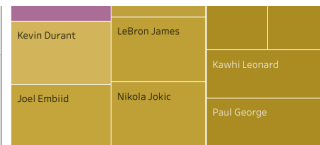
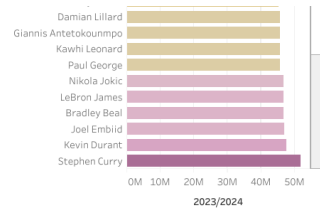
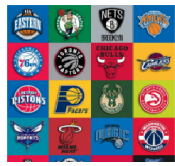


the highest paid players in the 2023-2024 NBA season vs the 2024-2025 NBA season. Lets get into the data:



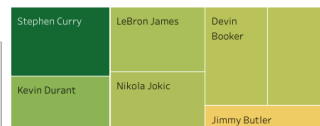
Curry was the highest paid player in the NBA: averaging 26.4 points, 5.1 assists and 4.5 rebounds at 35 years old



Highest Paid Players in the NBA 2024-25 (in USD)



Top 10 highest paid players 24-25



Currently, during the 2024-2025 NBA season, Curry is **still** the highest paid

NBA Tableau Data: From the eyes of an NBA player

By Bhargav Ashok

01. Overview

In the 2023–24 season, Devin Booker wasn't even among the league's top salary earners. However, his performance during that season and into 2024–25 has seen him climb into the top 10, reflecting both enhanced individual performance and market value. The NBA world has been marked by rising salaries driven by growing media revenues, climbing salary caps, and more competition for star talent. Booker's salary jump in rankings reflects these broader market trends and his growth on the court.



02. Key findings

Booker's per-game average has increased compared to previous years. For instance, online sources such as ESPN and Basketball-Reference indicate that his per game, along with percentages, have posted huge improvements from 27.1 points, 6.9 assists, and 4.5 rebounds in 68 games in the 2023-24 season, to 26.2 points, 6.7 assists, and 4.0 rebounds in 48 games this season.

All of Booker's metrics have trended in a positive direction. This numerical improvement has seen his value as an NBA player go up which carries a future pay raise with it.

By comparing his higher statistics and contributions to the contributions of the other top-10 earners, Booker's game is even more persuasive. His increased efficiency shows personal improvement and that he is a high-caliber talent.

03. Performance Justification

Given his upward trajectory, Booker's case for a salary bump in the 2025–26 season is built on both historical performance and the current market landscape. His contributions have evolved from being a solid contributor to a superstar whose impact is measurable in every facet of the game. With the NBA's salary cap on an upward trend, aligning Booker's compensation with his on-court impact and market comparables is a strategic necessity. His rise into the top 10 underscores that his value has outpaced prior expectations, making a strong argument for an increased contract that reflects his current performance level.

Negotiation Strategy:

- **Data Presentation:**

Booker's agent can compile detailed comparisons showing year-over-year improvement from his NBA stats, alongside league-wide salary trend data from the tableau graphs. Graphs and dashboards (pictured above) can visually demonstrate the shift in his value. He can bring up his position on the graph and use statistics to his advantage by calculating how far he is from the average salary (z-scores) and comparing his production with other players and salaries.

- **Benchmarking & Market Parity:**

By presenting how comparable players have secured significant pay bumps after similar performance enhancements, the case for a higher salary becomes not just an individual demand, but a reflection of league-wide financial realities.





04. Strategies for the Phoenix Suns

Option 1: Build Around Booker

- **Long-Term Franchise Cornerstone:**
Given his proven ability to elevate the team, retaining Booker and building around him can sustain a competitive advantage. His leadership and statistical improvements make him a natural candidate for the Suns' core.
- **Cultural & Fan Impact:**
Booker's on-court performance resonates well with the Suns, creating both a marketable star and an on-court leader, which is vital for team success.

Option 2: Trading Booker

- **Asset Generation:**
If negotiations don't work for the Suns' financial limits, a trade could potentially unlock value by acquiring draft picks, and other star players.
- **Risk Assessment:**
However, trading Booker would mean parting with a proven elite scorer. The risk lies in whether the return on such a trade would sufficiently compensate for losing a cornerstone player, particularly given his rising trajectory.
- **Team Strategy Alignment:**
The Suns need to think about their prospects. If the team is indeed intent on contending immediately and building a

championship-caliber roster, keeping Booker—despite the higher price tag—could be better than entering a bad trade situation.

Recommendations

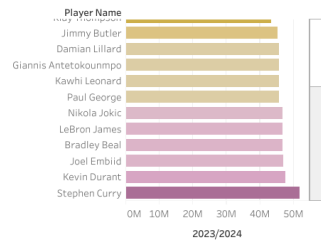
- **For Booker's Negotiation:**
The case for a pay bump in the 2025–26 season is robust. Data from previous seasons supports that Booker has evolved into an elite, high-impact player whose contributions far exceed his past compensation. His inclusion among the top 10 earners is a direct testament to his growth.
- **For the Phoenix Suns' Strategic Outlook:**
 - **Building Around Booker** is advisable if the team's long-term goal is to maintain a competitive core and capitalize on his star power.
 - **Trading Considerations** should be approached with caution, as the potential loss of a proven leader could impact team chemistry and competitive success.

- This case study was made using Data from Kaggle, StatMuse, and my very own Tableau dashboard

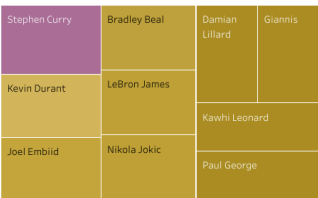
Here we take a look at the highest paid players in the 2023-2024 NBA season vs the 2024-2025 NBA season. Lets get into the data:



Highest Paid Players in the NBA 2023-2024 (in USD)

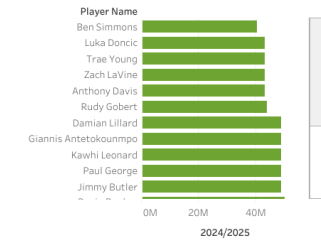


Top 10 highest paid players 23-24

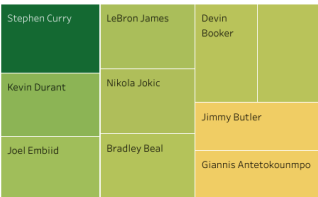


During the 2023-24 NBA season, Steph Curry was the highest paid player in the NBA: averaging 26.4 points, 5.1 assists and 4.5 rebounds at 35 years old

Highest Paid Players in the NBA 2024-25 (in USD)



Top 10 highest paid players 24-25



Currently, during the 2024-2025 NBA season, Curry is still the highest paid player in the NBA averaging: 23.4 points per game Rebounds: 4.5 per ga..