



BEYOND. UFO

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Meet Our Team



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Contents

- 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:

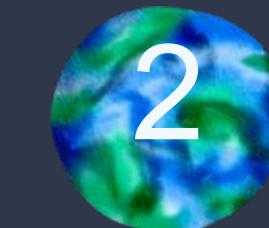
- Regional frequency, Patterns, Timing Correlations

Methods



Descriptive

- Region, time, shape



Correlation

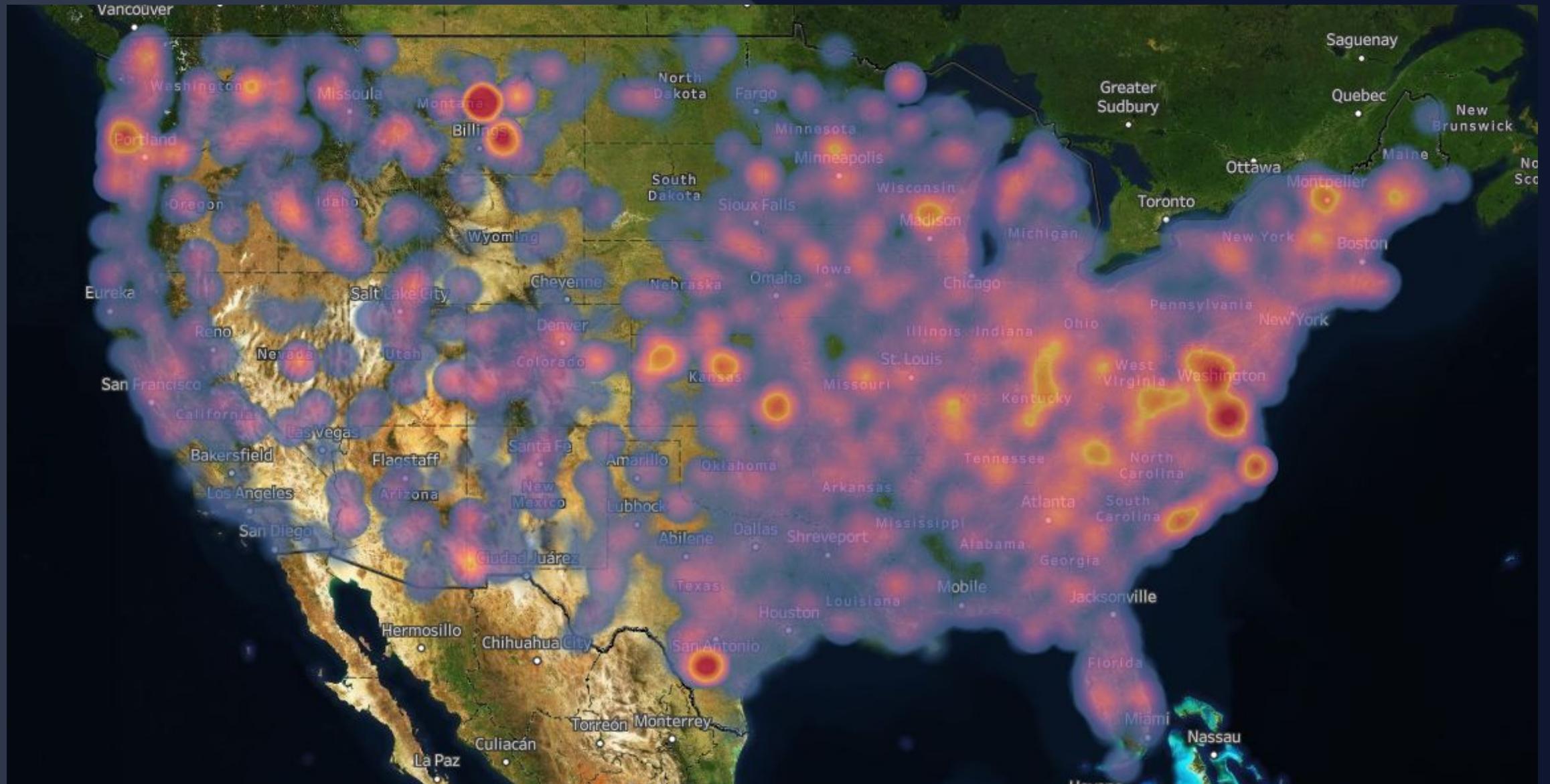
- encounter duration vs. time of day



Tools

- Heatmaps, bar charts, distribution plots

Region

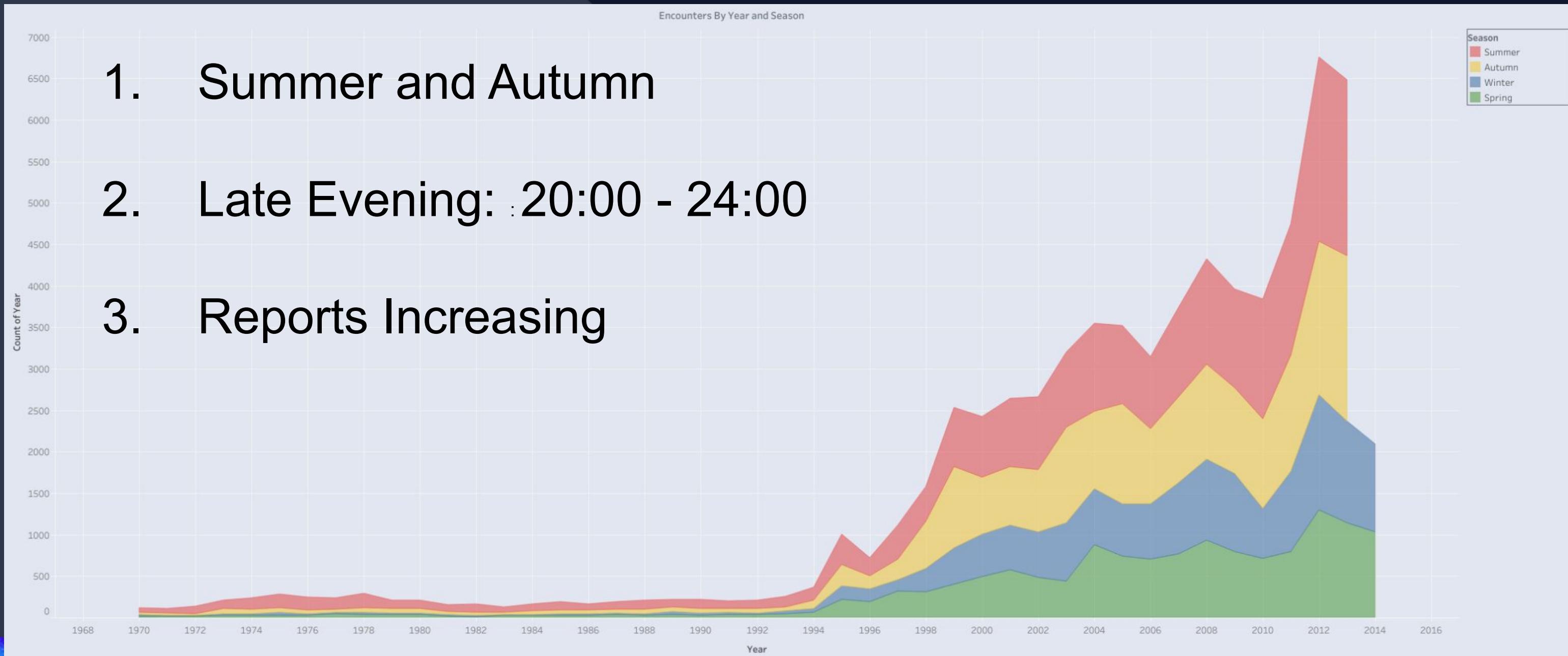


Hot Zones:

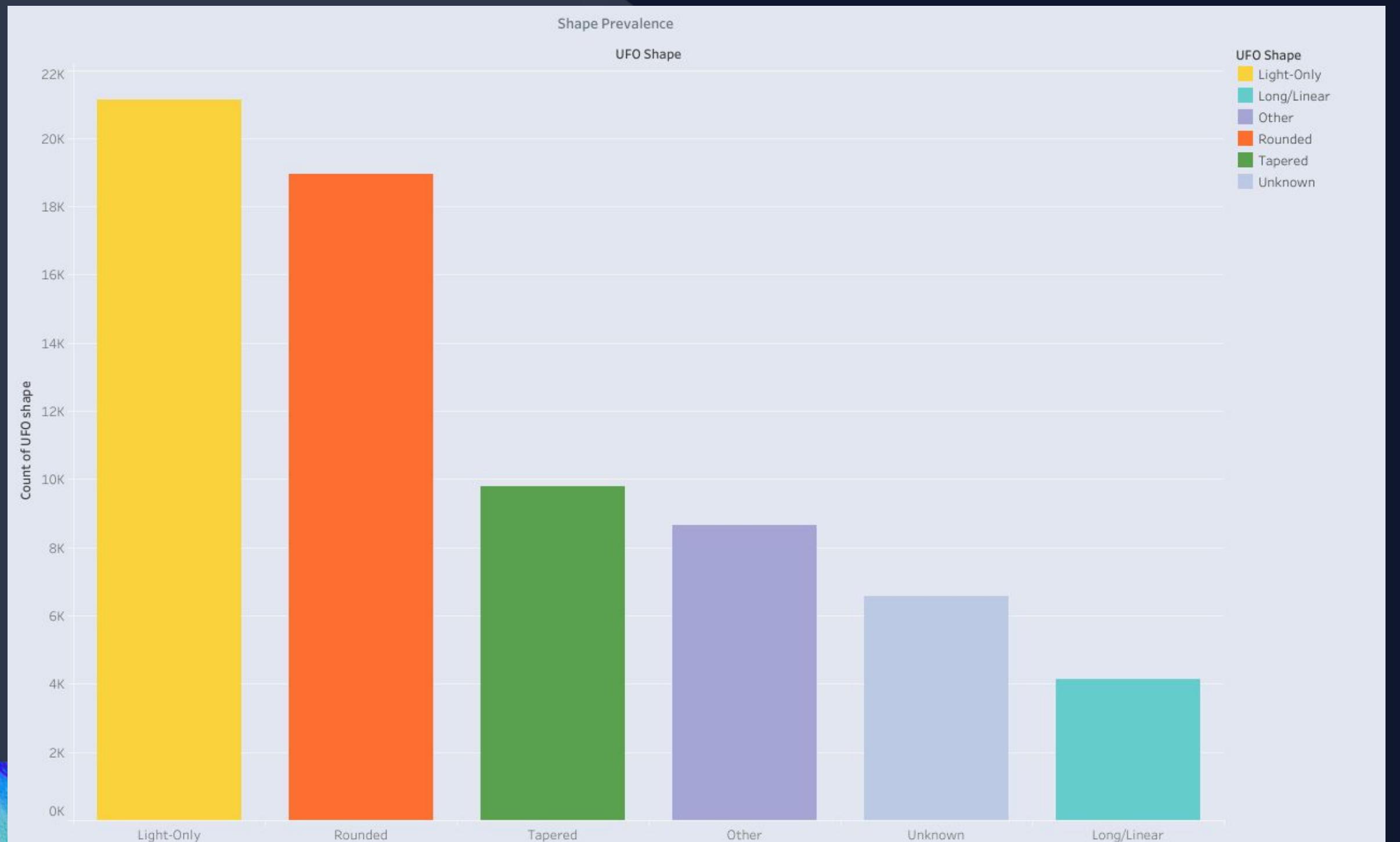
- Central Montana
- DC Area
- South Texas

Time

1. Summer and Autumn
2. Late Evening: 20:00 - 24:00
3. Reports Increasing



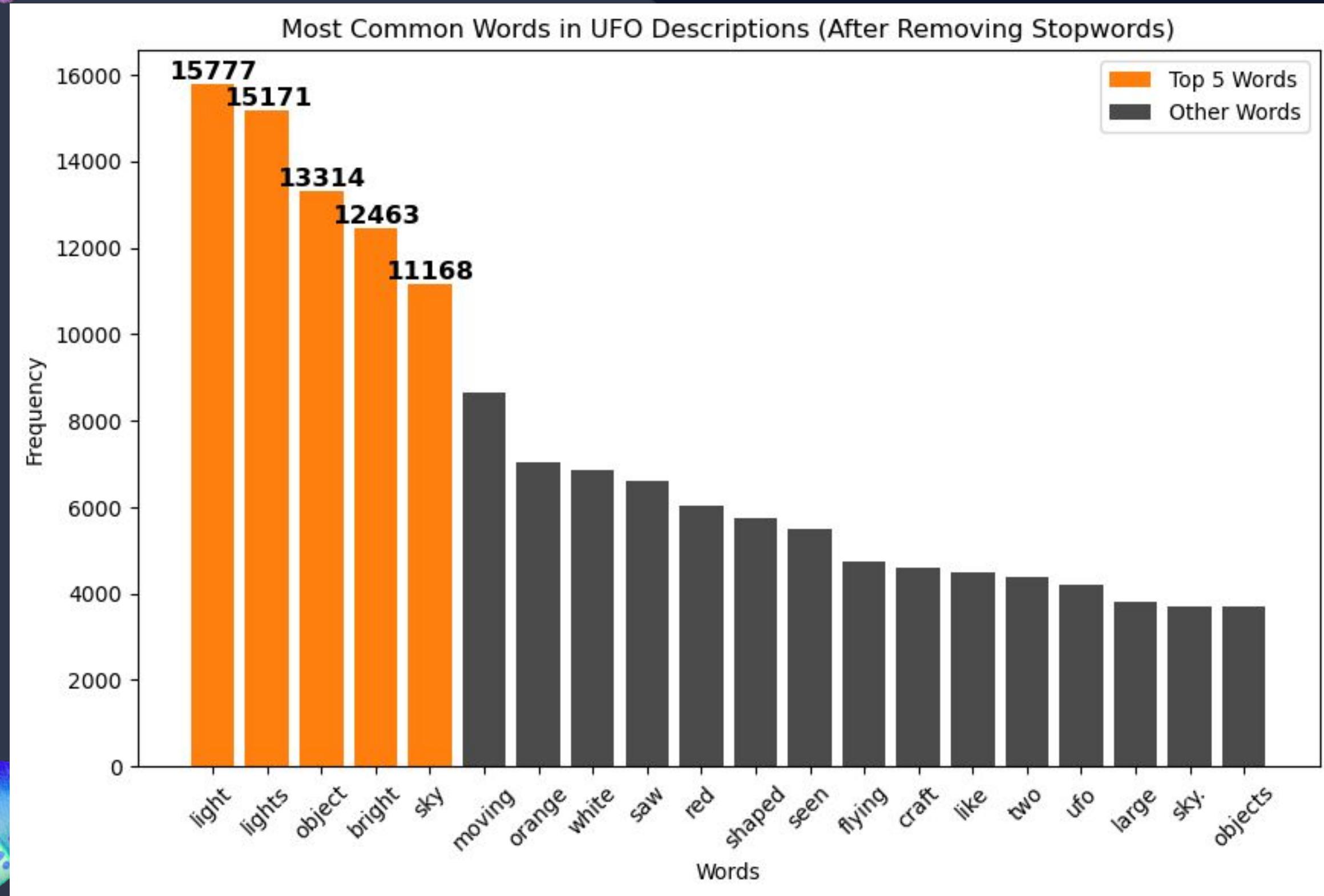
Shape



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](#)