



Nike Case

Season 2019 - 2020

Fan Engagement NBA Tweets
Lualhati, Krystel



Challenge Overview

Present the findings about the commentary for popular teams, athletes, or the league as a whole during the NBA season 2019 - 2020

Goals & Objective

- Examine the sentiment and polarity for your analysis will benefit the marketing teams efforts helping them understand where to allocate spend.
- Provide some insights such as frequent words, emerging topics, share of voice, sentiment/polarity by athlete, team, or across the NBA



The background of the slide features a faded NBA logo and the words "NBA" in large, light blue letters. On the left, a partial image of Russell Westbrook in a black Lakers jersey is visible. On the right, a partial image of LeBron James in a yellow Lakers jersey is visible. A large orange 'X' is positioned in the upper right quadrant, and a large orange circle is in the lower right quadrant, both centered on a vertical orange line that runs down the middle of the slide.

Season Review

In the 2019 - 2020 season, the Lakers emerged as champions as the NBA navigated the COVID-19 pandemic.

Notable Occurrence: Luka Dončić

#1

November 3, 2019

Luka Dončić of the Dallas Mavericks became the youngest player to record consecutive 25-point triple doubles.

#2

December 8, 2019

Luka Dončić surpassed the record for the most consecutive games with at least 20 points, 5 rebounds and 5 assists since the ABA-NBA merger in 197



Notable Occurrence: LeBron James

#3

November 19, 2019

LeBron James of the Los Angeles Lakers became the first player in NBA history to record a triple double against all 30 NBA teams.

#4

January 22, 2020

Zion Williamson made his professional debut, in a 121–117 loss to the San Antonio Spurs..



Notable Occurrence: Zion Williamson

#5

January 22, 2020

Zion Williamson made his professional debut, in a 121–117 loss to the San Antonio Spurs.

He played 18 minutes and finished with 22 points and 7 rebounds, scoring 17 consecutive points in 3:08 minutes during the fourth quarter.



Notable Occurrence: Kobe Bryant

#6

January 26, 2020

Kobe Bryant and his daughter Gianna died in a helicopter crash in Calabasas, California.



Nike Athletes



LeBron James lifetime contract with Nike @KingJames

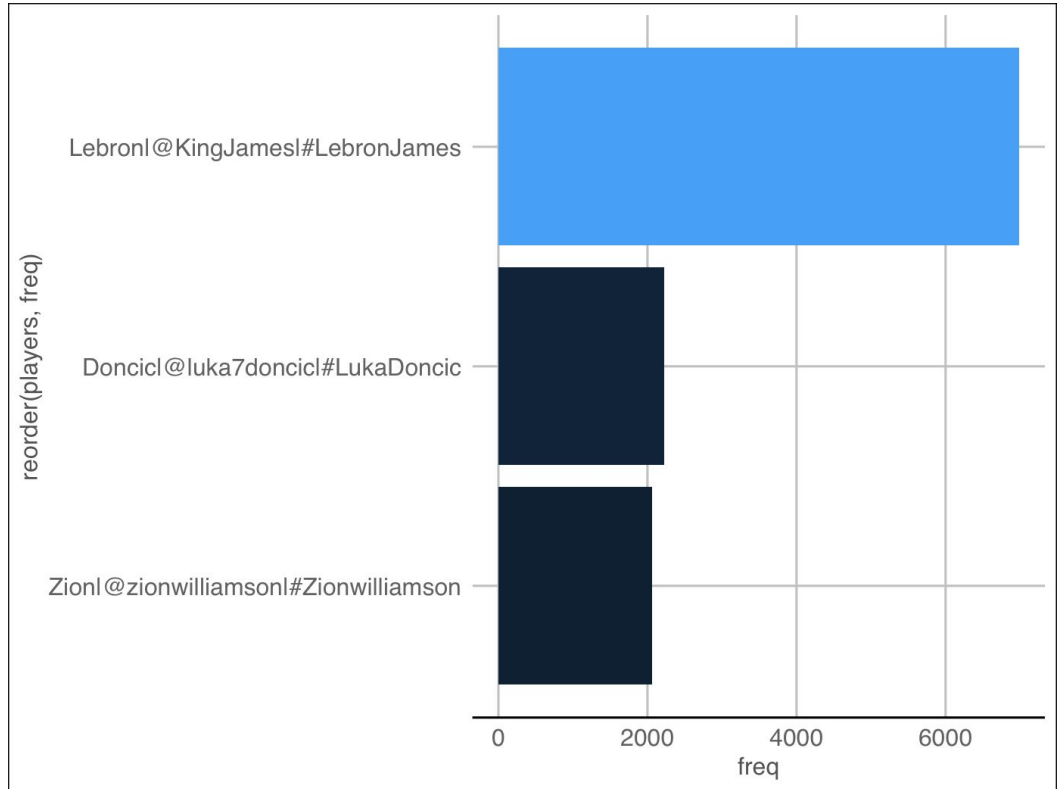


Zion Williamson (rookie) highest guaranteed contracts with Nike @Zionwilliamson



Luka Doncic signed a 5-Year Contract with Nike @luka7doncic

Notable Athletes



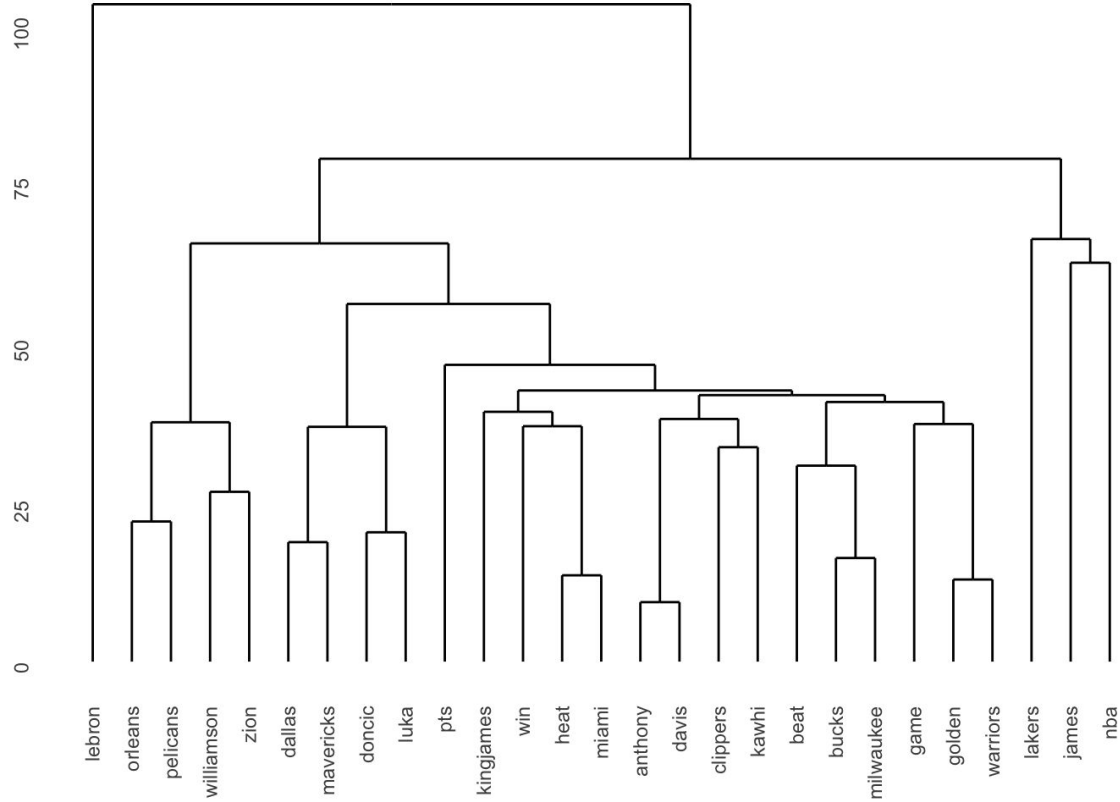
Word Frequency



word	frequency
lebron	6860
lakers	3425
james	2885
nba	2777
zion	1979
luka	1973
doncic	1963
pelicans	1438
williamson	1330
mavericks	1197

Dendrogram:

Hierarchical relationship between objects



Dendrogram:

Hierarchical relationship between objects

	terms	value
1	fts	0.50
2	outplayed	0.50
3	ends	0.49
4	couple	0.48
5	early	0.44
6	realskipbayless	0.44
7	made	0.41
8	th<e2><80><a6>	0.41
9	james	0.39
10	kawhi	0.38
11	shots	0.37

LeBronJames @KingJames

	terms	value
doncic.luka	luka	0.88
doncic.mavericks	mavericks	0.61
doncic.dallas	dallas	0.59

Luka Doncic @luka7doncic

	terms	value
1	williamson	0.80
2	pelicans	0.62
3	orleans	0.57
4	cover	0.34
5	crabdribbl<e2><80><a6>	0.34
6	fastbreakbreak	0.34
7	rebounded	0.34
8	salaries	0.34
9	staff	0.34
10	basket	0.32
11	pledging	0.32
12	workers	0.30

Zion Williamson @Zionwilliamson

**Comparison Cloud:
Rookie Nike Athletes**



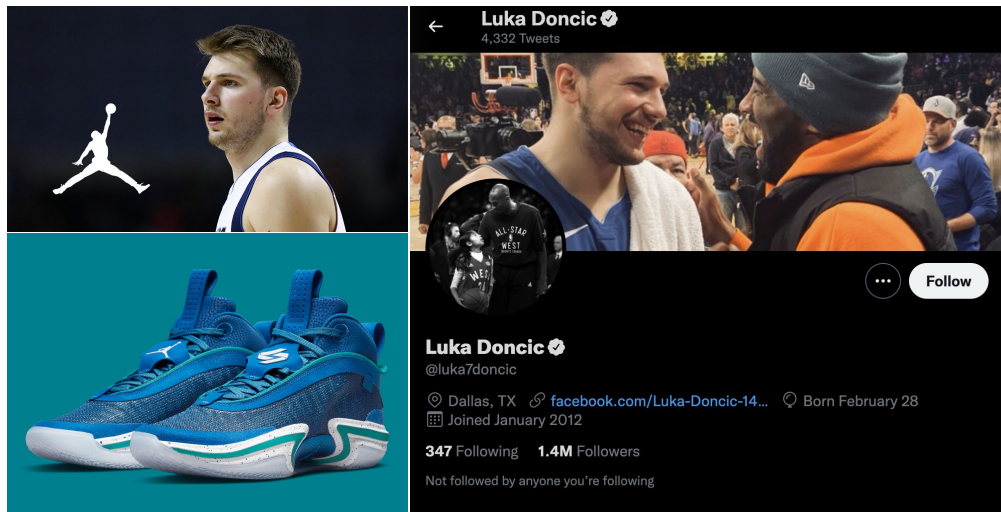
Luka Doncic @luka7doncic
2235

2235
2022



Zion Williamson @Zionwilliamson
2022

Conclusion: Rookie



Points scored

@Zionwilliamson
16.7%

@luka7doncic
33.3%

@kingJames
50.0%

1. More budget to be allocated to Luka Dončić considering his impact during that season, and his Twitter followers is bigger than
2. Continuous effort on LeBron James
3. Zion Williamson rising star



Nike Case

Season 2019 - 2020

Fan Engagement NBA Tweets
Lualhati, Krystel