**Executive Summary**

*This section provides an overview to the project. It should briefly touch on the motivation, data question, data to be used, along with any known assumptions and challenges.*

**Motivation**

*Due to the collective bargaining agreement between MLB and the players association, bids for expansion teams have to occur in the next few years. I want to narrow down to 4-6 cities that could be candidates and ultimately pick 2 cities that I think would be the best locations for new teams.*

**Data Question**

*Which cities, based on population and current professional sports teams in each city, would be the best locations when MLB picks a city for expansion? (the city cannot have another MLB in it already, regardless of population.*

[Why 2028 could be the year that reshapes, expands and completely alters Major League Baseball - CBSSports.com](https://www.cbssports.com/mlb/news/why-2028-could-be-the-year-that-reshapes-expands-and-completely-alters-major-league-baseball/#:~:text=Consider%20this%20possible%20timeline%3A%201%20Dec.%202021%3A%20MLB%2C,out.%204%202027-28%20offseason%3A%20Expansion%20draft%21%20More%20items)

*This would also be influenced by demographics due to “*Among engaged audiences, 56% are male, and the most engaged age group is between 35-54 years old”

[MLB Fan Demographics: Who’s engaging with the MLB in America | SponsorPulse](https://www.sponsorpulse.com/insights/mlb-fan-demographics-whos-engaging-with-the-mlb-in-america)

With data to be used from:

[Population Distribution by Age | KFF](https://www.kff.org/other/state-indicator/distribution-by-age/?currentTimeframe=0&sortModel=%7B%22colId%22:%22Adults%2035-54%22,%22sort%22:%22desc%22%7D)

Break down by ethnicity:

[MLB fans in the U.S. by ethnicity 2020 | Statista](https://www.statista.com/statistics/1147621/mlb-fans-ethnicity/)

As well as city growth:

[Top 50 Cities in the U.S. by Population & Rank | Infoplease](https://www.infoplease.com/us/cities/top-50-cities-us-population-and-rank)

**Minimum Viable Product (MVP)**

*I would like to create a map of North America that shows which cities have MLB teams. This would correspond with a slider so you can change what year you want to look at and the map would reflect team locations accordingly.*

**Schedule**

1. Get the Data (10/14)
2. Clean & Explore the Data (10/19)
3. Create Presentation of your Analysis (10/24)

* Should be a presentation, but could include a Jupyter Notebook or dashboard in Excel, Tableau, or PowerBI

1. Internal demos (10/26/2023)
2. Demo Day!! (11/02/2023)

**Data Sources**

Using these website for data on population of largest north American cities:

Use a combo of these two websites to either scrape or manually transfer info, in order to have data to map cities with teams on a given year:  
[Major League Baseball Team Histories | Baseball Almanac (baseball-almanac.com)](https://www.baseball-almanac.com/teammenu.shtml)  
[List of all the Major League Baseball Teams | Baseball-Reference.com](https://www.baseball-reference.com/teams/)

**Known Issues and Challenges**

*Explain any anticipated challenges with your project, and your plan for managing them. Be sure to include:*

* *If you need to request data or an api key*
* *Based on your data sources, known data cleaning steps*
* *Potential problem could be how difficult it might be to map teams based on year, which would show the progression of the growth of teams in North America*
* *Getting the visualization to look right (potentially add logos for teams?)*
* *If the proposed idea is “big enough” of a project?*