Overarching topic: **Build the Best Lakers Team**

Data Questions:

3 Ways to Trade/Manage Players (simplified)

* If the player is an Free Agent = Offer Higher Salary - entice them with money to join Lakes
* If the player is Under Contract still = Offer to Trade with the Team with similar stats/salary players
* If Lakers have too many players (i.e. More than 13) = We let them go

Assumptions/Methodology:

* If we offer a Trade/Salary/Contract, the other party (either Player or Team) will accept
* Excluding other human elements = i.e. How much do they want a Championship, Beef/relationships with other players
* Players aging out of game, need to be replaced as soon as possible
* The designated total salary cap for all players is US$117 million
* Because the use of two-way contract players is rare, we are assuming that the Lakers will have little to no need for them so we will not be including these players in our recommendations. In the event that the Lakers do need a two-way contract player, their pay will not affect the salary cap so it will not have any effect on our recommendations.
* Weaknesses we are identifying are those where the lakers rank below the average of the league

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| Company / Client | The Los Angeles Lakers |
| What is the background / overview? | After the Lakers have won the 2019-2020 Championship, they must reconfigure their team to defend their title in the upcoming season. To do so, they need to replace some of the players who are prone to injury in their now old age and be replaced by younger players with significant time left in their careers. These players will be traded, enticed with larger contracts, or simply released from the Lakers. |
| Who is the decision maker? | The Los Angeles Lakers Management |
| Who is impacted? | The players, coaches, management, and support staff. |
| What is the problem / opportunity? | The Los Angeles Lakers are seeing several of their players nearly age out of the game, this provides both a problem of replacing them and an opportunity to increase the value of the team and chances of winning championships. |
| What key business questions need to be answered? | 1. What are the weaknesses of the current Lakers lineup of players? 2. Who are the weakest/lowest-performing players in the weaker areas (identified in question 1) in the Lakers' current lineup of players? 3. What are the best players available to incorporate into the Lakers? 4. How much will the team improve from the replacement players based on the data? |
| What data is required to answer the questions? | 1. Age of players vs average age of retirees, number of championships wins per player, points per game (performance per game statistics) 2. What players are available with their performance per game and the 2019-2020 season statistics 3. The team stats summary of the 2019-2020 season 4. The team budgets summary of their current players |
| What actions will need to be taken based on the analysis? | The Lakers management will need to use the data collected to identify the players they want to keep, trade, or let go. Team management will then need to identify younger players that they want to add to the team that will boost the chances of winning championships. |
| What could/should the firm do differently because they have the answer to this question(s)? | The Lakers management should use the data to remove players who are no longer contributing to the team and recruit new players who will initially cost less and perform better. |