

➤ **GitHub address:** <https://github.com/promer94/Fan-Map>

➤ **Project title:**

Find potential NBA rookies by drawing their fan-map

➤ **Project description**

In this project, the fan-map of NBA rookies in the latest three years will be produced through data science technologies. The process contains following steps:

1. Data collection and cleaning (**Facebook and Twitter APIs**)
2. Data visualization (**Google maps APIs**)
3. Data analysis (**rank potential rookies in different area**)
4. Report and presentation

The related location information of NBA rookies' followers will be obtained from Twitter and Facebook. At the meanwhile, the potential same user from Twitter and Facebook will be integrated. Then the world fan-map of those players will be produced and it could provide a convenient view to find the popular and potential NBA rookies.

For those companies which want to find a spokesperson for their products, the endorsement fee of famous NBA players is a huge expenditure. However, to find a NBA rookies with much lower endorsement fee is an eclectic choose. This project contains the fan-map of the NBA rookies in the recent 3 years which could provide a convenient way to find the influential rookies in different countries. Moreover, those company could use a lower price to sign a contract with NBA rookies and they may become famous players in the further.

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