

Introduction to NextPlay

Predicting NBA Success with Data



Siegfried Nacion
Data Scientist, Brooklyn College
SiegfriedAnthonyNacion@gmail.com

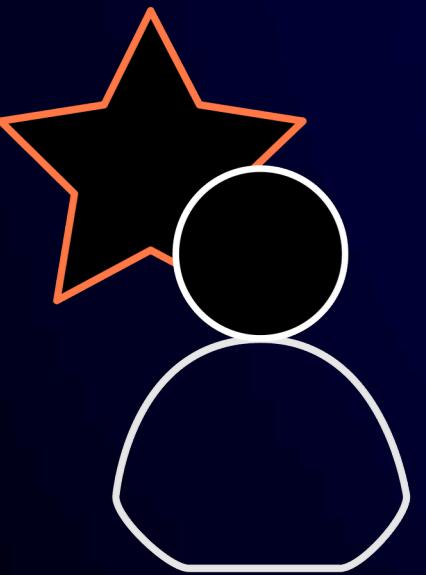
Agenda

- Project Introduction
- Customer Identification & Questions (PR-FAQ Process)
- Workflow Outline
- Scraping
- EDA Findings
- Machine Learning Breakdown
- Product Demo & Reflection

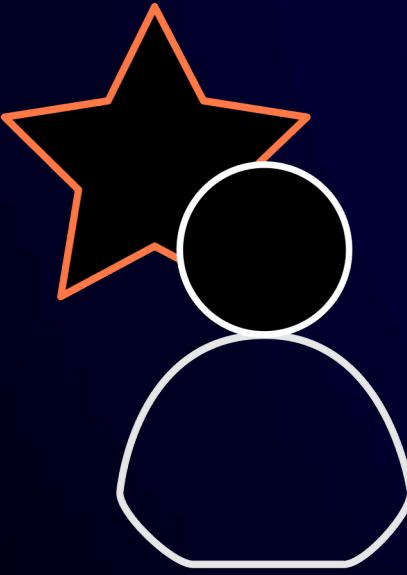
NextPlay's Mission: To have
an accurate outlook on the
upcoming generation of the
NBA

Customer Questions

1. Who is the customer?
2. What is the customer's problem?
3. What are/is the customer benefit[s]?



Who are my
customers?



- NBA front offices
- ESPN analysts
- Sportsbook companies and players

What is the customer problem or opportunity?

Today NBA front offices, ESPN Analysts, Sportsbook Players

have to actively scout NBA prospects in college

when they want to instantly and accurately see how well a prospect is going to play when they get drafted



What is/are the customer benefit[s]?

Customer will predict a college player's first four years in the NBA

Fictitious Customer Testimonial

“As the Knicks’ President, a majority of our draft picks end up not performing as well as we’d like them to,” said Leon Rose. “Our front offices have been mainly using a mix of analytical and scouting methods to decide who we draft on a yearly basis. With NextPlay, I can see a college player’s initial career trajectory in a click of a button. This way, our front office is able to more efficiently focus their time on how to draft accordingly.”

Project Diagram



Scraping

Data
Source:



Scraping
module:

BeautifulSoup