

NBA Rookie Sentiment Case Study Hook Document

Welcome to the NBA Draft Room. You've been hired as a performance analyst by a front office that wants to go beyond the numbers. Sure, Win Shares and PER are great, but what about coachability? Basketball IQ? Leadership? These are the intangible qualities scouts write about, qualities that don't always show up in the stat sheet.

Your mission: dig into the language of 2023 NBA rookie scouting reports and uncover whether the tone and sentiment of these evaluations offer any predictive insight into how players actually performed in their rookie campaigns.

Through sentiment analysis, you'll evaluate whether these qualitative reports, often filled with hype, doubt, or optimism, correlate meaningfully with rookie year stats like minutes played, win shares, and award recognition. Can the words written before the draft foreshadow who will rise, who will surprise, and who may fall short? The front office is listening.

Your toolkit includes the VADER python sentiment package, real world NBA performance data, and a repository of scouting reports. Deliverables include sentiment scores and correlation analysis, visualizations to explore data and support findings, and a presentation to display explorations. Everything you'll need can be found in this [GitHub repo](#):

<https://github.com/Kianjputnam/DS4002> CS3

