* NBA Player/Team data over time
  + Probably better to select a few players to test on – (a few stars, a few mid level players, rookies, vets …)
  + Calculate 7 (5, 10, 15 would work too – could test this out) day running PER, PPG, PIE averages
  + Maybe have their season average PER to compare to
* Twitter data with players tagged/mentioned
  + During NBA season
* Might need to make a database
  + To connect players to tweets
* Sentiment Analysis on twitter data
  + Either use an existing model
  + Build a model from scratch
  + Use transfer learning with an existing model
* Hypothesis testing on whether negative (or positive) sentiment on tweets affects performance
* Dashboard to present
  + Able to select players – shows player profile
  + Able to select by season
  + Shows how many tweets mention them per day, week, month…
  + Able to show running stats
  + Correlation between sentiment in tweets and performance
* Presentation
  + Why do our results matter?
    - Mental health of players is increasingly important
    - Social media is playing a large role in life, how can teams learn and adapt to this so that performance isn’t compromised
  + What can be done with our results?
    - Teams could monitor players social media use or help with mental problems
    - If it’s only affecting rookies could develop program to help rookies deal with social media pressures