**Project Title:** NBA Salaries

**Name of Group:** Dream Team

**Team Members:** Sai, Deepen, Mary, Melissa

**Project Description**: Our group is looking to analyze why NBA players have the highest salaries on average of major professional sports leagues. We will compare various factors we believe contribute to NBA player salaries

to region, players stats, ticket sales, advertising, number of fans, merchandising.

**Research Question to Answer:**

Why NBA players on average have the highest salaries?

We want to understand the impact of the following on NBA player salaries: Fans, Advertising, Ticket sales, Merchandise, Salaries. And if possible, we will compare the information we have to other sports to further understand NBA salaries.

1. What is the average revenue generated in the 5 sports industries.
2. How much is the revenue for merchandising, what share belongs to NBA.
3. How much is the revenue for advertising, what share belongs to NBA.
4. How much is the revenue for ticket sales, what share belongs to NBA.
5. How much are sports salaries.
6. How much are NBA salaries?
7. What % of sports revenue is for salaries.

Why NBA players on average have the highest salaries?

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**Datasets to be used:**

Data set categories that we will research: Advertising, Merchandising, Ticket Sales and Salaries

Gross revenues of the various sports leagues

Focus on US Sports teams

Focus on Sports leagues that we will focus on (NBA, NFL, MLB, NHL and Soccer)

Salary data

<https://www.kaggle.com/hultm28/nba-player-salary-data-2002-2017>

Player Stats:

<https://www.kaggle.com/yalcinberkay/nba-matches-dataset-w-player-stats/version/3>

Basketball Statistics:

<https://www.basketball-reference.com/>

ESPN:

<http://www.espn.com/nba/salaries/_/seasontype/4>

NBA

<https://www.statista.com/topics/967/national-basketball-association/>

Rough Breakdown of Tasks:

Gather lots of data

Analyze the data for trends

Form our conclusion

Write up the presentation

We will split the data into topics for each team member to own a specific topic and do deep research and data manipulation