Who wins the Super Bowl Halftime show?

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# Description of the Project

Every year the NFL Super Bowl is one of the most viewed events in the United States. During the break in play at halftime, a highly popular musical artist puts on a performance with the largest limelight imaginable. This project will aim to uncover what the impact of performing at the NFL halftime show is, and whether the NFL or performers benefit more from the exposure. We will attempt to do this by comparing the variation in Super Bowl viewers to the change in performer metrics such as Spotify streams, album sales, and appearances after the performance. These findings may prove helpful in determining fair valuations for similar performances or viewer exposure for marketers and performers.

# Dataset

This project will blend data from multiple sources to create a cohesive argument. These sources include data on NFL television ratings sourced from Kaggle and scraped from Wikipedia. We will also utilize information from Spotify’s and Twitter’s API’s. In order to gain information about the performers’ change in listeners, as well as some insight into nature of the sentiment expressed in the public’s reaction.

Kaggle Link: https://www.kaggle.com/datasets/mattop/super-bowl-television-ratings

# Implementation Plan

This project will be implemented in 4 phases. The first phase will consist of collecting the data from the aforementioned sources and blending it into one source. Phase 2 will consist of some initial data exploration and preprocessing. In phase 3 we will begin our analysis of the data and work towards finalizing a model. The final phase will entail assembling our findings and processes into a final report and presentation. Our expected timeline is as follows:

Phase 1: 2/12-3/15

Phase 2: 3/15-3/18

Phase 3: 3/18-4/10

Phase 4: 4/10-4/30