## The IPL Phenomenon: Where Cricket Meets Global Entertainment

Project work submitted to the Department of Data Science,

St. Joseph’s College (Autonomous), Tiruchirappalli

in partial fulfillment of the requirement for the award of the degree of

# MASTER OF DATA SCIENCE

By

**APSAR ALWIN P** **(24PDS819)**

Under the guidance of

## Dr. V. Arul Kumar., M. Sc, M.Phil., Ph.D., SET

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### DEPARTMENT OF DATA SCIENCE

**St. JOSEPH’S COLLEGE (Autonomous)** Accredited with A++ (Cycle - IV) by NAAC Special Heritage Status Award by UGC

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## Dr. V. Arul Kumar., M. Sc, M.Phil., Ph.D., SET

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**CERTIFICATE**

This is to certify that the project entitled **The IPL Phenomenon: Where Cricket Meets Global Entertainment** submitted to the Department of Data Science, St. Joseph’s College (Autonomous), Tiruchirapalli-2, in partial fulfilment for the award of the degree of MASTER OF DATA SCIENCE by **APSAR ALWIN P, 24PDS819,** is a record of the original project work carried out under by guidance and supervision.

**Signature of the Guide Signature of the Head**

**Submitted for the viva-voce examination held on**

**INTERNAL EXAMINER EXTERNAL EXAMINER**

**Date: Date:**

**Apsar Alwin P**

**Reg. No. 24PDS819**

**Department of Data Science**

**St. Joseph’s College (Autonomous) Tiruchirappalli - 620002**

**DECLARATION**

I hereby declare that the project work entitled **The IPL Phenomenon: Where Cricket Meets Global Entertainmen**t is a record of original work done by me during the period of study, under the guidance of **Dr. V. Arul Kumar., M. Sc, M.Phil., Ph.D., SET,** Department of Data Science,St. Joseph’s College, Tiruchirappalli -2. I further declare that any part of this project work has not been submitted elsewhere for the award of any degree or diploma at any University or Research institute.

**Apsar Alwin P**

**INTERNSHIP ACCEPTANCE LETTER**

**INTERNSHIP COMPLETION LETTER**

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**ABSTRACT**

The Indian Premier League (IPL) has transformed from a domestic cricket league into a global entertainment phenomenon, redefining how sport, celebrity, and data intersect. More than just a series of matches, the IPL embodies high-octane drama, commercial innovation, and cultural impact—where cricket becomes a spectacle that transcends boundaries. This Power BI analytics dashboard project explores IPL match data spanning 2008 to 2022 and brings it to life through immersive storytelling and dynamic visual exploration. By synthesizing massive ball-by-ball datasets into intuitive insights, it empowers a range of stakeholders—from coaches planning match-day strategies to data scientists uncovering hidden trends, and even fans eager to decode their favorite players’ performance arcs.

The dashboard is composed of modular panels that highlight season narratives, player milestones, and tactical decisions under pressure. The **Season Overview** module traces championship journeys, toss strategies, home-away outcomes, and key award winners. The **Batting Analysis** dives into scoring breakdowns across phases, partnership powerplays, and milestone achievements. The **Bowling Analysis** captures phase-specific effectiveness, venue dynamics, head-to-head matchups, and standout performances in pivotal games. Designed to be highly interactive, the dashboard invites users to filter by season, team, player, and match type—turning a static dataset into a personalized exploration. Bookmarks toggle between different analytical perspectives, while tooltips guide users with embedded interpretations, giving context to every stat.

Technologically, the project harnesses **Power BI Desktop** for data modeling and visualizations, **DAX** for calculated metrics and logic filters, **Excel/CSV** for raw data handling, and **Python (Pandas)** for advanced preprocessing and dataset merging. The use of slicers, bookmarks, KPIs, and tooltips ensures that users aren’t just consumers of data—they’re active participants in decoding the complexities of cricket.

In essence, this dashboard doesn’t just analyze IPL history—it narrates it. It elevates numbers into actionable insight, celebrates individual brilliance, and deciphers strategic choices that shape the outcomes of matches. The project positions data not merely as a byproduct of sport—but as the pulse that fuels modern cricketing intelligence.