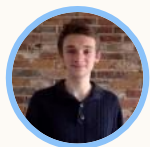


Analyzing Fan Sentiment via Reddit

by team Nothing but Net-LP



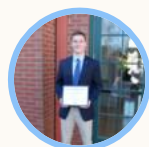
Kanitha
Mann



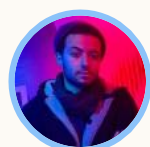
Oliver
Aramini



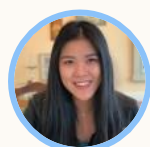
Jesus
Campos



Gregory
Warmuth



Seif
Hediya



Madeleine
Chen



Chin-Chia
Leong



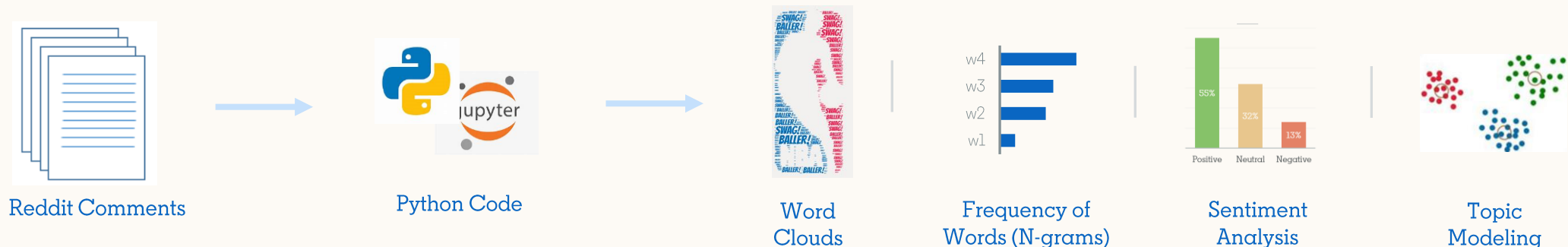
r/nba
Commenters

Project Scope:

Find out which teams fans believe will perform the best in the upcoming season using their conversations about (1) the NBA Draft (2) Free Agency (3) NBA Summer League from the social network site Reddit

How we did it:

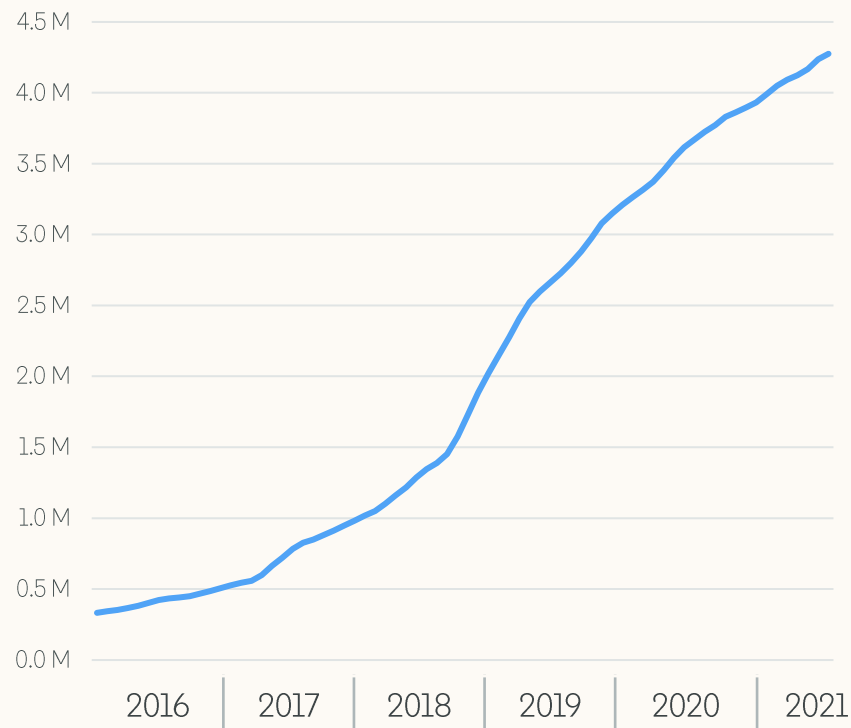
By using Reddit's API and Python's preexisting NLP packages we were able to apply some machine learning technique to reddit's rich text datasets



Why Reddit?

It's a top 20 most visited website in the world & has a growing presence among your fans

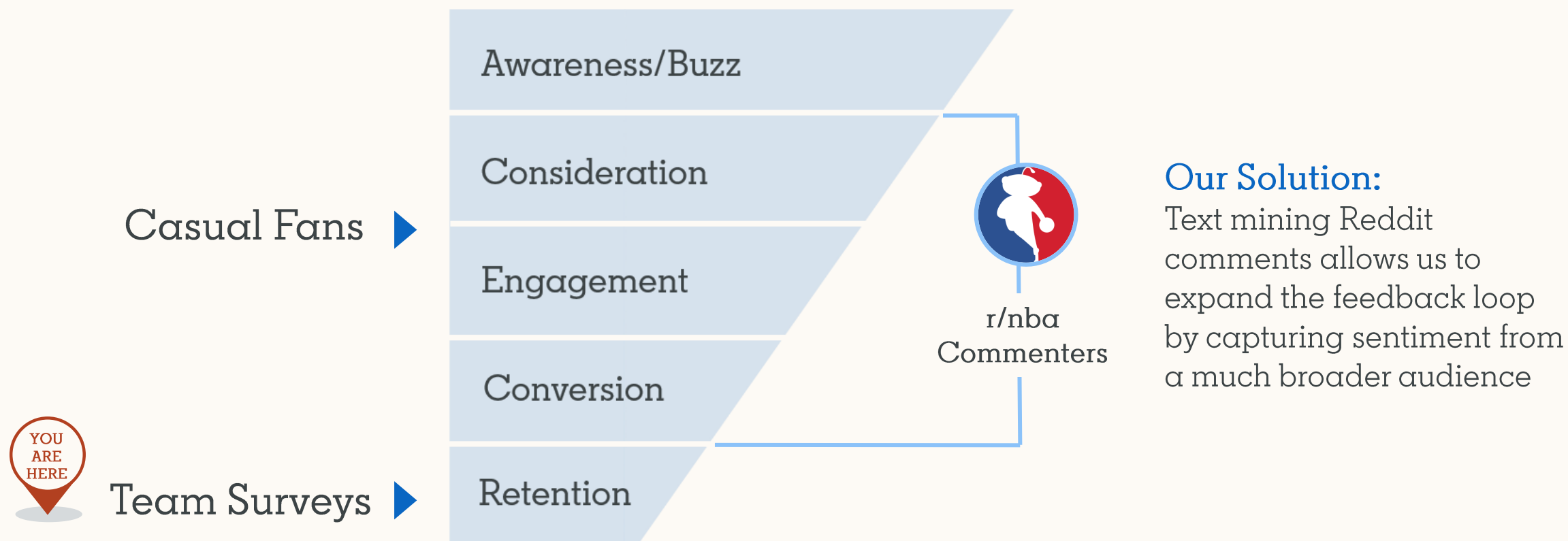
r/nba Subscriber Growth



- 13x Subscriber growth in last 5 years
- 4.3 Million subscribers (+90% higher than r/nfl)
- 322 Post Per Day
- 12,902 Comment Per Day (ranked 21st among all subreddits)
- Every team has their own subreddit
- All for FREE!

Capturing the opinions of a wider group

The Problem: Public opinion of the casual fanbase is not accurately captured in current fan segmentation research practices.

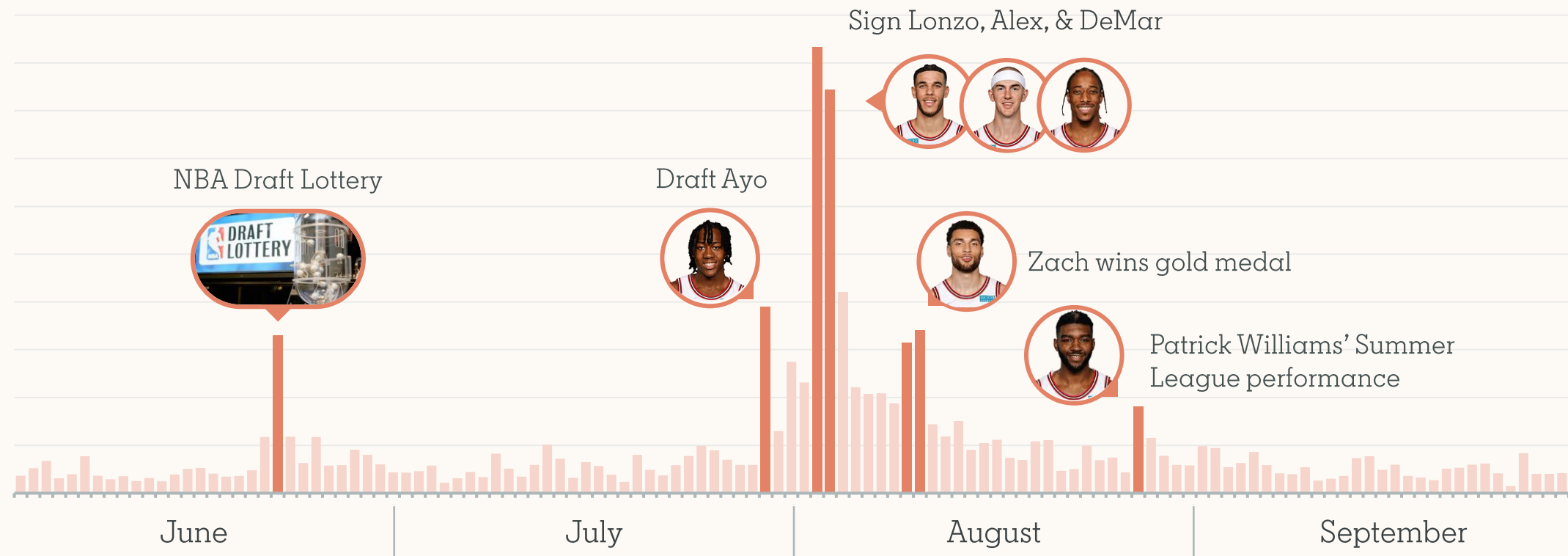


Bulls' offseason through Reddit comments

How fans are reacting to key offseason events will shape their sentiment towards the season



r/chicagobulls Comments per Day



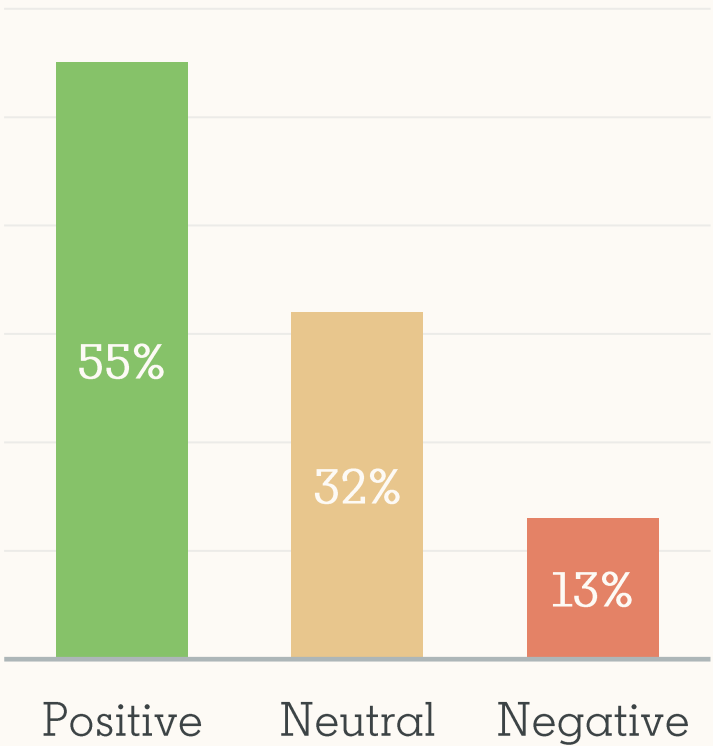


Reaction to the DeMar DeRozan signing

A sentiment analysis of the 1.6K comments in the signing thread skewed heavily positive

Sentiment Share of Comments

- Bulls lookin spicy this year
(Upvotes: 4.2K)
- WE GOT A SQUAD NOW
(Upvotes: 2.5K)
- DeMar I see it, DeMore I like it
(Upvotes: 1.1K)
- Lonzo, Lavine, Derozan, and Vucci mane is a really great team. Well done bulls.
(Upvotes: 1.1K)



- Idk what you guys are smoking but this is a terrible contract for a team with terrible fit. The defense on this team is going to be laughable (Upvotes: 8)
- That's one hell of an overpay. (Upvotes: 8)
- This team has all the makings of a 1st round exit, if that. But hey, their highlights will be pretty. (Upvotes: 6)

Finding sub conversations within Reddit threads about key offseason moves



Ayo Dosunmu Pick

Top Topics

- Steal at second round
- Chicago background
- University of Illinois background. ILL-INI!



Lonzo Ball Signing

Top Topics

- Tampering Jokes
- Sign & Trade details
- Impact to Zion's feelings
- Impact to LaVine's feelings
- New Meme: Ball Zach



Alex Caruso Signing

Top Topics

- Laker fans in shambles (lol)
- Get paid Bald Mamba
- Great role player
- Questions on the legal status of weed in Illinois

Sources:

1. [r/chicagobulls thread](#) - [Charania] Sources: Bulls, No. 38: Ayo Dosunmu.
2. [r/nba thread](#) - [Wojnarowski] Free agent guard Alex Caruso has agreed to a four-year, \$37M deal with the Chicago Bulls, his agent Greg Lawrence of @Wasserman tells ESPN.
3. [r/nba thread](#) - [Charania] The Chicago Bulls are sending Tomas Satoransky, Garrett Temple and a second-round pick to New Orleans for Lonzo Ball, who's signing a four-year, \$85M contract, sources tell @TheAthletic @Stadium.

Activation: Turning insights into action

Team



- **Leverage Positive Sentiment:** Act on growing buzz going into the season to lift sales of tickets, merchandise, and ad revenue.
 - Ex. 87% positive or neutral sentiment of DeMar DeRozan signing, therefore activate his image in ticketing campaigns and advertising.

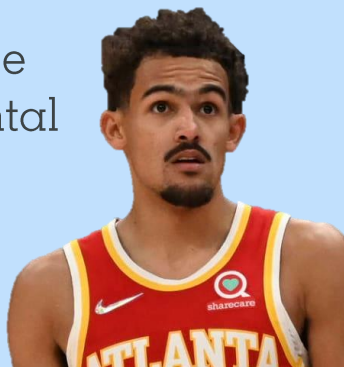


- **Identify Player Affinities:** Use your fan favorites to push local community and branding partnership initiatives.
 - Ex. Ayo Dosunmu's already established fanbase among a large University of Illinois alumni network.

Further Activation Examples

League

- **Inform digital media strategy:**
Build awareness of tentpole events and other fan acquisition mechanisms such as All-Star voting, fantasy & e-sports gaming, NFTs, etc.
- **Game Quality:**
Create a feedback loop for rule changes and other experimental league initiatives.



Partners

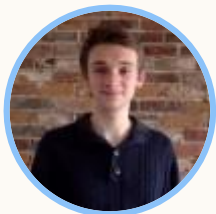
- **Media Content:**
Find creative ways to drive engagement of social media content
- **Athlete Influencers:** Who is marketable & why? Find those hidden gems



Thank You!



Kanitha
Mann



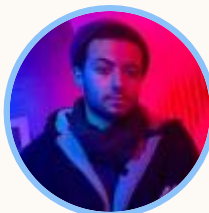
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