Sports Info Solutions evaluates modern basketball through the lens of how shots are created, both through moments of individual brilliance and collaborative team play. Players such as Luka Doncic and Shai Gilgeous-Alexander that can create their own shots and score at a high rate have been elevated to MVP status due in large part to their elite shot creation. On the other side of the spectrum, teams like the 2013-14 Spurs created elite shots with unselfish ball movement and seemingly endless play sequences. These extremes both represent types of Shot Creation, which this case competition will challenge you to explore creatively.

This prompt will allow you the freedom to explore the data in any way that you see fit. However, focus your results and presentation on the questions below:

- Utilize sequencing in the dataset
    - Explore the relationship between different actions and play types and the order in which they occur; what leads to what?
- Explain if sequences are predictive of play results and shot quality
- Determine how important the first action is in a possession, with an emphasis on non-transition possessions
- Examine the relationship between pace and shot creation types
- Consider other factors such as offensive personnel, defensive personnel, and team system

You are allowed to use outside data to supplement the data given to you by SIS, however the SIS data must be prominently featured in your methodology and presentation. Judges will greatly consider the creativity of your thought process when evaluating presentations.

Case Requirements

Judges will be focused on your approaches to these points but will also judge you on the following criteria:

- Overall Process:
  - Clear presentation and understanding of the problem being addressed
  - Depth of statistical tools utilized to obtain results
  - Methodological soundness
  - Strength and reasonableness of conclusions and recommendations
- Creativity: Elements of personal insight beyond the requirements stated in the case
- Clarity and Communication: The organization and succinctness of your presentation. Being convincing with your results is important in impacting decision-making. Strong visualizations are expected. Presenters should be dynamic in their delivery.

The judges for this competition all work within basketball analytics full-time. Thus, they are all extremely knowledgeable regarding current trends in basketball and have thoroughly analyzed the questions included in this prompt. Teams should take this into consideration when creating their presentations; know your audience! Each presentation will be 20 minutes in total, which consists of 15 minutes of presentation and 5 minutes for judges to ask questions of the presenters.

This competition is solely for undergraduate students to compete against each other. Therefore, teams are prohibited from receiving help from any faculty, family, friends, colleagues, or students not registered on that team. Additionally, teams are not allowed to contact individuals associated with an NBA team or judges prior to the competition.

The presentation schedule for Friday, February 9th, 2023 will be sent out to each team captain in the next few days. Each team must submit their final presentation to cusebasketballanalytics@gmail.com by 9:00 PM EST on February 8th, 2023. Good luck!

If you have any questions about the dataset, email ssantamaria@sportsinfosolutions.com. For all other questions, contact cusebasketballanalytics@gmail.com.