

Part 1. 1.Look at this website called [On3.com.](https://www.on3.com/nil/rankings/player/nil-100/)  They rank sports players values for Name Image and Likeness (NIL).

1. Do you recognize any players they have?
2. Look at their values, some are worth a lot of money?
3. How do they get to that value?

Talent and Natural Ability

**Hard Work and Discipline**:

**Hard Work and Discipline**:

**Goal Setting and Focus**:

**Psychological Resilience**:

Competitive Experience

Support Network

Continuous Learning and Adaptation

**Physical Fitness and Injury Management**:

Passion and Love for the Sport

1. What data do they use?

2. Read this [webpage .](https://www.on3.com/nil/news/about-on3-nil-valuation-per-post-value/) by On3, where they talk about how they value the NIL of different players. Where do you think they get that data from?

**Athlete Profiles and Biographies**:

**Publicly Available Information**:

**Athlete Representation Agencies**:

**Sports Leagues and Organizations**:

**College Athletic Departments (for College Athletes)**:

**Social Media and Digital Platforms**:

**Research and Analytics Companies**:

**Public Relations and Media Coverage**:

3.Look at some websites for data (some given, some you find) that can be used to inform for entertainment or sports.

1. What kind of data is found at these sites?
2. How do you download the information?
3. Can the information be accessed through an API?

You have one example and three you have to go to and fill out the missing columns. You will then go find at least three more data sources for either music or sports data.

| **Name of website** | **URL** | **Data Contained** | **Other information or notes including API access** |
| --- | --- | --- | --- |
| Ex  WNBA Stats | <https://stats.wnba.com/> | Team, age, GP, W, L, Min, PTS, FGM, FGA…. A lot more data | Filters to search by name or years. Can’t API directly, but could paste in a webpage. I searched and the API is on a diff website <https://sportsdata.io/developers/api-documentation/wnba> |
| NCAA Women’s Division 1 Track | <https://www.tfrrs.org/leagues/49.html> |  |  |
| US Men’s National Soccer Team | <https://www.ussoccer.com/usmnt-stats> |  |  |
| Genius | <https://genius.com/> |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |