



x17169992 ATIF FEROZ DATA VISUALIZATION



The World's 100 Highest- Paid Athletes : Their Stardom.

Who is the most popular athlete on this planet?

It's a question that may be discussed by millions of sport's fan every day . Today is the time where more than movie-stars and pop-stars people are inspired by many compelling and polarizing athletes from professional sports . These Sport's fan contribute in the athletes stardom and follow their activity with the platform of social-media. Social-media had fundamentally changed everyone's life. With this platform ESPN believes it has an answer. To produce a Top-100 highest paid and famous athlete of 2018 , the media giant used two metrics , Social media

Cristiano Ronaldo ranks number 1 in the World in terms of Popularity with fan following of 2615,00,000 people. Floyd Mayweather is the highest paid athlete with \$275 million

23 different countries made their place in the top 100 highest paid athlete's. According to Forbes Floyd Mayweather tops the world's top 100 highest-paid list of 2018 consecutively for fourth time in 7 years with a pay of \$275 million. Floyd dethrones Cristiano Ronaldo who had the highest-paid title for previous 2 years . Ronaldo with \$108 million drops to 3rd place in 2018 with his rival Lionel Messi who holds the 2nd place of highest-paid athlete with \$111 million . Floyd , Tiger Woods and Ronaldo are the only three players who top the list of highest-paid list for past 18 years [2]

From 11 different professional sports athlete made the cut. Where NBA players play a major contribution with 40 basketball players among top 100. Followed by Soccer , Golf , Boxing , Tennis respectively . Mainly Americans dominate the list with 65 athlete . All thanks to their U.S. sports league's sky-high salaries.[2]

King of Social Media

According to the ESPN world fame survey , a list of top 100 most famous players were created based on the

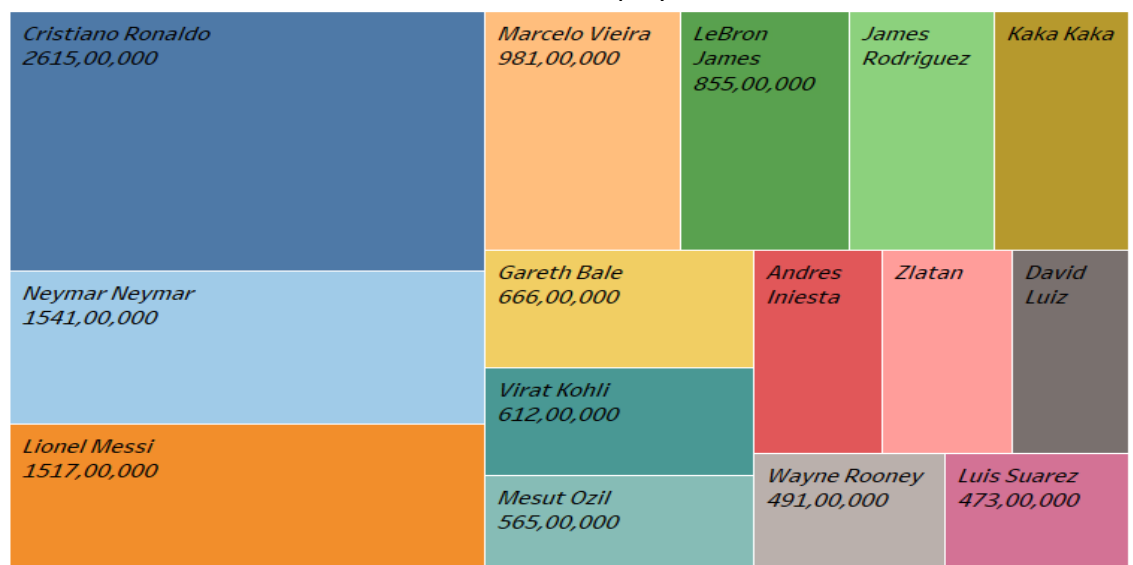


Figure 1

followers and endorsements. These factors were taken in account to know the Top 100 highest-paid and popular athletes in the World.[1]

metrics of Social-media followers which depicted the stardom of the World's most famous athletes based on their

followers from Twitter , Instagram and Facebook

.In the above Treemap , the graph illustrates the fan following of the top 15 most famous athletes in the World in the year 2018 . Based on the followers from Twitter , Facebook and Instagram of all the individual sportsmen, this graph aggregates all the followings from three social-media platform and depicts the stardom of athlete . At the very first glance, its quite evident that Ronaldo is rightly the King of Social media with 2615,00,000 followers and top's the list. Followed by Neymar with following of 1541,00,000 at 2nd place and Messi with 1517,00,000 following at 3rd place .

Highest Paid Sport.

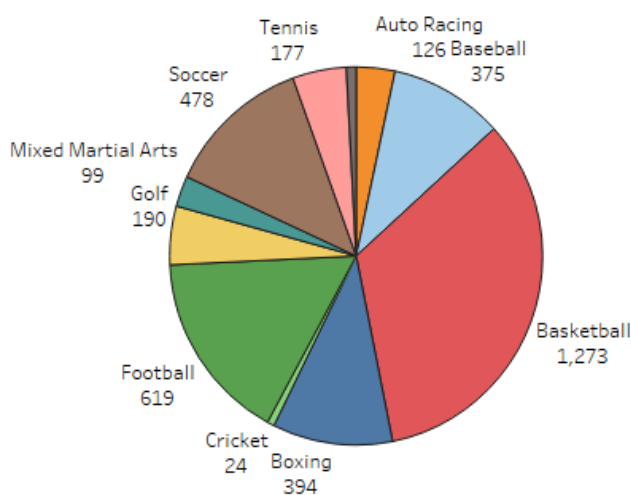


FIG 2

The given pie chart illustrates the proportion of the 9 different highest paid professional sport in the World in the year 2018 .

Overall , the most significant contribution is shown by Basketball with a total contribution of 1,273 million dollars . This could have been due to reason that 40 basketball players are present in top 100 of highest paid athlete. Football holds its place at number 2nd with 619 million generated followed by Boxing with 394 million dollars. Whereas Cricket depicts the least score of 24 as only one player holds a place in top 100 list.

Rolling in the Money.

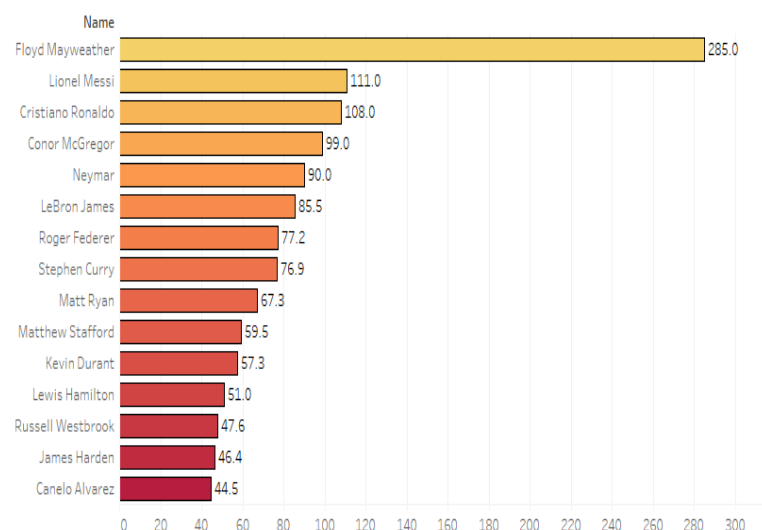


Figure 3

Given horizontal bar depicts the top paid athletes and we could observe Floyd Mayweather is the highest paid athlete; who is a boxer by profession, followed by Lionel Messi & Ronaldo, and this being the 4th time In 7 years Floyd Mayweather has been rolling in it and therefore defeating Ronaldo & Messi, his biggest competitors this year. Cristiano Ronaldo was the highest paid athlete throughout the world from the past two years, and this time got unseated by Floyd Mayweather. Whereas

Athletes such as James Harden & Canelo Alvarez bottoms the list.

Instagram VS Facebook

In the World of social media, Instagram and Facebook today's accounts to be the most used platforms for the sports fan to

Overview On The Popularity & Level Of Endorsements

It is clearly evident from the graphical Representation (FIG 5), that Ronaldo has

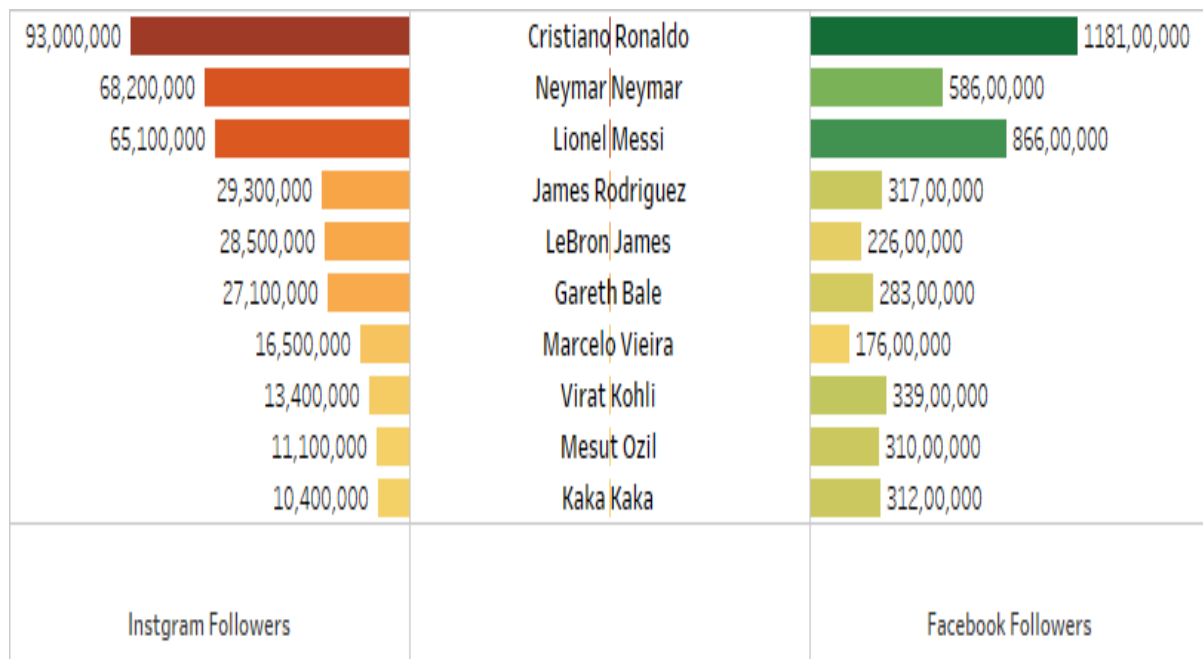


Figure 4

keep a check on their sports idol. Based on the wide use of its application an athletes popularity can be visualised. In the above generated Butterfly chart a comparison has been drawn of the 15 most popular athletes Facebook and Instagram ratings. From the graph, it is evident that Cristiano Ronaldo holds no. 1 place for both Instagram as well as Facebook with 93,000,000 and 1181,00,000 fan following respectively. Where Messi has the 2nd most highest Facebook followers but yet secures 3rd place in the total popularity as Neymar comes up with more Instagram followers comparatively.

the highest popularity followed by Neymar & Messi. But same does not hold true with

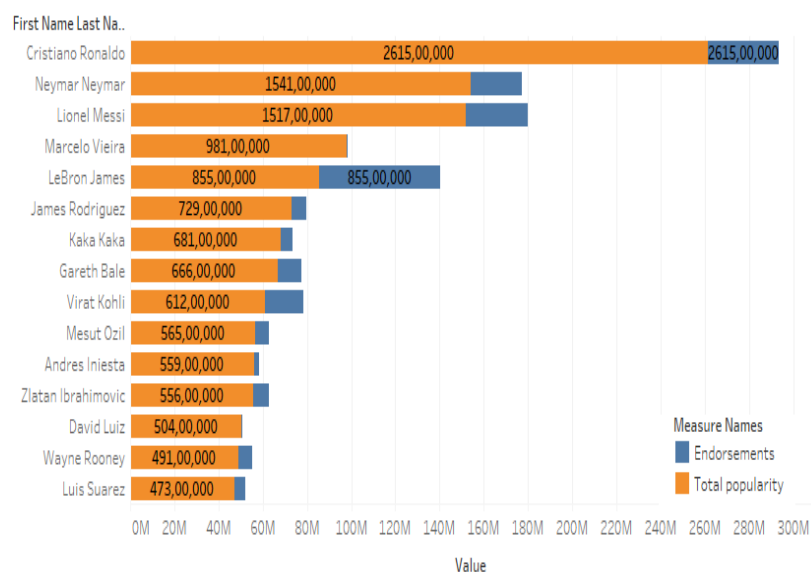


Figure 5

the level of income fetched through their endorsements, Lebron James tops the endorsement list followed by Ronaldo & Messi respectively.

Lebron James and Cristiano Ronaldo each has a endorsement deal with Nike that is reported to value at least \$1 billion. Apart from this other brands Lebron James endorses are Coca Cola, Dunkin Dounuts, Blaze Pizza, etc. Whereas, Lionel Messi has an endorsement list of brands and products that include, Addidas, Gillete, Huawei, EA Sports, & Gatorade.

Sports in Vogue.

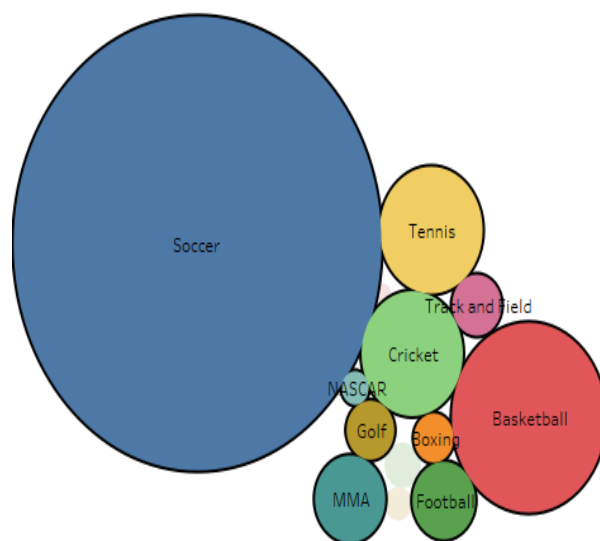


Figure 6 (a)

From the following survey conducted, it could be concluded that soccer is the most popular sport followed by basketball, cricket, & tennis respectively. As we have seen the top most popular athletes, such

as Ronaldo, Messi, Neymar etc play soccer that probably fetched soccer the status of being most in vogue this year. According to the Nielsen survey four out of 10 people consider themselves to be the soccer fans, and also majority of the population in the 19 countries expressed an interest in the soccer, thus making it the most popular sport all over the world.

Voguish Teams

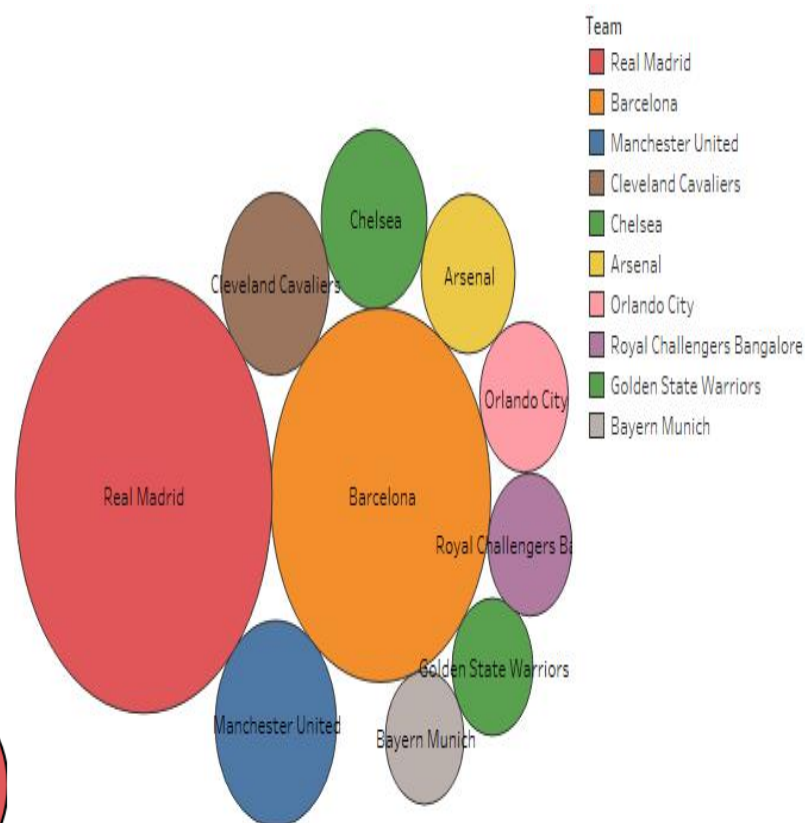


Figure 6 (b)

The survey resulted Team Real Madrid to be the most popular team followed by Barcelona & Manchester United. Real Madrid has the athletes viz, Marcelo Vieira & Gareth Bale in its count. Since real Madrid won four of the last five champion league titles, made them the top of the digital searches across the world. Whereas,

Barcelona includes Lionel Messi, he had outnumbered his competitor this year for earnings, after a contract extension with Barcelona that will make him be in the club through 2020-2021.

15 players are from top 100 highest paid list who earn more from endorsements rather their wages.

Gender Bias

Top Endorsement Vs Wages.

The following data depicts the discrepancy in the earnings & Popularity levels

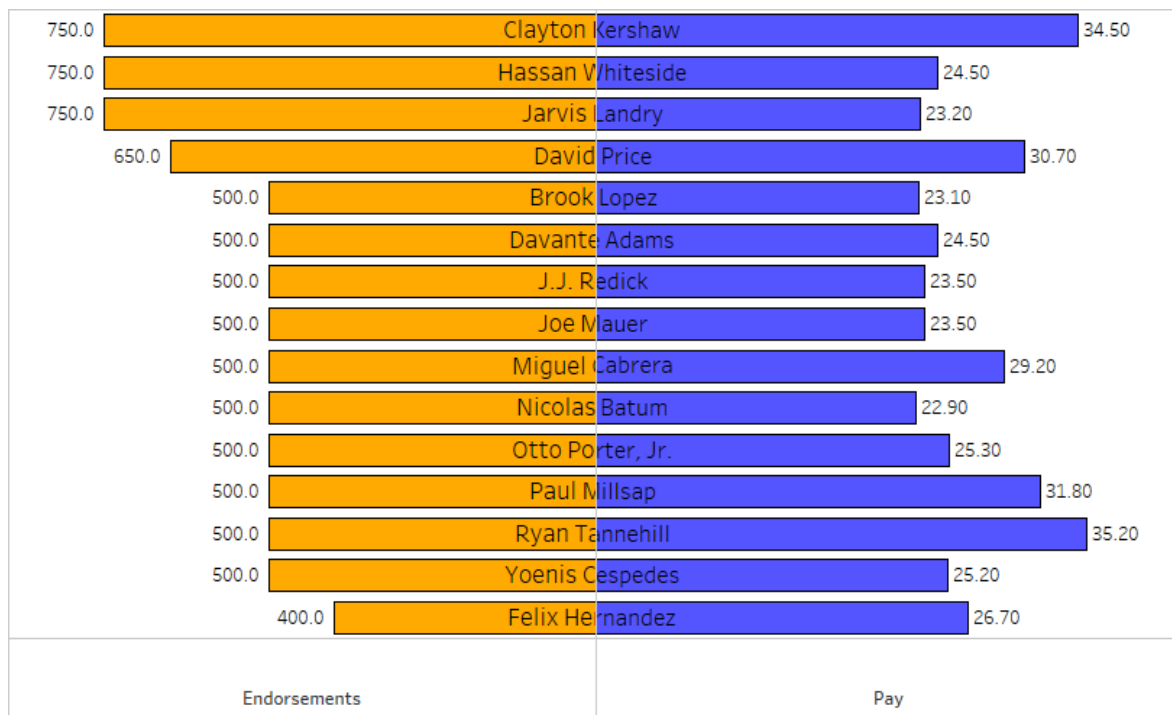


Figure 7

The Endorsement generated by the athlete is the money earned by the player from his own brand value. Based on the top 15 athletes with highest endorsements, the given butterfly chart illustrates the comparison of players with top endorsements to their wages earned from sport. From the chart is evident that Clayton Kershaw which is a baseball player generates the highest endorsement of 750 million dollars but with a salary of 34 million dollars whereas Ryan Tannehill a football player has the highest payment of 35 million but with endorsement generated to 500 million dollars. All these

between the two genders. Unfortunately no female could make in the top 100 this year. This could mainly be because

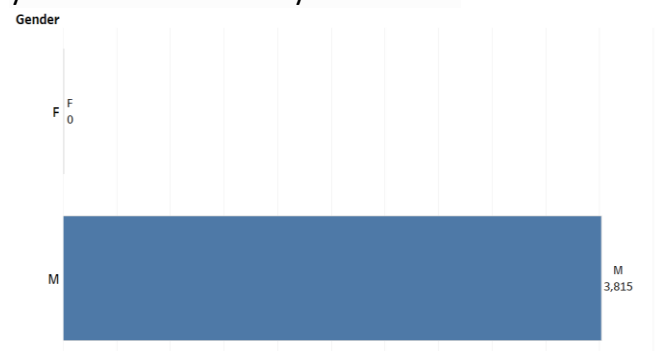


Figure 8

stalwart Li Na retired from tennis in 2014, and Maria Sharapova, who was ranked as the highest-earning female athlete for 11 years, is still facing the 15-month suspension for using a banned substance.

Whereas, Williams did not play a WTA event for one year & 2 months after she got to know that she was pregnant in January 2017.

Top 15 highest paid : Salary VS Winnings

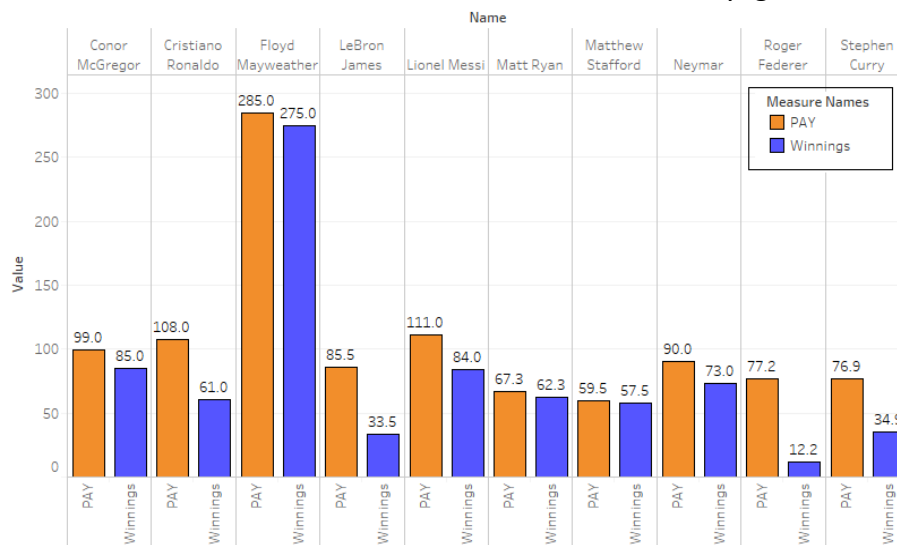


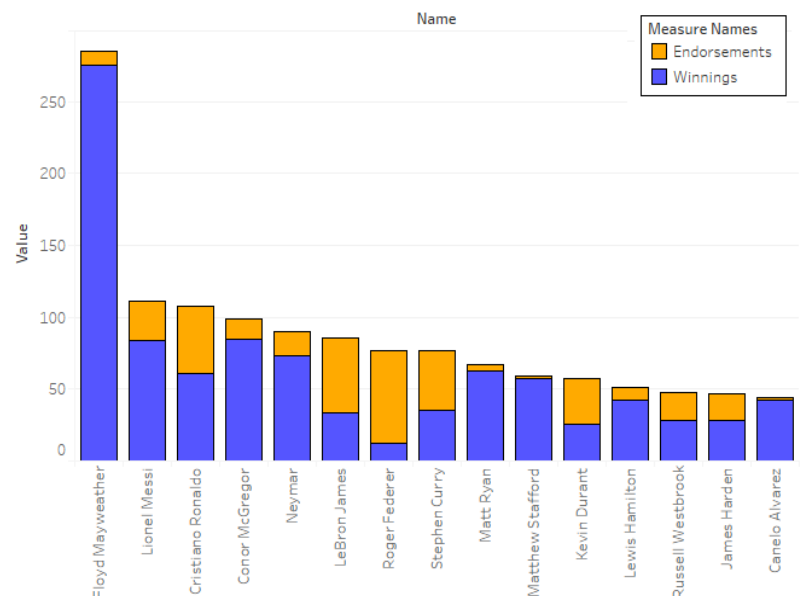
Figure 9

In the given Side by side bar graph, we are comparing the top 15 highest paid athletes to their winning amount generated during their career. The above graph quiet clearly depicts that Floyd Mayweather who is a professional boxer not only is the highest paid athlete of year 2018 but also the player with most winnings with 285 million dollars as salary and 275 million as winnings which makes him no.1 in top highest paid list. Whereas Ronaldo and Messi holds number 2 and 3 in terms of salary but it noticed Messi earns more in terms of winnings with 23 million dollars more than Ronaldo. Roger Federer is shown with least winnings of 12.2 million.

Endorsements VS Winnings.

The given Stacked bar graph generated in tableau gives us an interesting visualisation of the Top 15 highest paid athlete's comparison of money generated from their endorsements and winnings. From the given graph we notice, though Floyd Mayweather is the highest paid athlete but money generated from endorsements is

quite low as compared to others . While Roger Federer is evident to have generated more money through endorsements. rather than his salary. From all of the above Matt Ryan and Matthew Stafford stands out to be the two highest paid athlete based on their



winnings with quite significant money .generated from endorsements.

Figure 10

Conclusion

The above survey demonstrates the Top 100 most highest paid athletes and their popularity based on the various social media platforms like Twitter , Instagram and Facebook for the year 2018 . Where it was noticed that no female athlete holds any position in top 100 . Athletes were ranked differently based on their salary , endorsements and winnings. It was recorded that Cristiano Ronaldo was the most famous athlete and Floyd Weatherman was the highest paid Athlete . For the 2nd year consecutively soccer asserted its position as the most popular Sport in the world with top 3 famous athletes to be footballers followed by basketball, boxing and golf.

References

- [1] "The 18 most famous athletes in the world in 2018", *Business Insider*, 2019. [Online]. Available: <https://www.businessinsider.com/most-famous-athletes-in-the-world-2018-5?r=US&IR=T>. [Accessed: 21- Feb- 2019].
- [2] "The World's 100 Highest-Paid Athletes 2018: Behind The Numbers", *Forbes.com*, 2019. [Online]. Available: <https://www.forbes.com/sites/kurtbadenhausen/2018/06/05/the-worlds-100-highest-paid-athletes-2018-behind-the-numbers/#7f393ce24dd0>. [Accessed: 20- Feb- 2019].

Data Set

- 1) <https://data.world/wesmagee/2017-espn-world-fame-100>
- 2) https://www.kaggle.com/pavanraj159/the-worlds-100-highestpaid-athletes-2018#forbes100_2018_athlets.csv

Appendices

Fig no.	Visualizations and reason	Tool
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