Project 2 Proposal: UFOs

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Github Repository

UC-Berkeley-I-School/Project2_Bormes_Hewitt_Silva

Primary Dataset

National UFO Reporting Center Web Reports (nuforc.org) (UFO.csv)

Initial Plots, Figures, and Tables
- Time series showing number of sightings over time
  - Line Chart by year
- Bar chart of sightings by hour of day
- Bar chart of sightings by day of the week
- Heat map of UFO by state
- Bar chart with months/year and number of sightings
  - Distribution by month
- Bar chart showing distribution of the different shapes of UFO sightings
- Table describing top 10 sightings
- Table describing top 10 cities
- Histogram or Grouped bar chart for duration of UFO sighting
- Histogram of difference between Date_Time and Posted_Date

Variables
- UFO Data
  - City, State, Shape, Duration, Date_Time, Date_Posted
- Census
  - Population by State (?), City (?), Year

Potential Insights
- How did the pandemic impact number of sightings?
- Are there different shapes in different parts of the country?
- Do sightings go up after a release of an alien movie at the box office?
- Does weather/climate impact location and/or number of sightings? (possible)
- Where and when was/is the best place to see a UFO?
- What is more likely: sighting an UFO or being struck by lightning?

Supplemental Datasets
- Historical Weather Data (possible)
- GIS (possible)
- Movie Data (possible) – Top 10 grossing movies of all time with aliens

Final Report

Executive Summary
- Key findings and insights

Introduction
- Goals, Objectives, Expected Impact, Background
- Overview of key variables and list of questions to answer
- Data Set used (include Link)

Methodology
- Analysis method / Design Process
- Data prep and cleaning
    - remove records where Date_Time > Posted_Date (data viz)
    - Remove non US
- Assumptions (Check correct position)

Analysis/ Research Findings
- Univariate Analysis
- Crosstabs

Conclusion/Recommendations
- Key findings insights
- Big takeaways
- Recommendations (What is more likely: sighting an UFO or being struck by lightning?)