

# BEYOND. UFO

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# Meet Our Team



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

# Overview

## 1. Objective:

- Identify UFO patterns for Tourism, Government, and Research

## 2. Key Questions:

- Where and When are sightings frequent?
- Common Shapes and Descriptions?
- Time/Season patterns?

# Data Understanding

## 1. UFO reports:

- Date, Time, Location, Shape, Duration

## 2. Key questions:

- Regional frequency, Patterns, Timing Correlations

# Methods



## Descriptive

- Region, time, shape



## Correlation

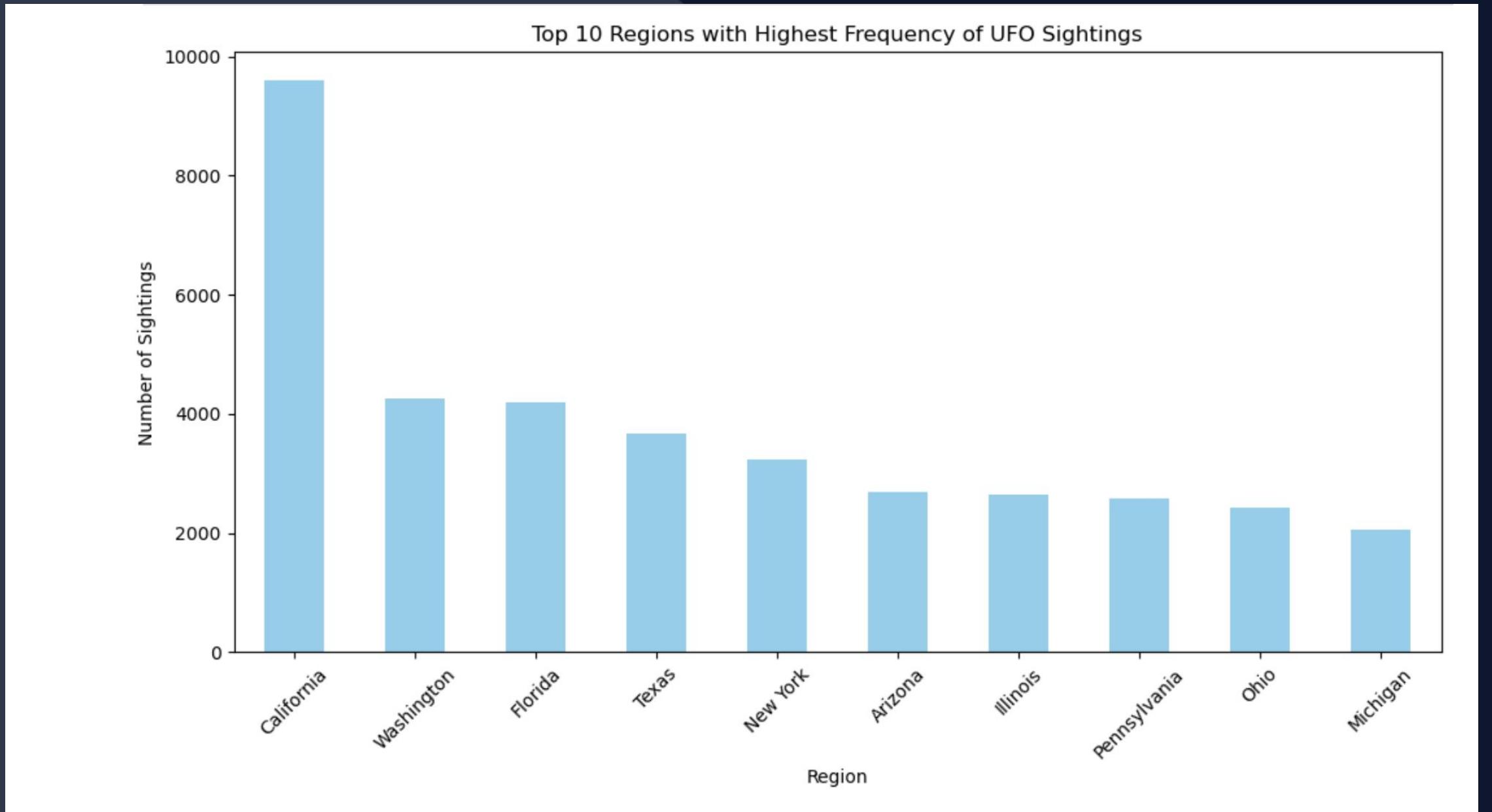
- encounter duration vs. time of day



## Tools

- Heatmaps, bar charts, distribution plots

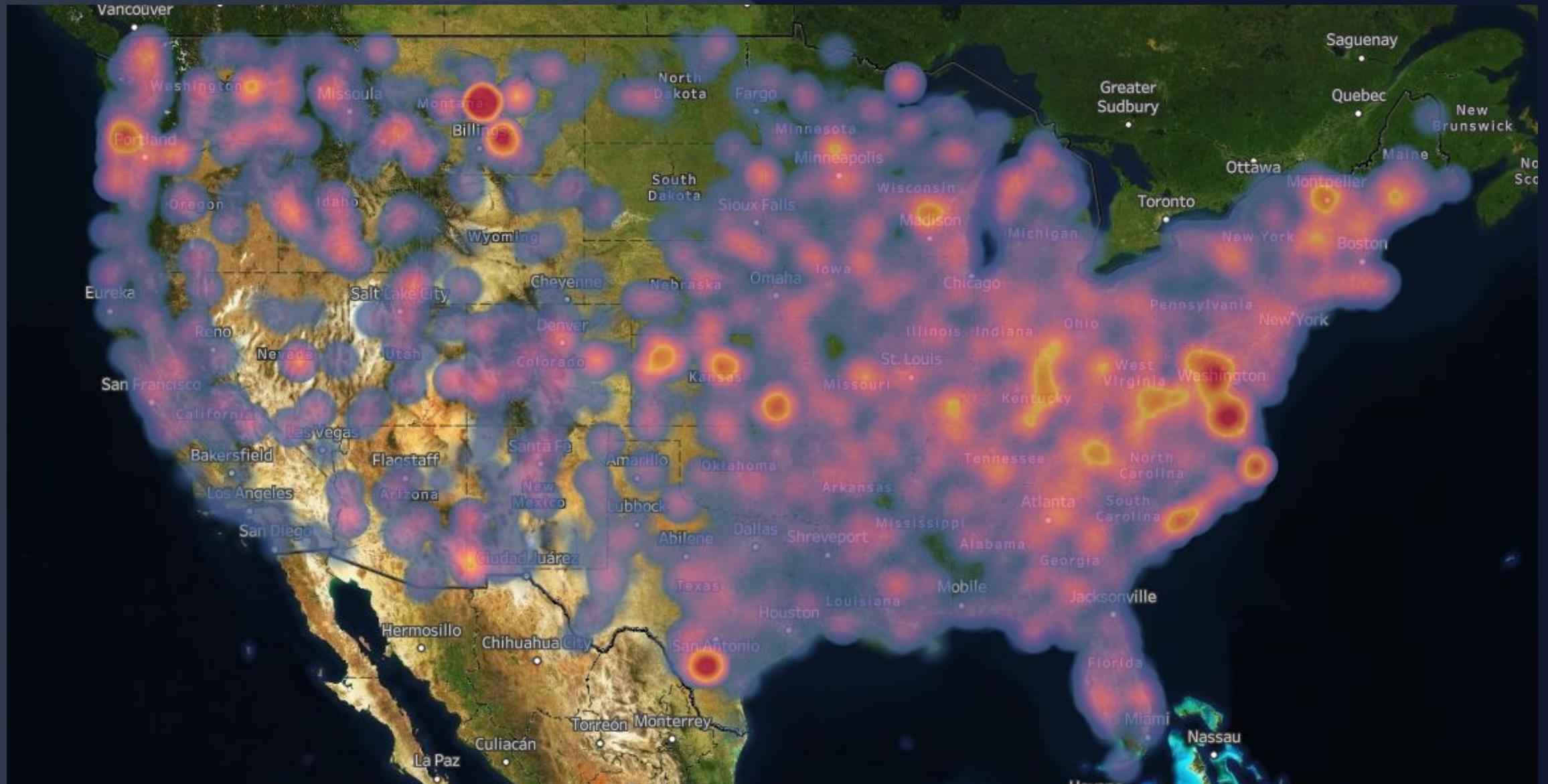
# Region



## Highest Reports by State

- California
- Washington
- Florida
- Texas

# Region

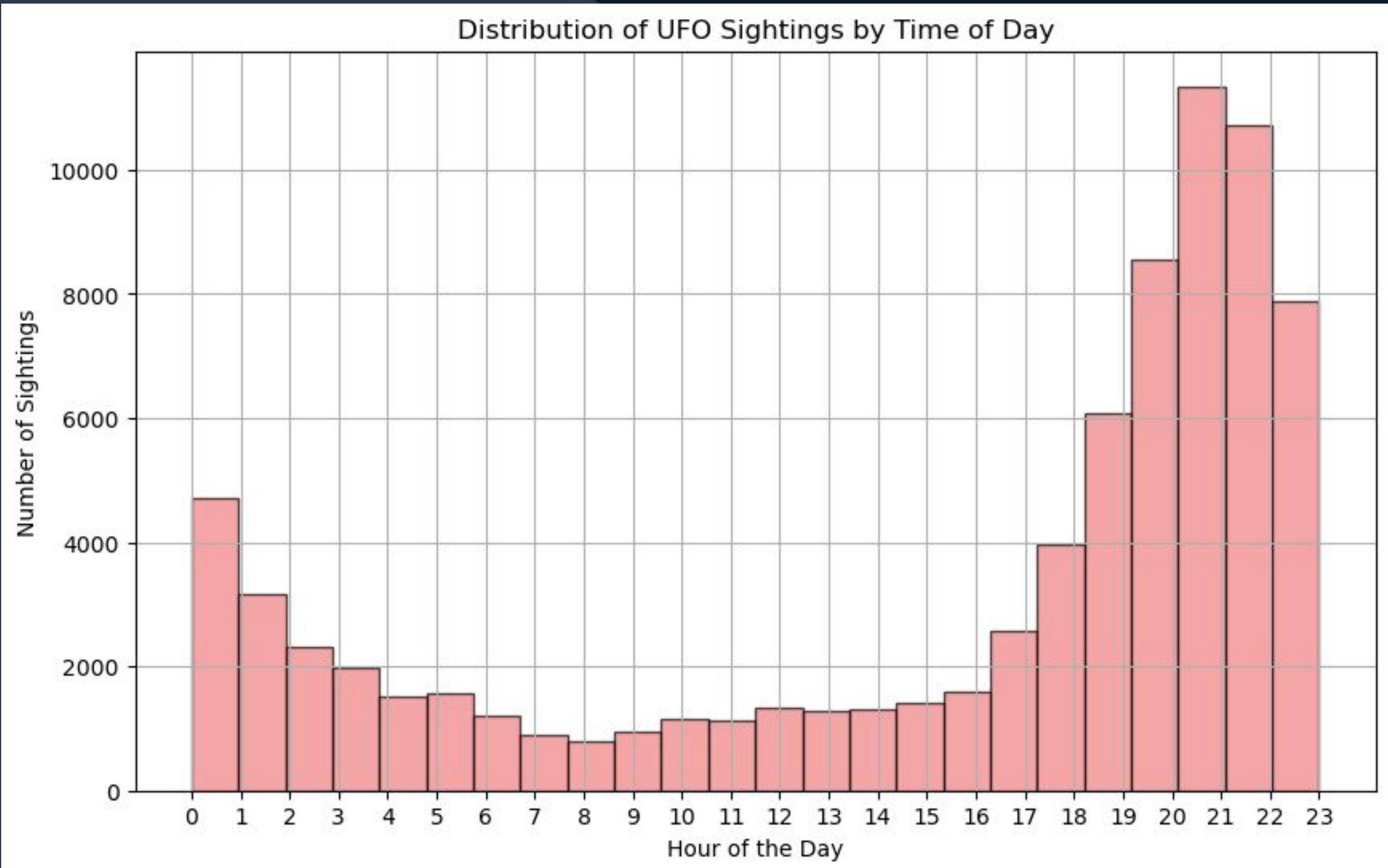


Accounting for Pop.

Current Hot Zones:

- Central Montana
- DC Area
- South Texas

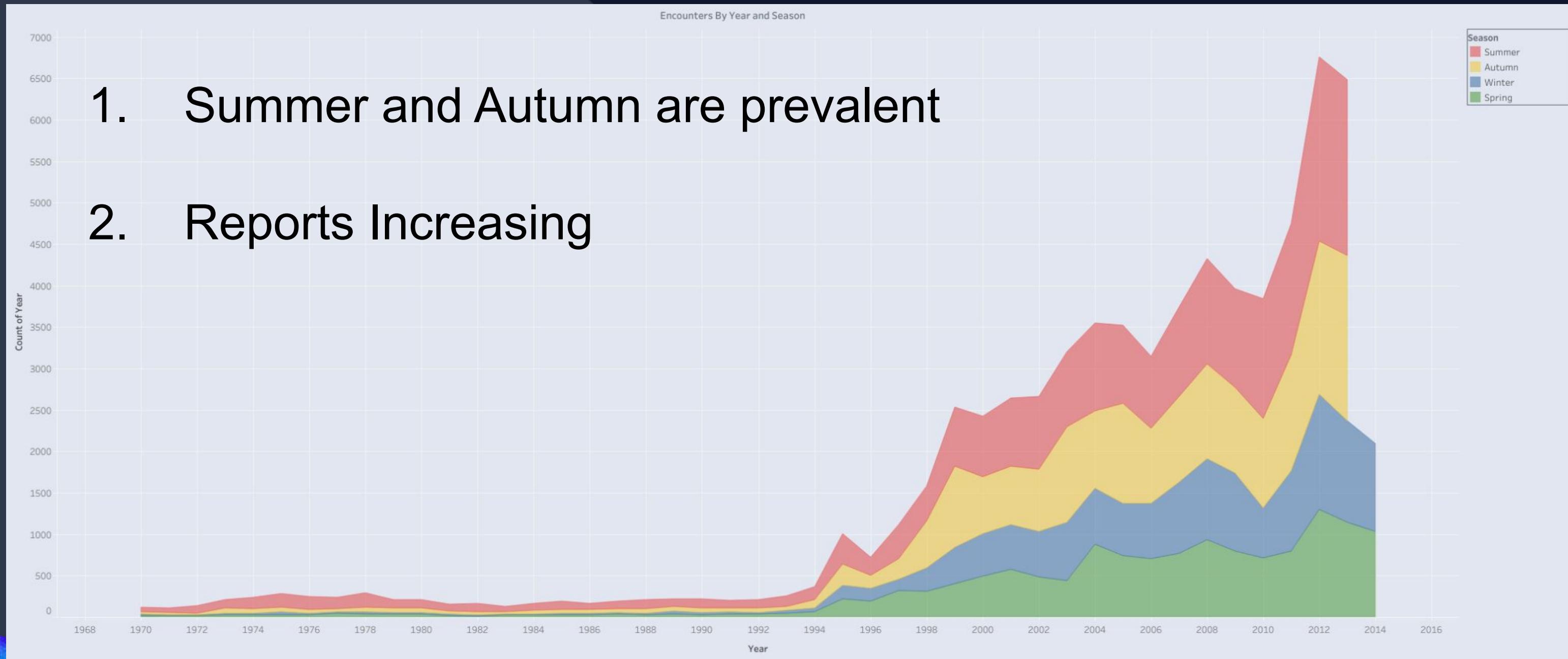
# Time



Most encounters  
occur 20:00-24:00

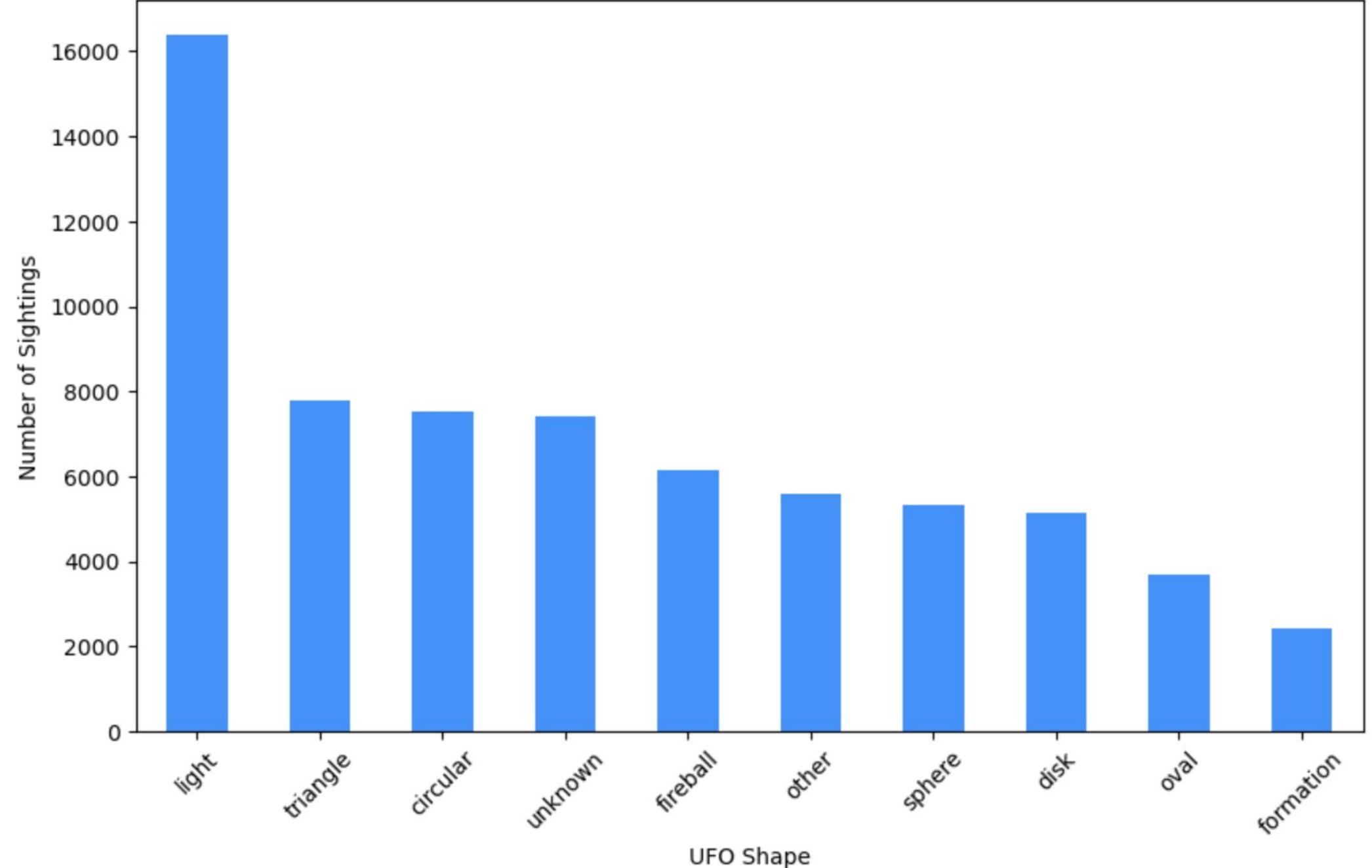
# Time

1. Summer and Autumn are prevalent
2. Reports Increasing



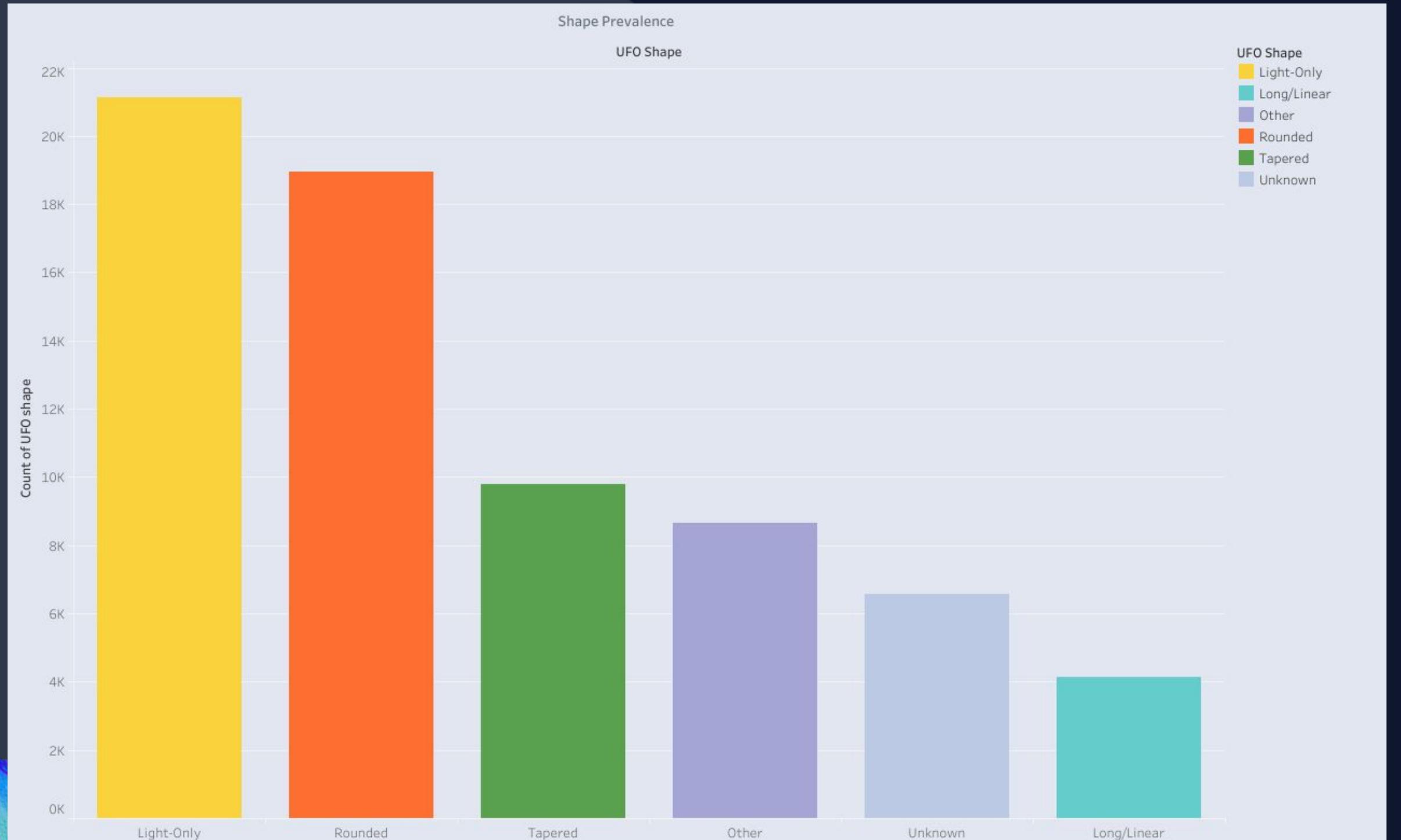
# Shape

Top 10 Reported UFO Shapes

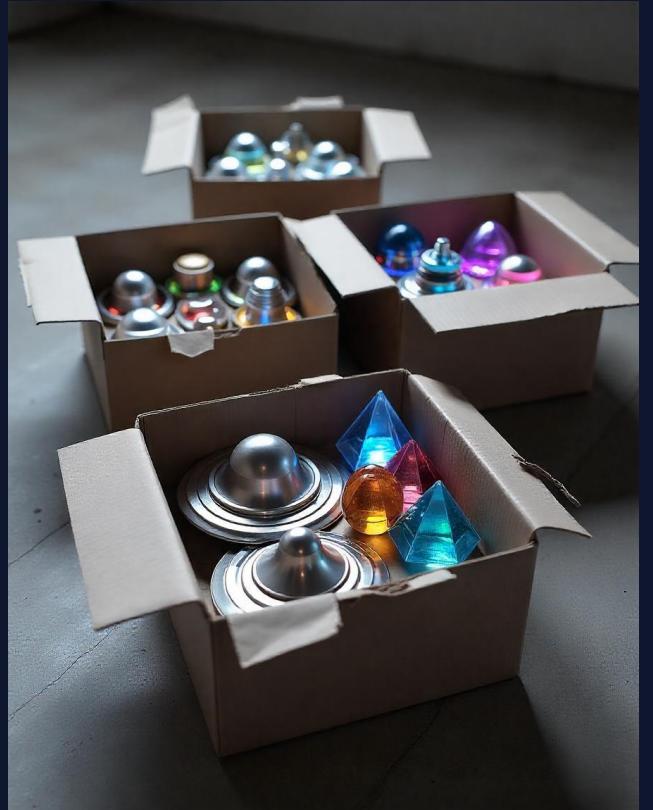


- Predominantly light
- -Many similar shapes!

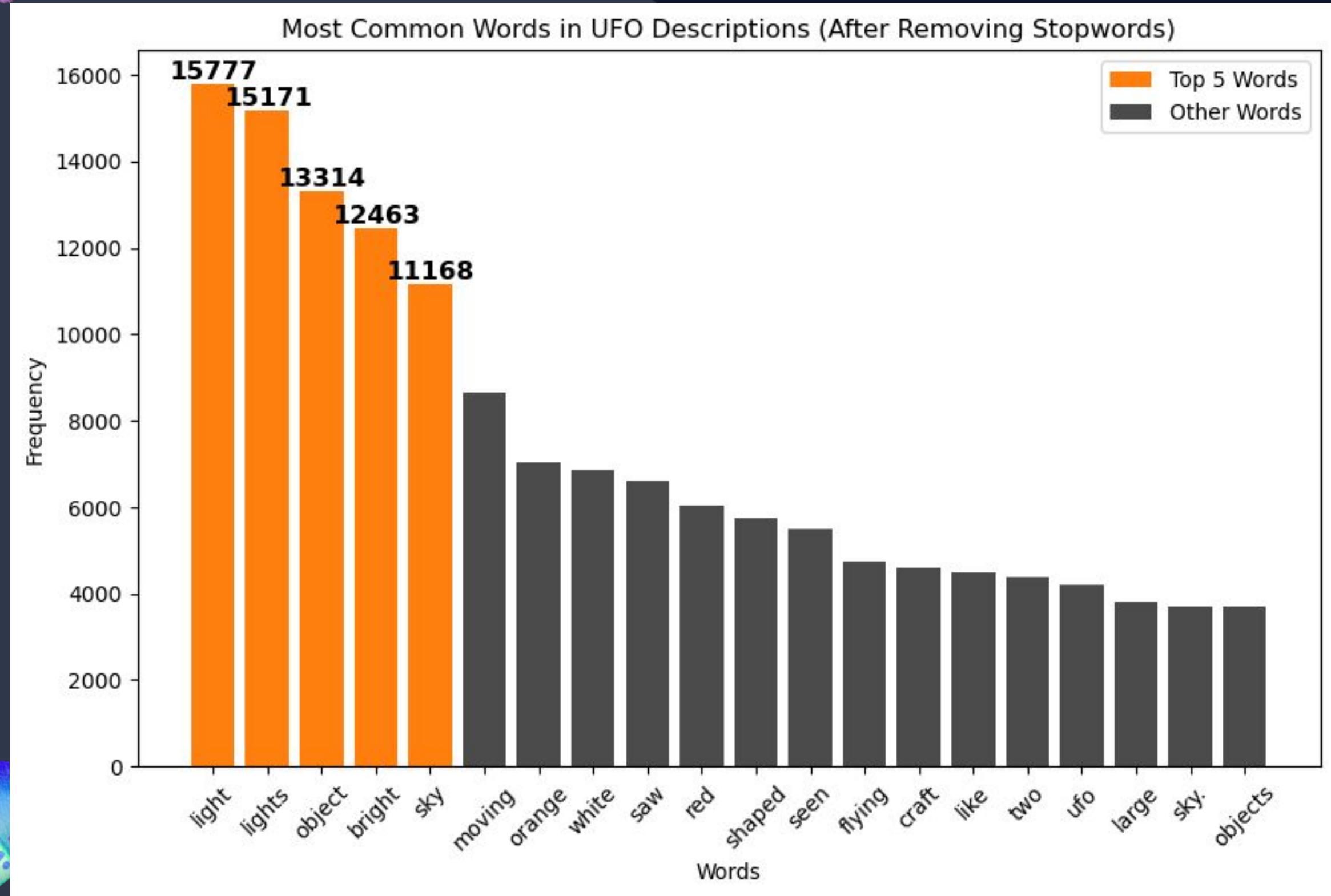
# Shape



Sorted Shapes Into  
Simpler Categories



# Description



1. “Light”,
2. “Lights”,
3. “Object”,
4. “Bright”,
5. “Sky”
6. “Moving”

# Insights

Identifying Key  
Regions for Tourism

Timing Opportunities  
for Tour Experiences

Themed Experiences  
Based on UFO Shapes  
and Description

# Next steps

Demographic

Sentiments

Weather

# Conclusion

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

# Thank you!



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[Link to GitHub](#)

[Link to Tableu](#)