NFL Fantasy Football Case Study

Google Data Analytics Certification

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Business Task & Data

The community of enthusiastic Fantasy Football players are happy their favorite sport is back for the year September 2022! With one goal in mind to win their league for a prize of the league's choice, or face an ultimate punishment for coming in last place. These prizes include cash, trophy, valuable item of the league's choice, and bragging rights. On the other hand, the loser has to face a challenge the league has come up with as their punishment. While none of the prizes and punishments are required to play, many see this as a way to make their league more fun.

Problem

The Stakeholder "Alex" has come to me and asked him to conduct an analysis of all the NFL players to determine:

Who should Alex draft this year in Fantasy Football to win his league?
What are the projected points of these players?
How did these players perform in the previous year?
What were the best performing teams in Fantasy Football in 2021?
Are there any other variables to consider when drafting players?

How does Fantasy Football Work?
https://www.bakeru.edu/images/pdf/BL_undergrad/Intramurals/Fantasy_Football_Rules.pdf
- Please click the attached link above to read about the rules

Files Have been condensed into separate documentation for organization.

Processing the data in Microsoft Excel
- Please click the attached link above

Analyzing the Data in BigQuery
- Please click the attached link above

Visualizing the Data in Tableau
- Please click the attached link above

Who should Alex draft this year in Fantasy Football to win his league? ✓

My recommendation is that Alex aims to get Josh Allen as his quarterback Justin Jefferson, Cooper Kupp as his wide receivers, and Jonathan Taylor/Christain McCaffery as his Running back. From here he can pick a top 10 flex player, tight end, kicker, and defense. This is the ideal team. Meaning everyone else is also going to try and snag one of these players during the draft as well. Alex should then consider one of the other top projected players in these positions to draft in place of these players. I recommend that Alex goes into his draft with 10 people in mind for each position that he wants to draft so he isn't scrambling to pick a player when the one he wanted was taken. Finally, There are mock drafts that he can do to practice for his real one to get familiar with how drafting works.

What are the projected points of these players? ✓

Alex can easily access the visualization through Tableau Public to see the projected points of these players. My recommendation is to pick well-known players who perform well. But be cautious if their team has changed other players around. (I talk more about this in my "best performing teams in Fantasy Football in 2021")

How did these players perform in the previous year? ✓

I have also made it so Alex can see the performance of every player and their position last year. This will help him determine who else he wants to draft if his players are taken.

What were the best performing teams in Fantasy Football in 2021? ✓

The top 10 performing teams by game from least to greatest are Arizona Cardinals, Cleveland Browns, Minnesota Vikings, Tennessee Titans, Cincinnati Bengals, San Fransisco 49ers, New York Jets, Dallas Cowboys, New Orlean Saints, and Tampa Bay Buccaneers at 233 average points per game. It is not just important to pay attention to individual players themselves, but who are they surrounded by. It is always good to check if your wide receiver has a consistent quarterback. Or if a running back has a good offensive line to help them get down the field easier to score more points.

Are there any other variables to consider when drafting players? ✓

Here we pay attention to the **Qualitative** data rather than the **Quantitative**. There are many variables that could affect the choices Alex makes when drafting. The most important include, injuries, suspended players, and draft order. There are currently 2 big names who scored high in fantasy last year but should be avoided this year. Browns QB Deshaun Watson was suspended 11 games and DeAndre Hopkins was suspended 6 games. When Drafting it is best to avoid players with the "SUS" next to their name and have caution with players having a "Q" (questionable) next to their name. Many players are also injury prone are at higher risk and need to be taken caution of. While You cannot predict injuries it is something to consider when drafting a player.