

# Destination Birding

Using eBird data to inform birders in  
Knoxville, TN

By Marilyn Long

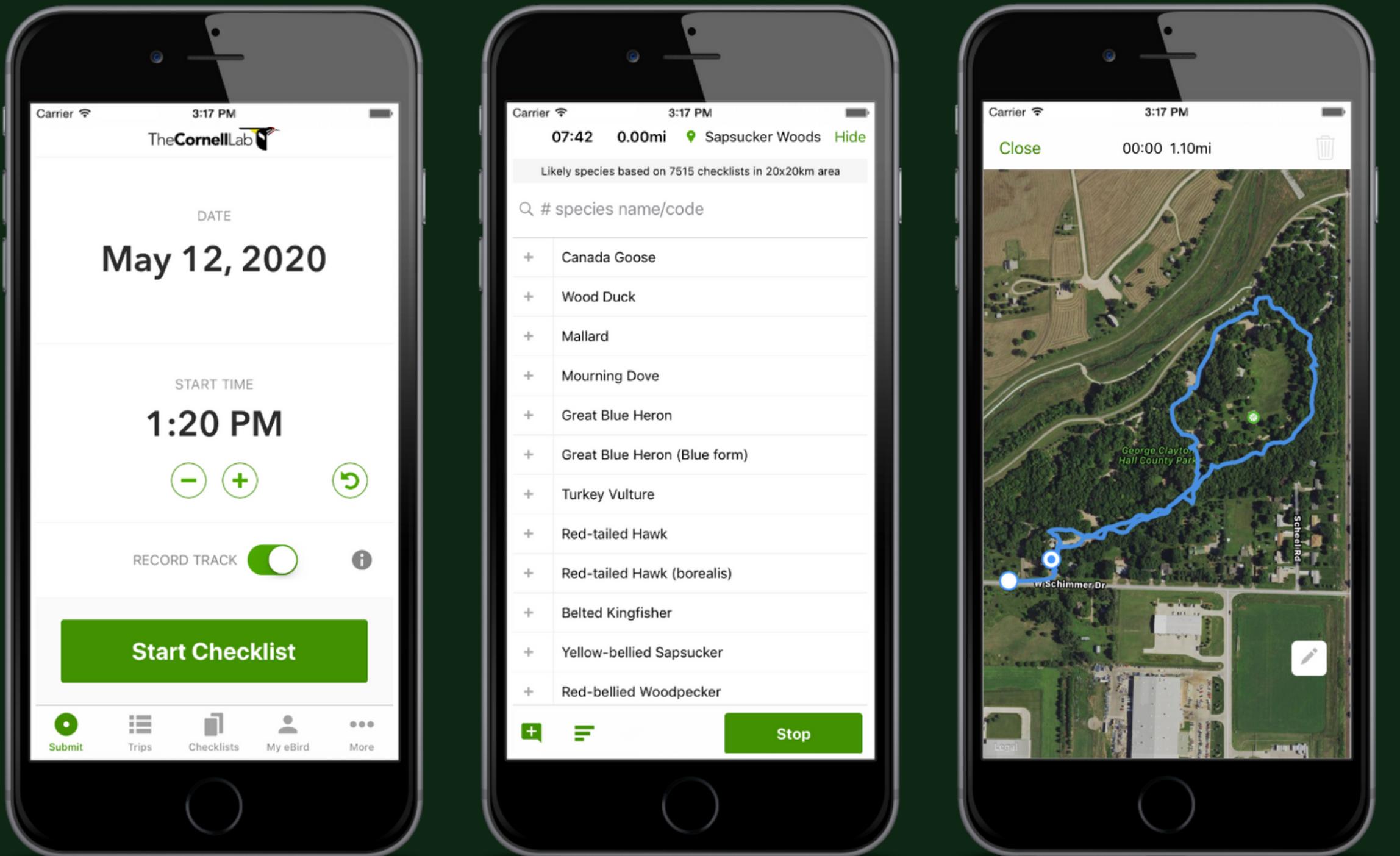




# Why does birding matter?

- It is estimated that birding is a \$40 billion industry in the US
- Cities could use the information from my app to promote tourism in their area, boosting the local economy

# My Data

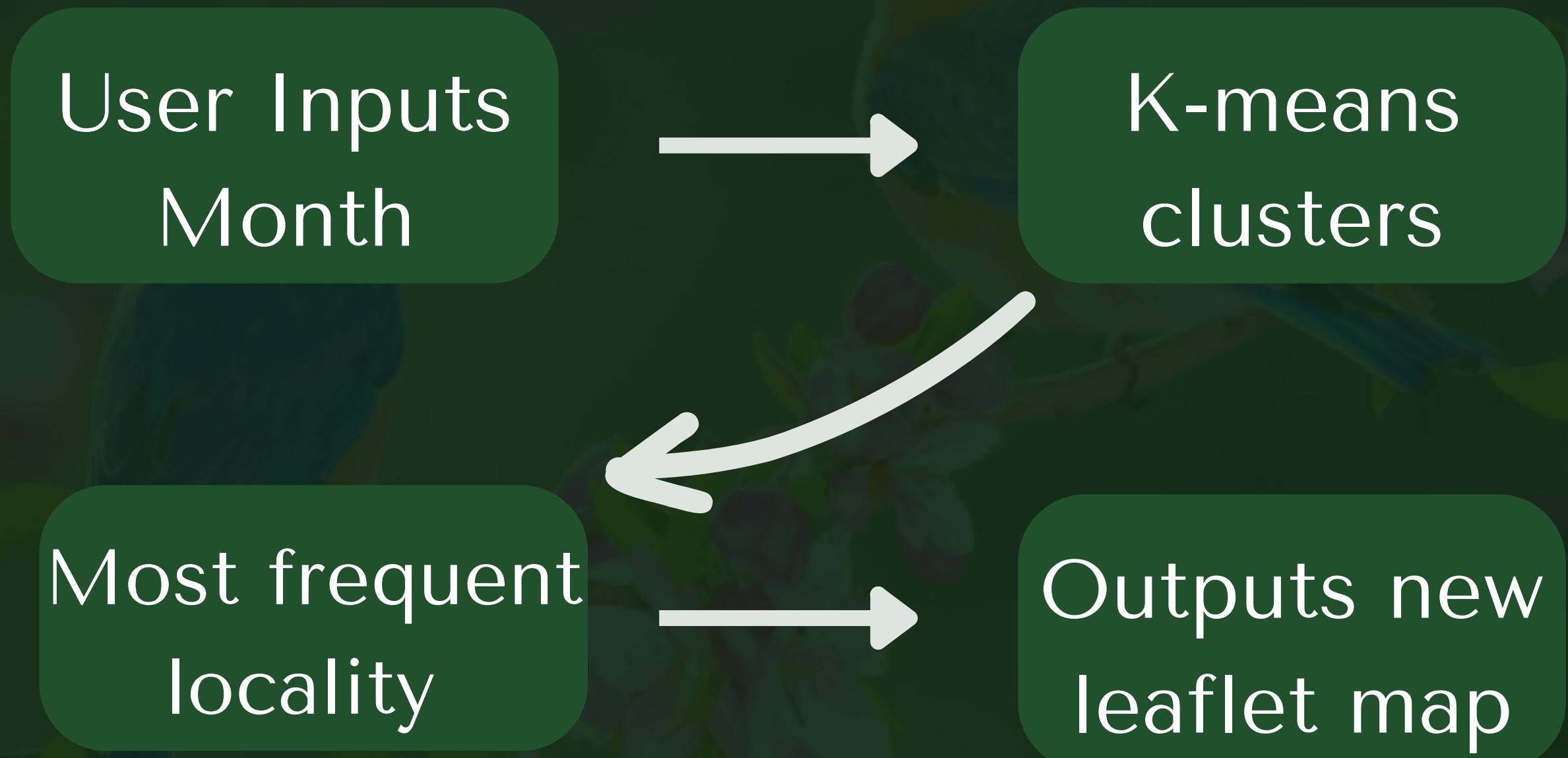


- eBird is an application by The Cornell Lab of Ornithology
- Knox County 2016-2022
  - Checklist ID
  - Common Name
  - Observation Count
  - Locality
  - Latitude
  - Longitude
  - Observation Date



**DESTINATION  
BIRDING**

# Species Diversity Map

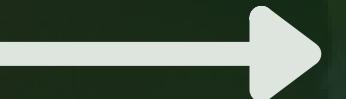


# Time Series Analysis

User Inputs  
Species



forecast::  
auto.arima()



Outputs new  
plot

# When and Where: Map & Bar Chart

Map:

User Inputs  
Species &  
Month(s)

Filters by  
both inputs

Clustered or  
not?

Observations  
are grouped  
& summed

Outputs new  
map

Bar Chart:

Filters by  
species only

Observations  
are grouped  
& summed

Outputs new  
bar chart

# Thank you!

