

BEYOND UFO

Flatiron School
Jayla, Jeesoo, Ricky



Meet Our Team



Jayla Haskins



Jeesoo Jhun



Rickey Bocek

Contents

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

Overview

I. Objective:

- Identify UFO sighting patterns for Tourism, Government, and Research

2. Key Questions:

- Where and when are sightings most frequent?
- What shapes and descriptions are common?
- Are there patterns by time or season?

3. Method: Descriptive Analysis, Correlations, Visualizations

4. Outcome: Insights for Tourism and Strategic planning

Data Understanding

- I. Dataset includes UFO sighting reports with details on Date, Time, Location, Shape, and Duration

2. Key questions addressed
 - Regional frequency, Sighting patterns, and Correlations between Timing and Sightings

Methods



Descriptive

- Descriptive analysis of sighting frequencies by Region, Time, and Shape



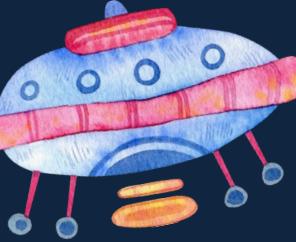
Correlation

- Correlation analysis to explore relationships between Encounter duration and Time of Day

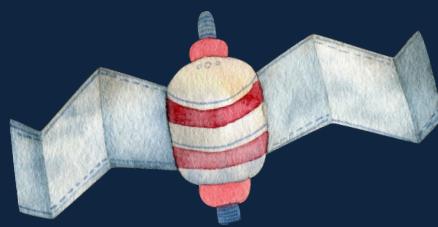


Visualization

- Heatmaps, Bar charts, and Distribution plots



United States
(California, Texas)



Summer & Autumn
Late Evening (2000~2200).

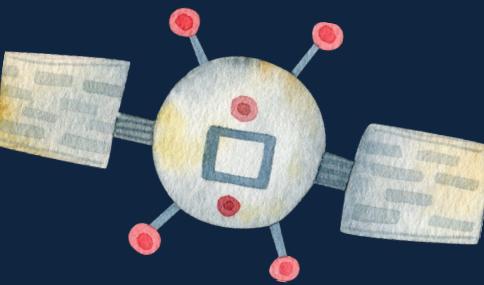


Analysis & Results

* Link to Tableau



Light only > Rounded
> Tapered

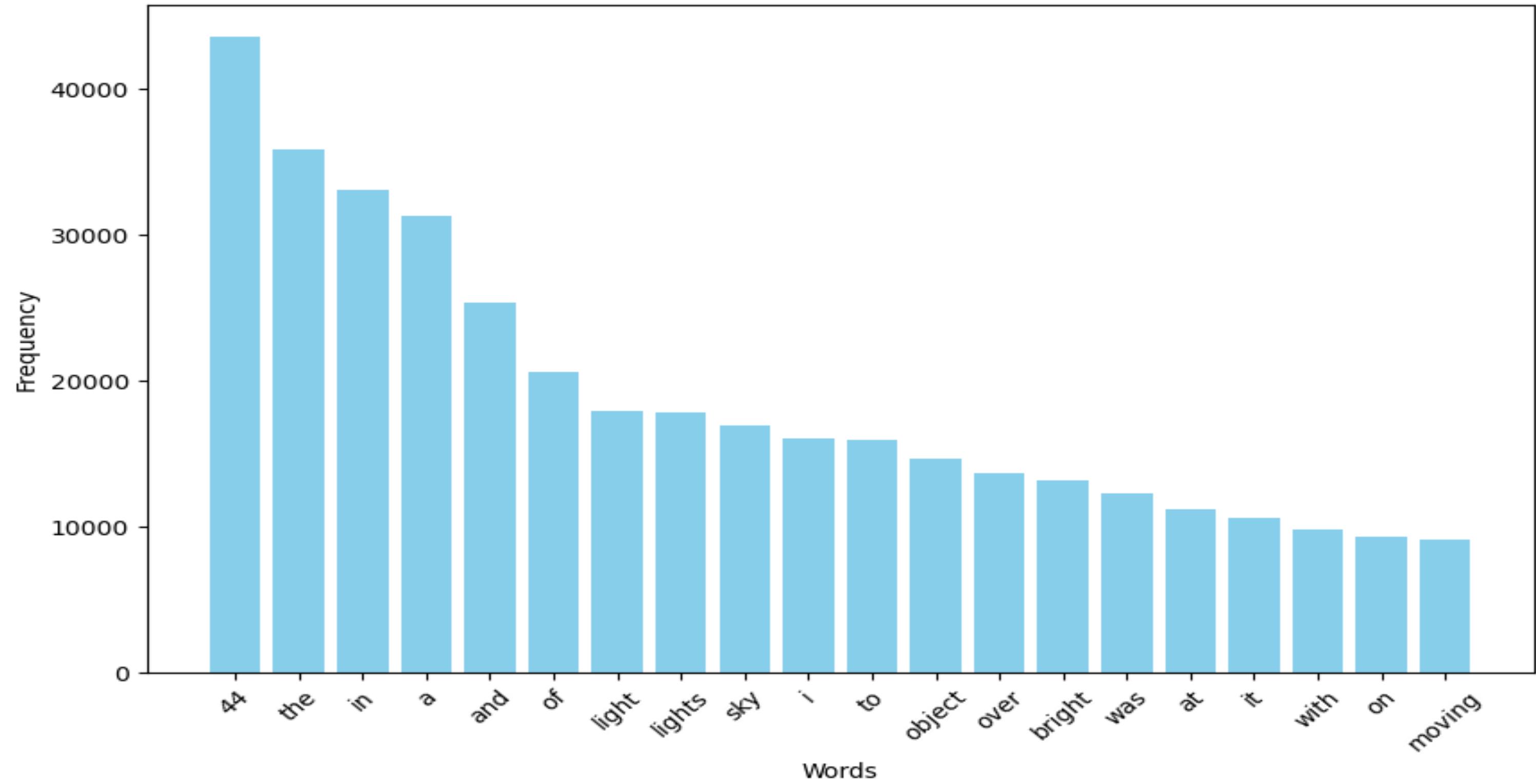


“Light”, “Sky”,
“Object”, “Bright”,
“Moving”



Description

Top 20 Most Common Keywords in UFO Sightings Descriptions



Insights

Identifying Key Regions for Tourism

Areas can be targeted for promoting UFO-themed tourism activities

Timing Opportunities for Tour Experiences

Align tourism experiences with these peak times and seasons

Themed Experiences Based on UFO Shapes and Description

Develop themed attractions and storytelling based on these shapes and description

Conclusion

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

Thank
you!

flatiron@flatiron.com

