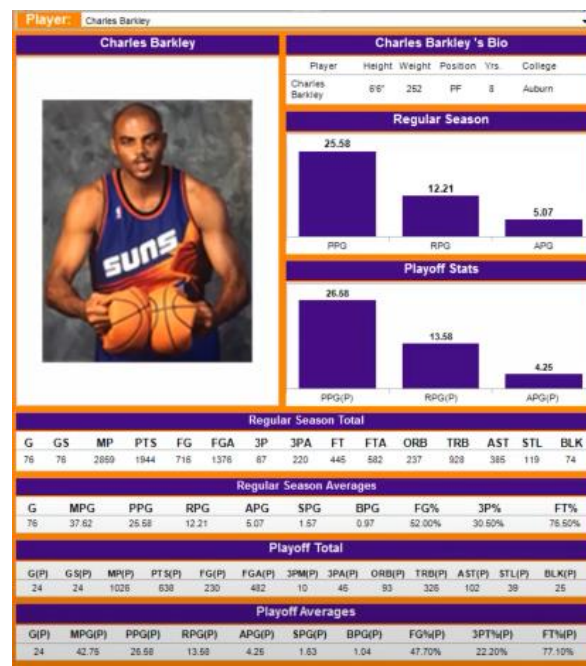


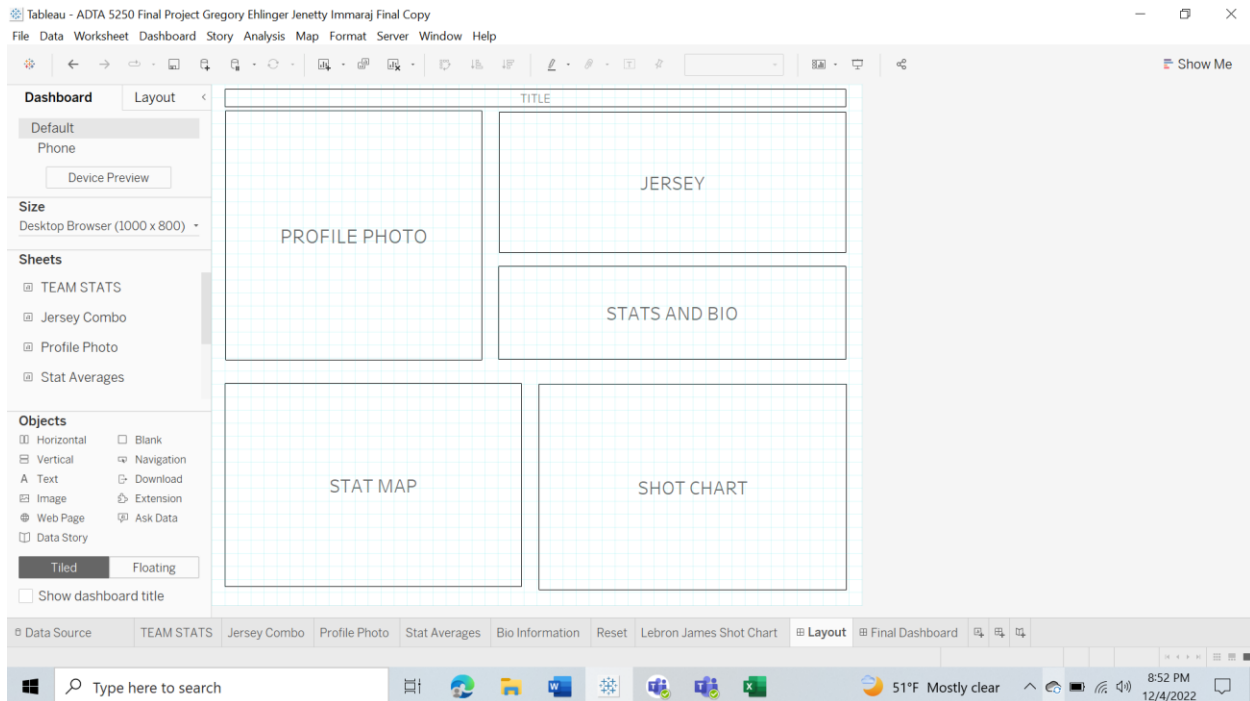
Dr. Boyce, please see attached for a screenshot of Gregory Ehlinger and Jenetty Immaraj's final project, LeBron James Career Breakdown. All of our data sources will be included at the bottom of this report.

In regards to cleaning our data, the ranges of data observed are from Seasons 1 to 18 which are the 2003 to 2020 NBA seasons. Seasons 19 and 20 or 2020 to the current 2022 season were not used in the visualizations included in this dashboard. Additionally, some values are purposely left blank as they would represent the shooting percentages of 0 successful shots out of 0 attempts which would be undefined; thus, they have been left blank.

For the layout we were inspired by the following dashboard and tried to replicate some elements into our dashboard.



For the layout, we wanted to have the title and season filter up top and the profile photo in the top left. To represent which team LeBron played on given the season, the home, away, and alternate jerseys were displayed to the right of the profile photo. Below the jersey photos, would be LeBron James's biometrics and season averages. These graphics would effectively split the dashboard into an upper and lower half. The lower half of our dashboard would include a map displaying the state-to-state breakdown of where LeBron recorded his statistics for a given season and a shot chart displaying every shot he took and made throughout a given season. See below for the layout draft we used while completing our dashboard.



Using the style of a trading card, one of the key parts is the player's photo in the upper left-hand corner. We utilized a shape graph with custom icons. Instead of a typical dot or arrow, we uploaded LeBron James's media day photos from every season and assigned each season's shape to the corresponding media day photo. So, season 1's shape is LeBron James's season 1 media day photo; Season 18's shape is LeBron James's season 18 media day photo. With the universal season filter applied to every graphic, the profile photo will change with each toggle.



Similar to the profile photo graphic, another key component in a player trading card is the player's current team and an immediate indicator is the team's jerseys. LeBron James has worn several jerseys throughout his career having played for three separate NBA franchises, Cleveland Cavaliers, Miami Heat, and the Los Angeles Lakers. The jersey graphic is also a shape graph like the profile photo. We assigned each team's shape as a jersey combination photo. The team and seasons are linked which is why the jersey graphic will change based on the universal season filter.



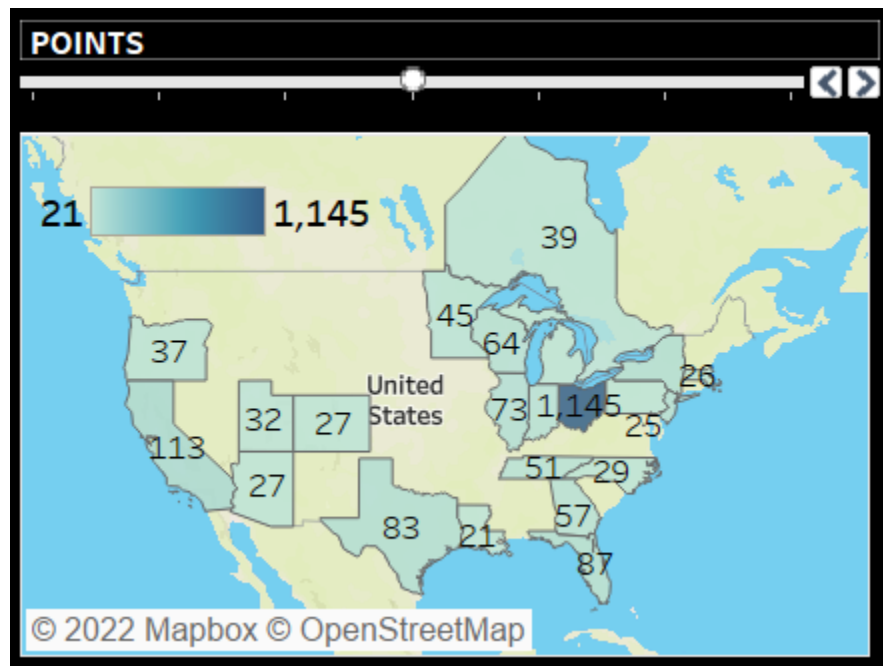
Included in every player trading card is the player's biometrics which typically include the player's name, height, weight, position, season, and education. So, we created a text table displaying LeBron's biometrics. With season being included in the biometrics text table, it will reflect changes in LeBron's throughout each season.

Player	Height	Weight	Position	Season	School
LeBron James	6' 9"	250	SG	2003-04	Akron, OH (HS)

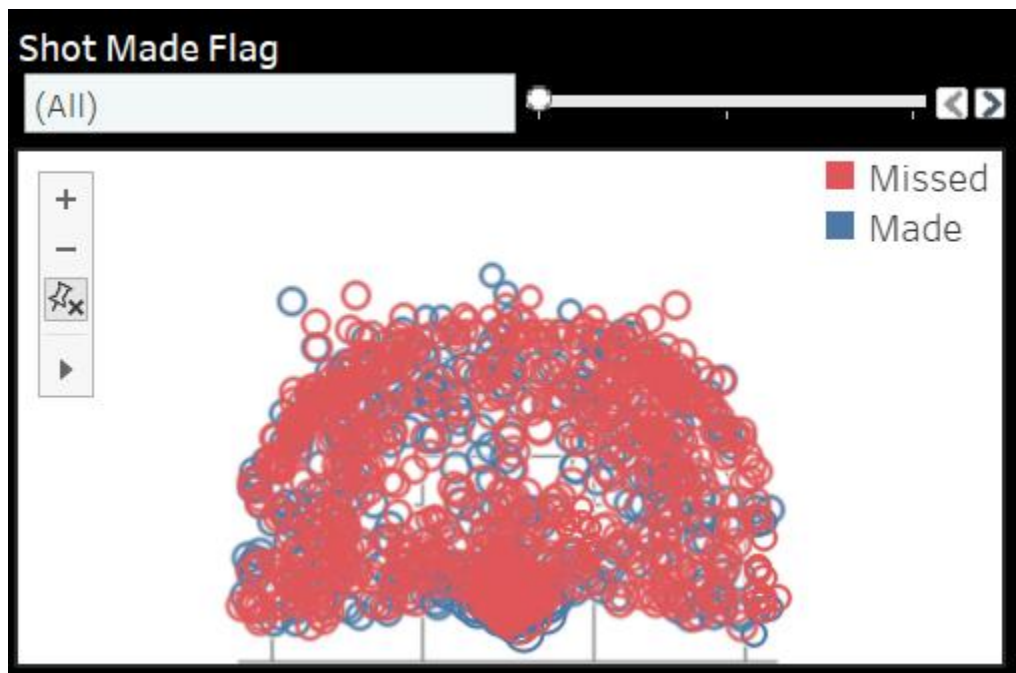
Other data included on a trading card is a player's statistics for the season. The statistics most commonly found on a trading card include points (PTS), assists (AST), TRB (total rebounds), steals (STL), blocks (BLK), turnovers (TOV), and personal fouls (PF). The displayed statistics are the per game averages. In order to display these season statistical averages, we created another text table positioned below the biometrics text table .

PTS	AST	TRB	STL	BLK	TOV	PF
20.94	5.89	5.47	1.65	0.73	3.46	1.89

Expanding on the seven statistics included in the text table above, we decided to use a map chart to show where LeBron James recorded each statistic. Having already implemented a filter, we needed to create an interactive parameter; so, we created a parameter for all the seven key statistics. With a toggle between the statistic measured, the map chart will display the appropriate statistic recorded in each state. For example, if you select "Points" then the points LeBron recorded in each state will show up on the map.



Our last graphic was inspired by the shot chart graphic from <https://public-pantheon.tableau.com/en-us/s/gallery/mapping-nba-shot-locations>. However, we decided to make a chart displaying where LeBron attempted a shot. We then proceeded to mark each shot attempt as either a miss and make; red circles represent misses while blue circles represent makes. This graph also utilizes an additional filter to show every shot, only misses, and only makes.



Sources

<https://www.basketball-reference.com/players/j/jamesle01.html>

<https://public-pantheon.tableau.com/en-us/s/gallery/mapping-nba-shot-locations>

<https://store.nba.com/los-angeles-lakers/lebron-james-jerseys/t-47706324+a-72609485+d-019337+z-8-2855000255>

https://th.bing.com/th/id/R.1fd477c0f4cae8796669ccb2596a035d?rik=CdmzXVxwNBUwtA&riu=http%3a%2f%2fimages.footballfanatics.com%2fFFImage%2fthumb.aspx%3fi%3d%2fproductimages%2f_519000%2faltimages%2fFF_519398ALT1_full.jpg%26w%3d600&ehk=%2fyUvhp6ziLeI2fwaildW88wKW%2baaV%2bIrvsb7r4du2MQ%3d&risl=&pid=ImgRaw&r=0

<https://www.bing.com/images/blob?bcid=TvYm0K5qgfcE-w>

https://fanatics.frgimages.com/FFImage/thumb.aspx?i=/productimages/_1233000/altimages/FF_1233148ALT1_full.jpg&w=900

<https://www.bing.com/images/blob?bcid=TuV9pmNQg.cE5A>

<https://www.bing.com/images/blob?bcid=TjAM9ABgMPcExw>

<https://www.bing.com/images/blob?bcid=TjpIB2LZhPcE4g>

www.youtube.com/watch?v=nD0rRq5MUXo&t=1s

<https://www.gettyimages.com/search/2/image?family=creative&phrase=lebron%20james%20media%20day>