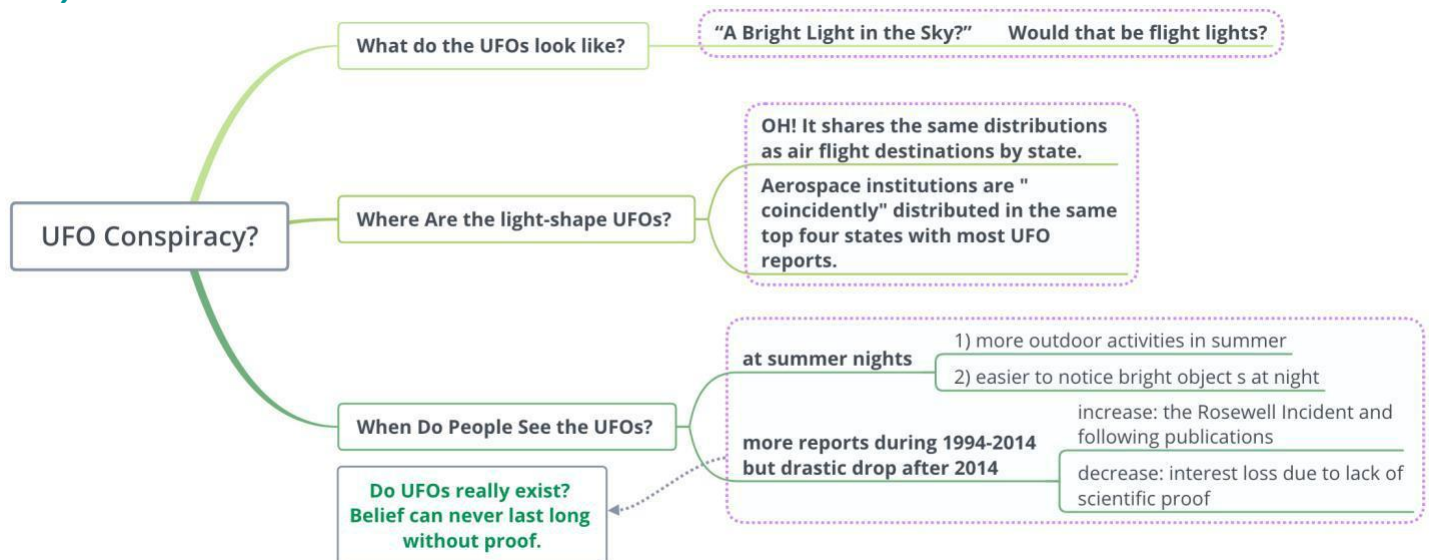


Analysis Brief

- **Text analysis:** A word cloud & a tree-map were applied to show the frequency distribution for text & categorical variables - frequently used words in “comments” and the UFO shapes
- **Spatial analysis:** Two map graphs were utilized to compare the distributions of the UFO sightings and the air-flights destinations by state. (The flight destination dataset was left joined in the main UFO report dataset based on the abbreviations of each state.) Aerospace institutions in the top four states were listed in the graph as well.
- **Time series analysis:** Bar charts and line chart were leveraged to show the seasonality (by month and by hours) and time trends (by year) for the reported UFO sightings.

Storyboard



Data sources

- Main dataset from the National UFO Reporting Center: <http://www.nuforc.org/webreports.html>
- Partial dataset from Kaggle UFO Reports in the United States: <https://www.kaggle.com/abigaillarion/ufo-reports-in-united-states/data>
- Air-flight destination dataset from Flyover States: <https://championtraveler.com/news/flyover-states-flight-data-shows-which-states-americans-think-are-boring/>
- Joined dataset of list of all 50 state abbreviations: <https://abbreviations.yourdictionary.com/articles/state-abbrev.html>

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Image sources

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- Newspaper of the Roswell Incident:
<https://blurppy.com/2011/07/08/july-8th-1947-the-roswell-incident/>
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<http://gulfresearchinitiative.org/>
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