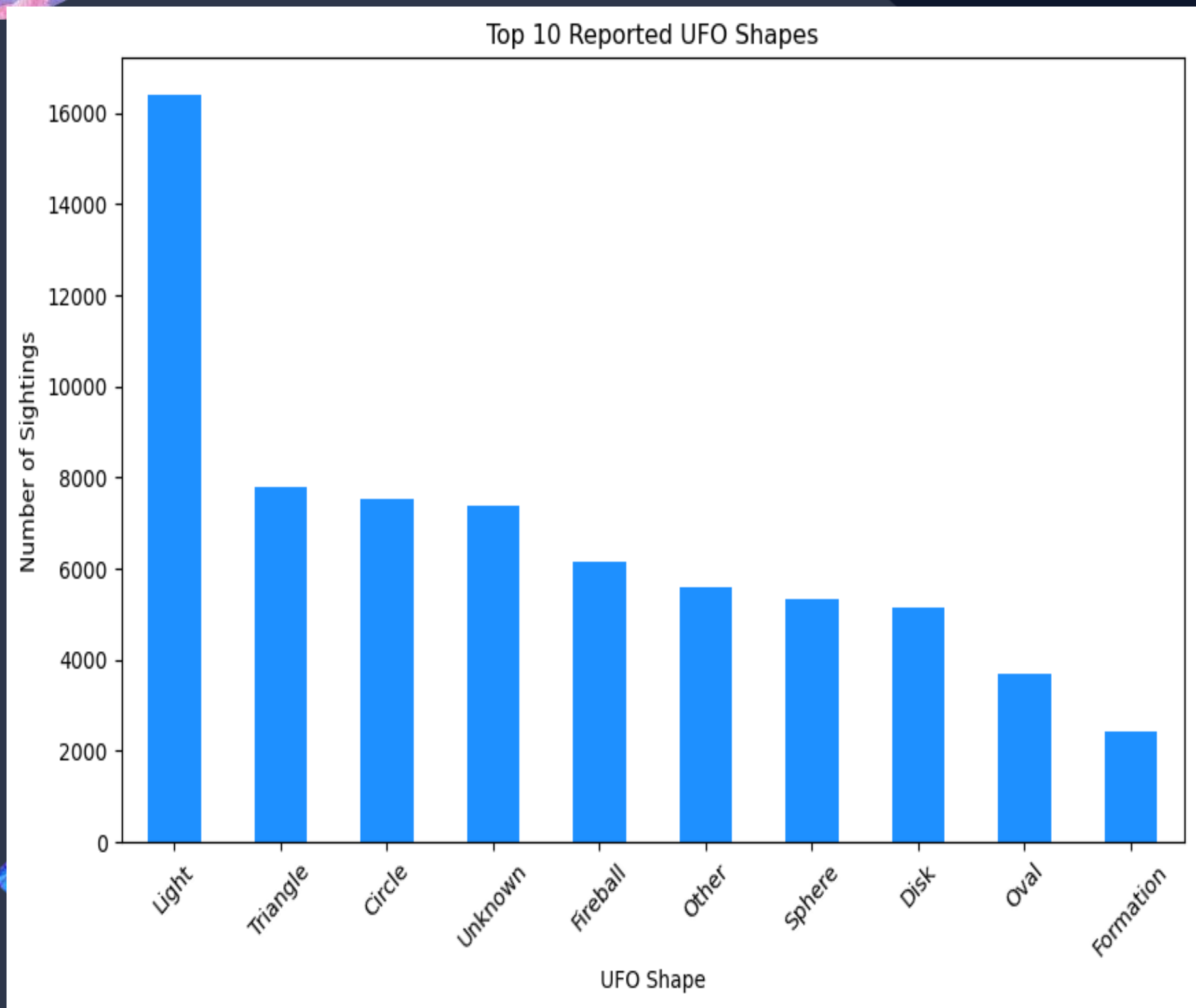
Top 10 States in the U.S. with the Highest UFO Sightings



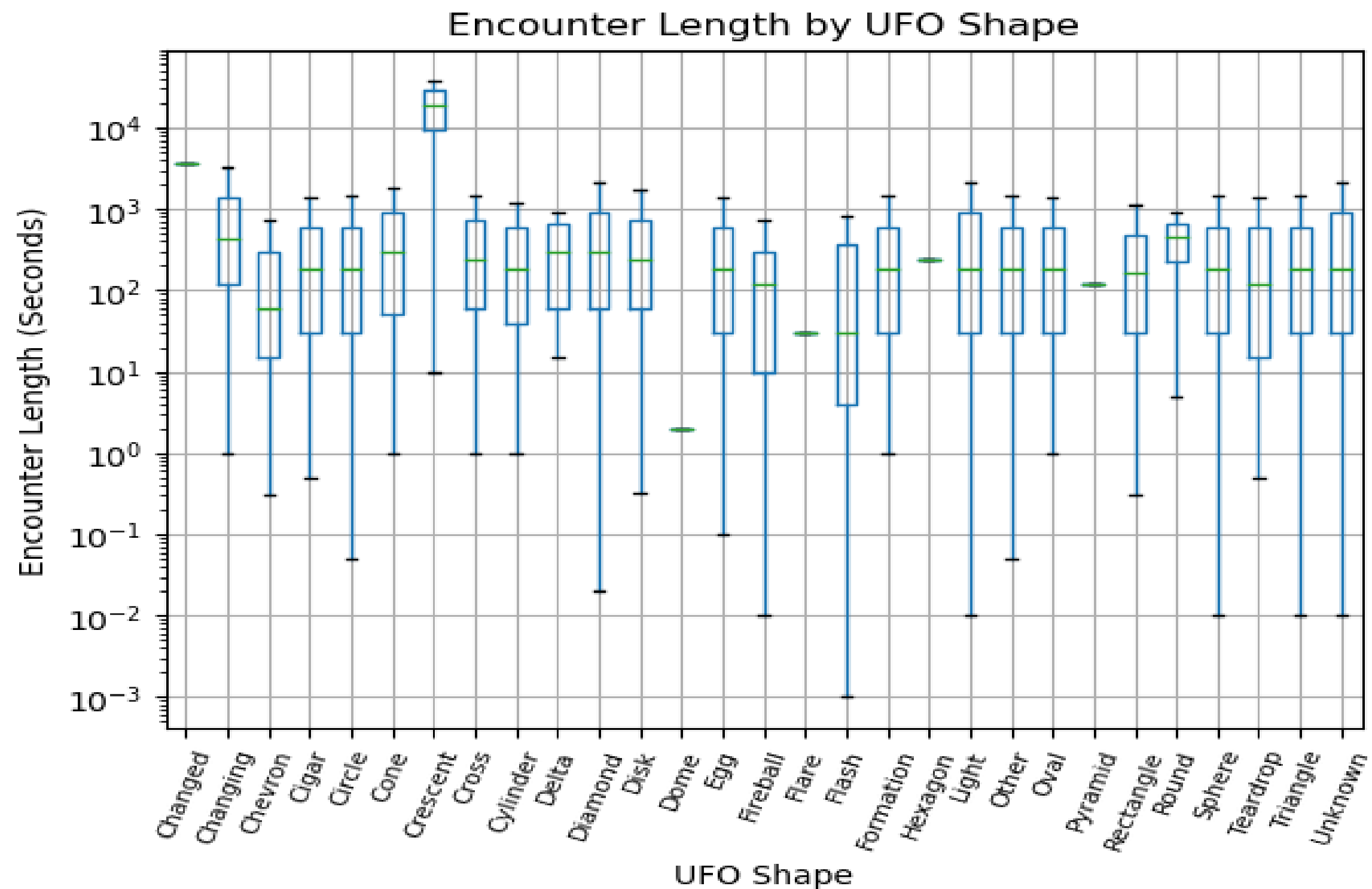
# Timing







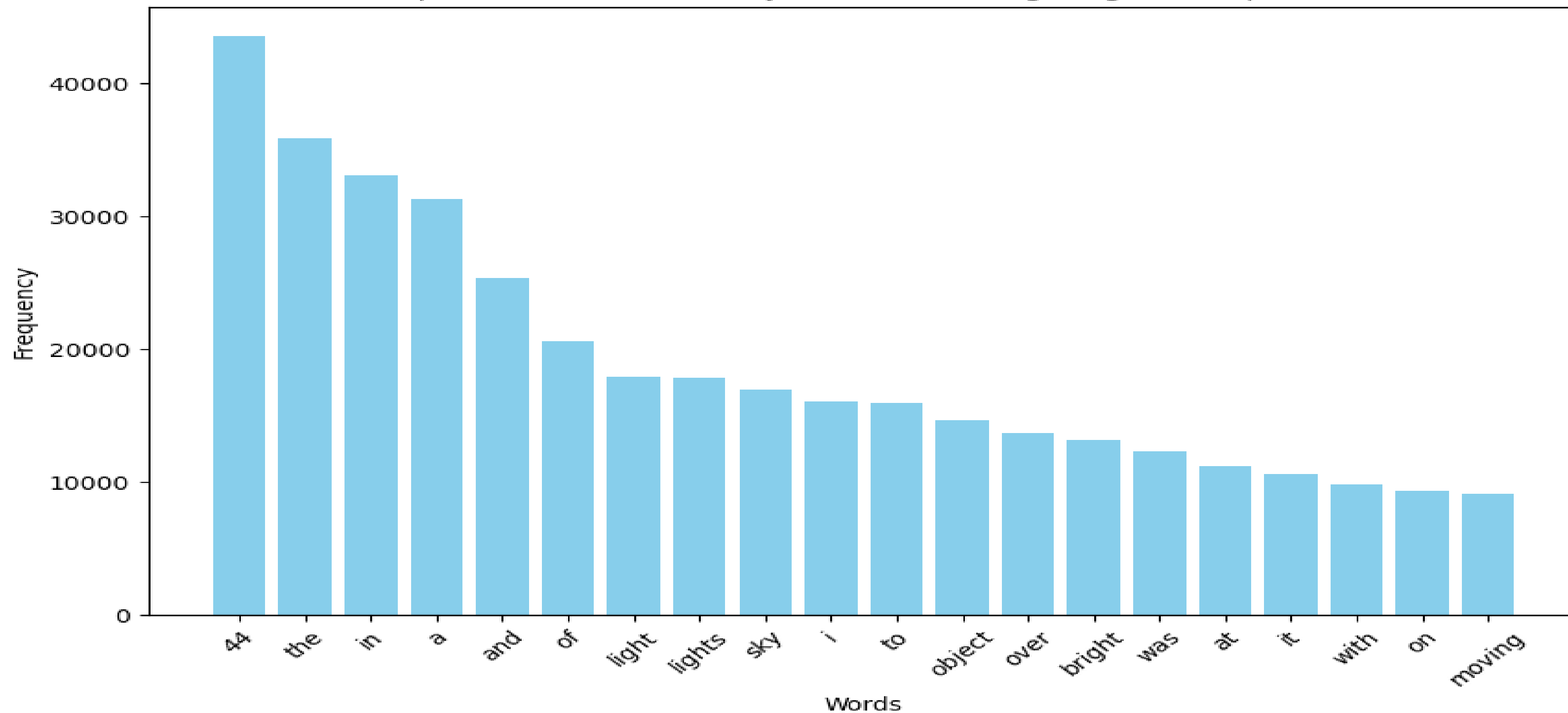
# Shapes





# Description

Top 20 Most Common Keywords in UFO Sightings Descriptions



# Insights



Identifying Key Regions for  
Tourism



Timing Opportunities for  
Tour Experiences



Themed Experiences  
Based on UFO Shapes and  
Description



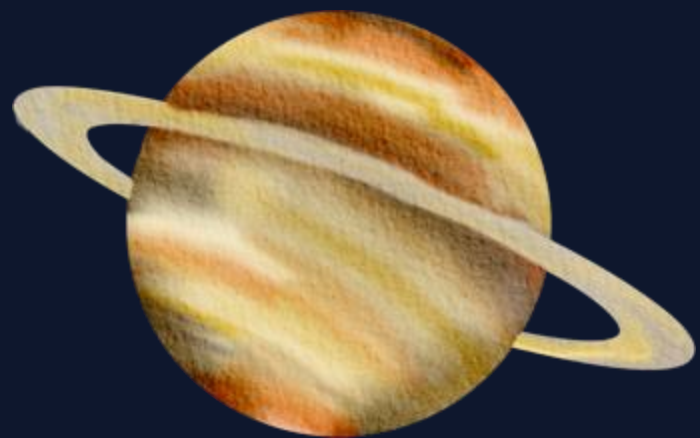


# Conclusion

Our findings show how we can capitalize on both the Regions and Timing of UFO sightings to create unforgettable experiences.

By focusing on the key areas, the right times of the year, and creating themed activities around what people are most likely to see, we can boost tourism and give visitors a truly out-of-this-world adventure.





Thank  
you!

