

The presentation was a bit challenging to put together, but I think it was more due to narrowing down what I wanted to include. Ultimately, I decided I wanted to tell the story of the effects of the different NFL kickoff rule changes. Before discussing the rule changes, I explained why kickoffs are so dangerous. Explaining the dangers of kickoffs sets the backdrop for understanding why the NFL would want or need to change the kickoff rules. The NFL is a multi-billion-dollar company that is very concerned about its public image, and player safety is a big part of this image.

I wanted to get the audience's attention quickly, so I introduced parts of the infographic first. The visuals in the infographic are engaging, and I think they do a great job of explaining why kickoffs are dangerous. I specifically wanted to highlight the danger of wedge blocks since two-thirds of all concussions on kickoffs occur during wedge blocks. Additionally, the physics behind the wedge block also supports the idea of their danger and need for elimination. After explaining the dangers of kickoffs, it was a natural transition to explaining the rule changes. I explained the effects of the rule changes by using the PowerBI line graphs. I could have used bar graphs, but I think line graphs leave space for inserting directional arrows to highlight increases or decreases.

Presenting the data in 3-5 minutes was probably the most challenging task. I had too much information to explain, so I needed to curate it. But at the same time, I needed to keep enough information to inform an uninformed audience fully. Realistically, the audience should at least have a basic understanding of the NFL, or at least how kickoffs work, so I skipped over those specifics. It is also possible that the audience's degree of interest will correlate to their interest in sports. An internal audience is much more likely to be sports fans in general and NFL fans specifically. As such, you can present a wide range of graphs and statistics to an internal audience. With an uninformed audience, things need to be kept more high level and less granular.

When I look back on the project, I feel like it was more like five mini-projects than one big project. With NFL data, there is a lot to analyze and many possible stories to tell. The hardest part for me was to parse through the plethora of data and figure out the story I wanted to tell. The process was iterative, as I first wanted to include the evolution of modern NFL players, but this story was only one part of the bigger picture. Then I moved on to why the NFL changed the kickoff rules and their effects on concussions. The blog was probably the most complete version of the story, and it was perhaps the most challenging milestone for me. The infographic was a fun way to tell the story of the dangers of kickoffs and why concussions are more likely to happen during them. Finally, the video presentation led me to narrow down my story to comparing how the rule changes were different from each other and why the 2018 rule changes were an improvement on previous changes. I don't know that I would do things differently, as the story is iterative no matter how I would tell it. The story is ongoing, and perhaps I will revisit it in the future.

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