Brandon Mather DSC 540 Milestone 5 Essay

What I learned in my project really was almost everything. While I knew how to clean my data and make it look nice, I’ve never had to actually combine them, put them in a database, and then proceed to make visualizations. I felt like I was doing my own project for a company from start to finish. This was also my first time truly using an API to its full potential.

The biggest ethical implication of cleaning my data and my project as a whole comes down to gambling. Sports betting is becoming huge, and the last thing anyone wants is for their data to misrepresent what they are trying to show. The data collection part is safe, since I was using NFL data, I just had to make sure it was coming from reputable sources but the data itself is collected by the NFL. Making sure I wasn’t purposefully making the visualizations to go with my agenda would be the large part, I tried to create charts that made sense and would be useful information for anyone looking at it. I look at it more from a coaching standpoint, and as long as you do that I think the ethical concerns can be lowered. When I say from a coaching standpoint, I’m referring to looking at the data that shows what the best possible ways to win is. For example, some of my visualizations related to passing touchdowns and rushing touchdowns compared to how many wins a team gets, and it shows that you are more likely (based off this data) to have more wins if you throw more touchdowns then if you ran for more touchdowns. As long as someone is taking that standpoint then the information showed can be respected.