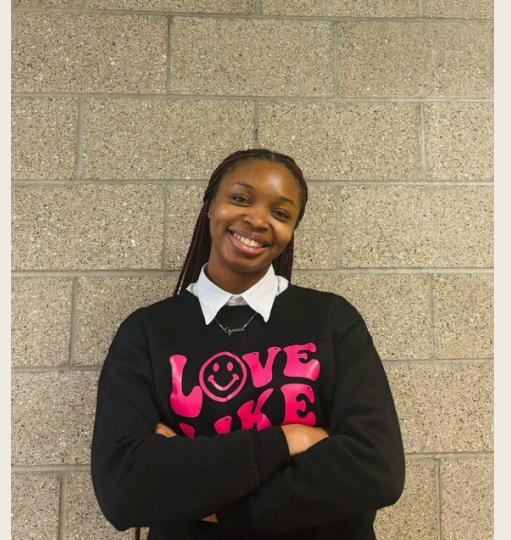


TRADED & TRUSTED



How Player Trades Shape Rookie Performance



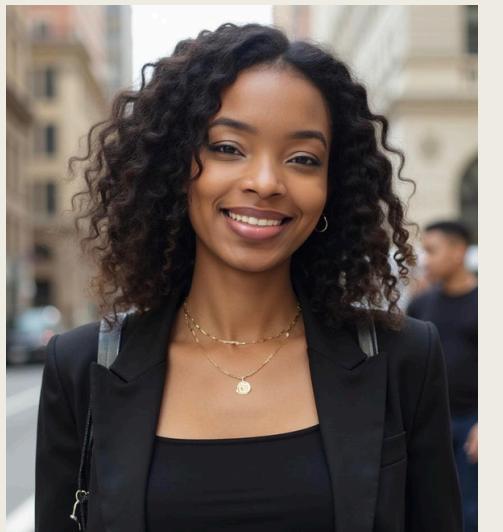
Ogenna Obiora



Chinaza Okoye
Emeka



Jonathan Madden



Alexandria Jones



Salyse Harp



Biynah Dayok

TEAM 18

PROBLEM STATEMENT

Despite the NBA's investment in top draft picks, some are traded early in their careers. The NBPA Foundation wants to understand how this affects a rookie's individual performance, retention, and long-term potential. Does getting traded during a player's first season derail their impact on the court?

This project analyzes whether being traded correlates with poorer Box Plus/Minus (BPM) and other performance indicators—highlighting how early player movement may impact rookie development.





DRAFT

GOAL & HYPOTHESIS



MAIN QUESTION

Do first-round rookies who are traded in their first year perform worse than those who are not?



HYPOTHESIS

Yes—rookies who are traded early experience more disruption, leading to lower performance metrics (e.g., BPM) compared to those who remain with their drafting team.



DATA COLLECTION

SEASONS COVERED: 2017 - 2022
FIRST-ROUND NBA DRAFT PICKS ONLY

DATA CLEANING & PREPARATION

- ✗ Removed players with no rookie season data
- ⟳ Labeled each player as Traded or Not Traded
- 📊 Grouped players by trade status for comparison
- 🧠 Calculated group averages: BPM, MPG, etc.

KEY DATA POINTS TRACKED

- GAMES PLAYED
- POINTS SCORED
- ASSISTS
- BLOCKS & STEALS
- TURNOVERS
- PERSONAL FOULS
- REBOUND

SOURCES USED

BASKETBALLREFERENCE
PROCONNECTBASKET
ESPN
STATMUSE

METHODOLOGY



GROUPING PLAYERS

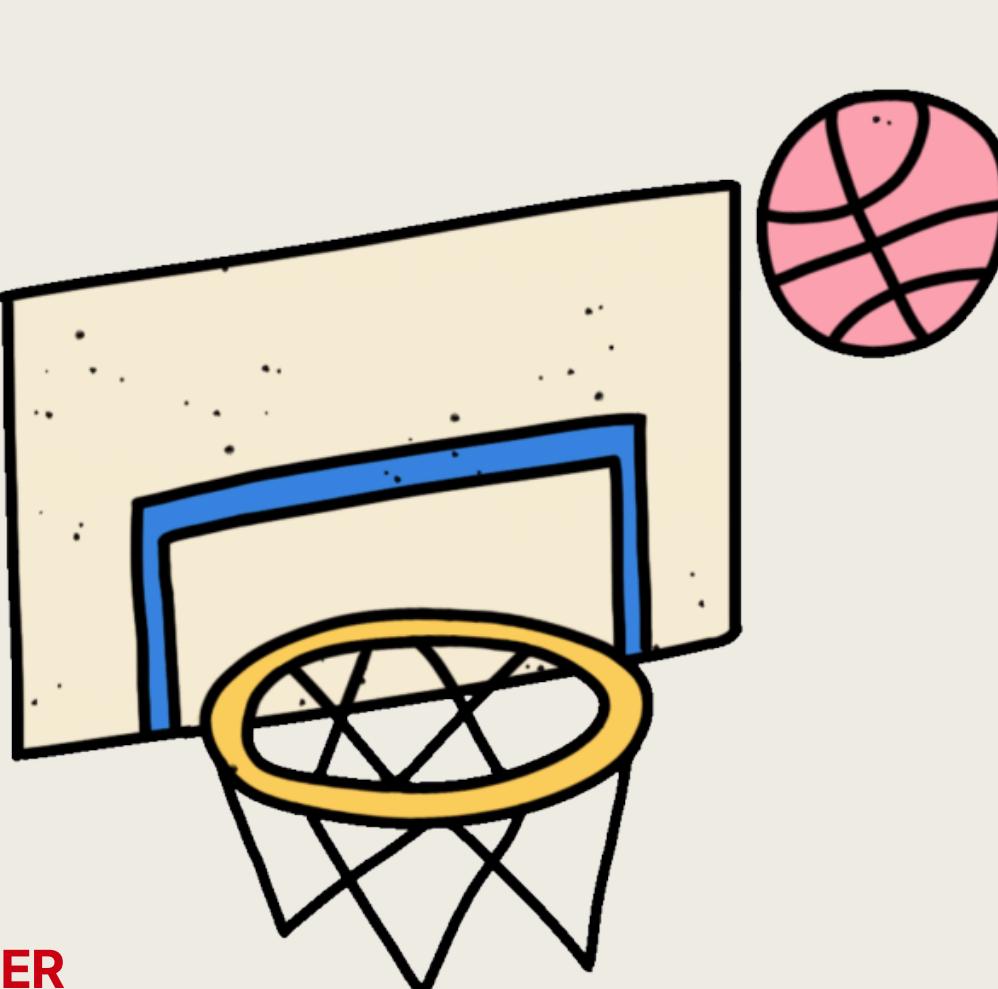
**GROUP A: FIRST-ROUND PICKS WHO WERE NOT
TRADED AFTER THEIR ROOKIE SEASON**

**GROUP B: FIRST-ROUND PICKS WHO WERE TRADED
AFTER THEIR ROOKIE SEASON**



DATA COLLECTED

FOR EACH PLAYER (2017–2024), WE TRACKED:
BOX PLUS/MINUS (BPM) ACROSS 2–5 SEASONS
WIN SHARES, PER, MINUTES PER GAME, AND POINTS PER
GAME
SEASON/YEAR OF TRADE



ANALYSIS PERFORMED

**CALCULATED AVERAGE BPM
COMPARED LONG-TERM PERFORMANCE**

GROWTH CURVES

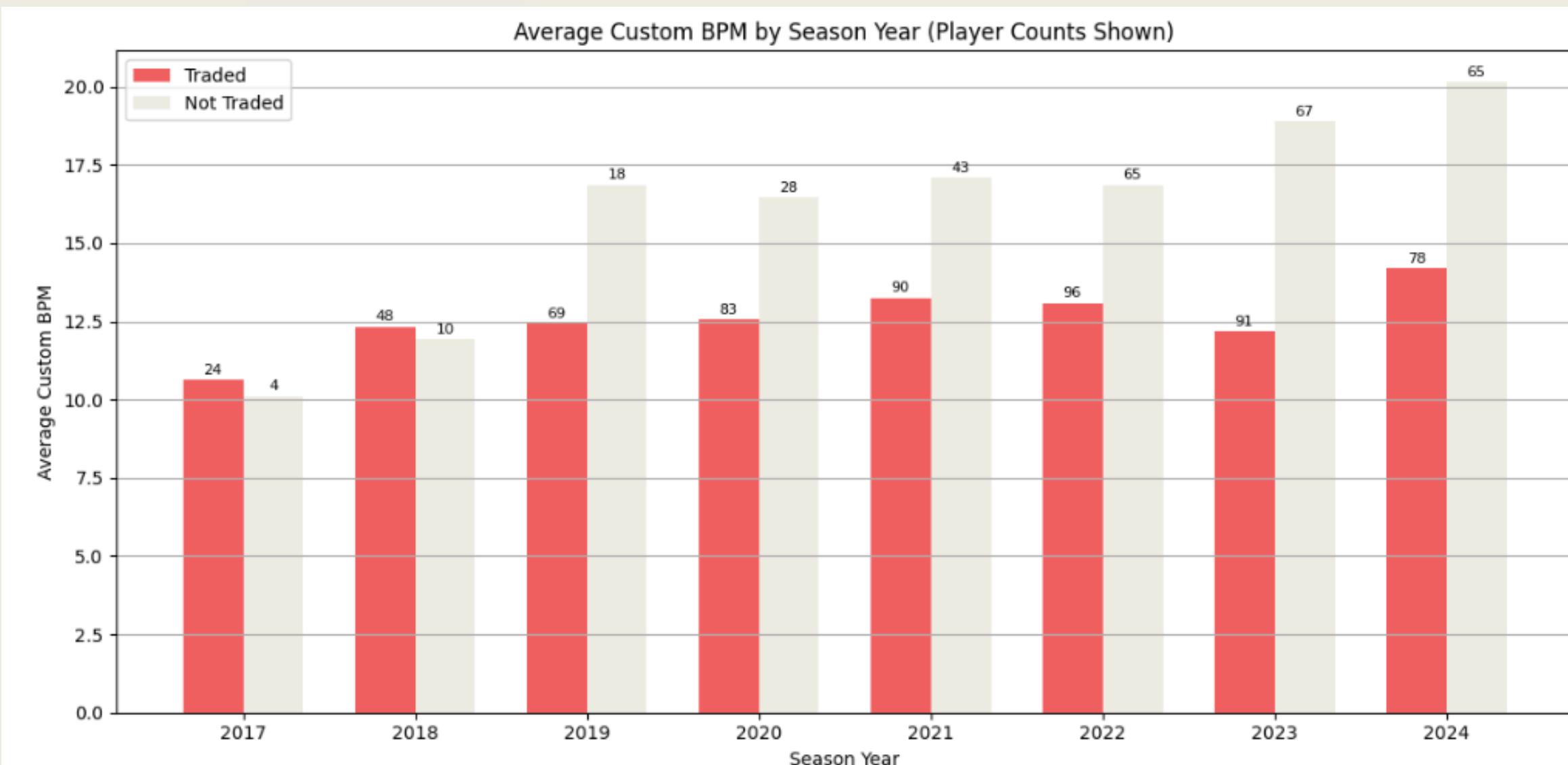
**USED VISUALIZATIONS: BAR CHARTS, REGRESSION
MODEL, LINE GRAPHS,
AND CASE STUDIES**



DATA CLEANING & PREPARATION

**EXCLUDED PLAYERS WITH INCOMPLETE DATA
STANDARDIZED PERFORMANCE BY SEASON AND
NORMALIZED FOR OUTLIERS WHERE NEEDED
VERIFIED TRADE HISTORY USING ESPN/NBA TRACKER**

WHAT DO THE STATS SAY?

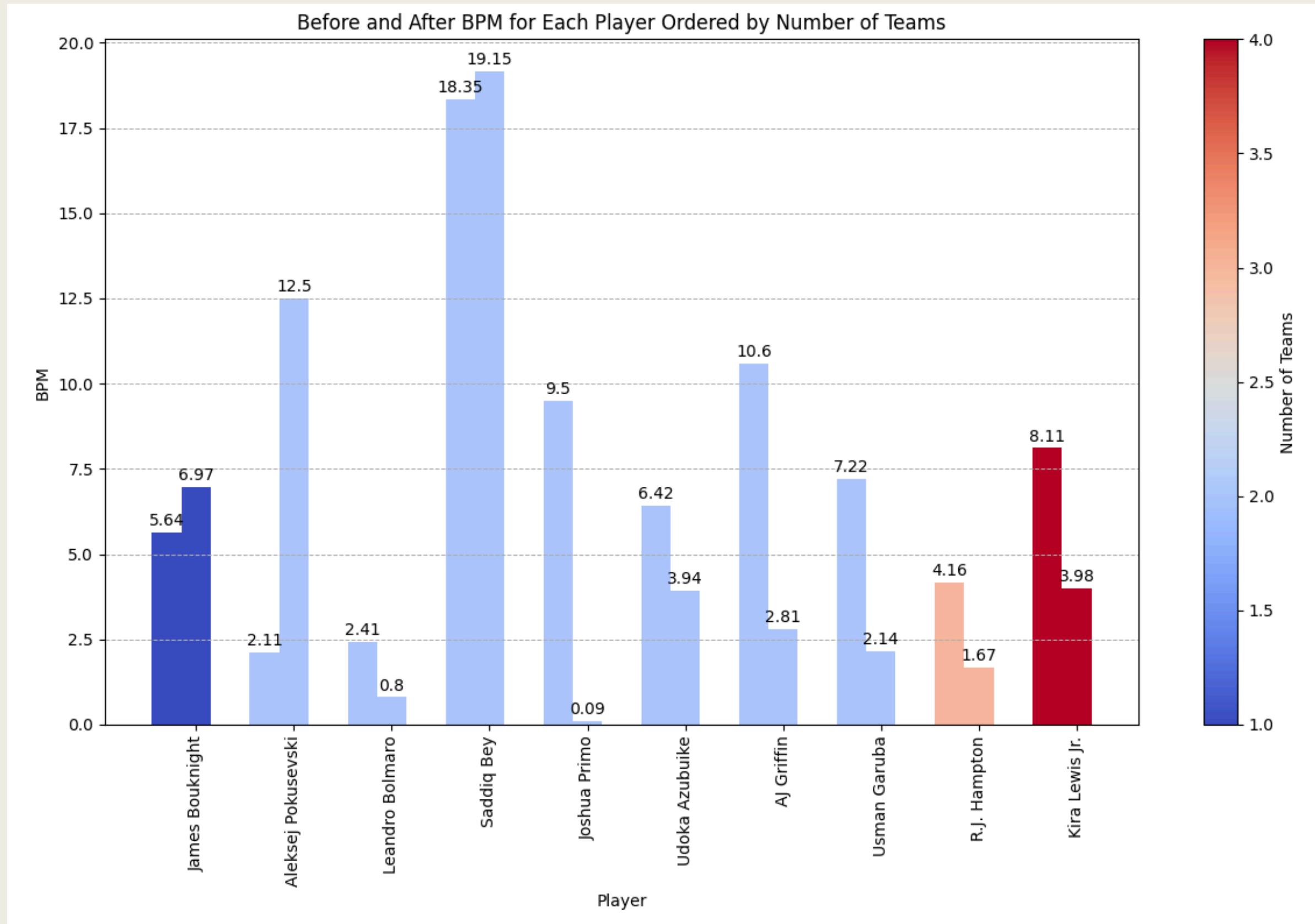


HOW WE BUILT CUSTOM BPM (METRICS)

- GAMES PLAYED
- POINTS SCORED
- ASSISTS
- BLOCKS & STEALS
- TURNOVERS
- PERSONAL FOULS
- REBOUND

ALL STATS WERE NORMALIZED AND WEIGHTED TO BUILD A BALANCED BPM-STYLE METRIC

Trade # vs Performance



PLAYER BPM BEFORE AND AFTER TRADE

- PLAYERS NO LONGER ROSTERED WHO WERE DRAFTED 2020 +
- COOLER COLORS FOR LESS TEAMS
- WARMER COLORS FOR MORE TEAMS
- ONLY 3 PLAYERS IMPROVED (30%)
- 7 PLAYERS DETERIORATED (70%)

MODEL DEMO

What-if predictor

Select a Player

aaron brooks

Number of Trades

0

11

11

Years in League

0

10

20

Player Age

33

OUR RECOMMENDATION?

TradeTrack Program

Trade Analysis



Objective Survey



Personalized Growth plan

MENTAL HEALTH & MENTORSHIP

- PAIR TRADED ROOKIES WITH VETERANS WHO'VE EXPERIENCED TRANSITIONS
- ACCESS TO LICENSED MENTAL HEALTH PROFESSIONALS

PERSONALIZED DEVELOPMENT PLANS

- CLEAR INTEGRATION PATHS INTO NEW TEAM ROLES
- CUSTOM TRAINING REGIMENS

Why TradeTrack?

- Helps rookies process trades mentally and emotionally
- Provides clarity and actionable feedback
- Builds confidence and direction post-trade
- Turns transitions into tools for long-term success



QUESTIONS?

