
Playing to Win with Social Media

Kevin Cole
September 15, 2016



Social Media





Social Media

Make Better Predictions

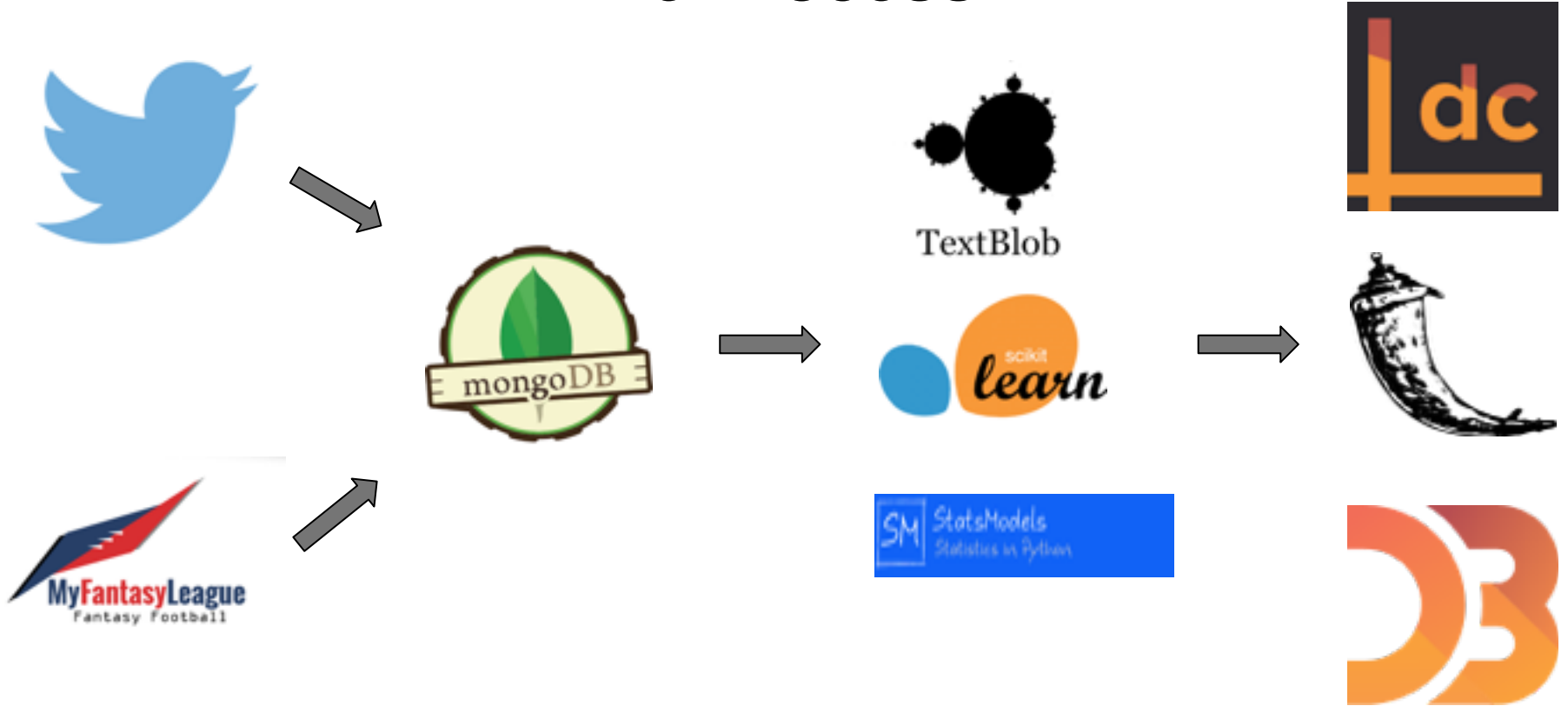


Social Media

Make Better Predictions

Track Player Sentiment

The Process



Practicing Well: catch, practice, td, watch



Injured: injury, knee, report, miss, hamstring



Top Veteran: top, favorite, love, keeper



Sleeper: breakout, sleeper, rookie, value

**FantasyPros**
@FantasyPros



Allen Robinson is a popular breakout pick.
[@Mgiraldi](#) tells us why



Fantasy Profile: Allen Robinson
The Jacksonville Jaguars are not a popular destination for fantasy football. It's been four years since Maurice Jones-Drew provided the fantasy community a capable running back. It's been 10 ye...
fantasypros.com

RETWEETS

5

LIKES

13



11:51 AM - 24 Aug 2015

 5 13

The Analysis

A faded background image of a football player in a blue jersey jumping to catch a ball. The player is in the center-right of the frame, with his arms outstretched. The background shows a crowd of spectators in a stadium.

Twitter Activity

Twitter Sentiment

Topic Scores

Draft Information

**Previous Year
Stats**

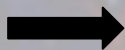
The Analysis

Twitter Activity

Twitter Sentiment

Linear Regression

Topic Scores



Random Forest Regressor

Support Vector Regression

Draft Information

Previous Year
Stats

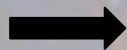
The Analysis

Twitter Activity

Twitter Sentiment

Linear Regression

Topic Scores



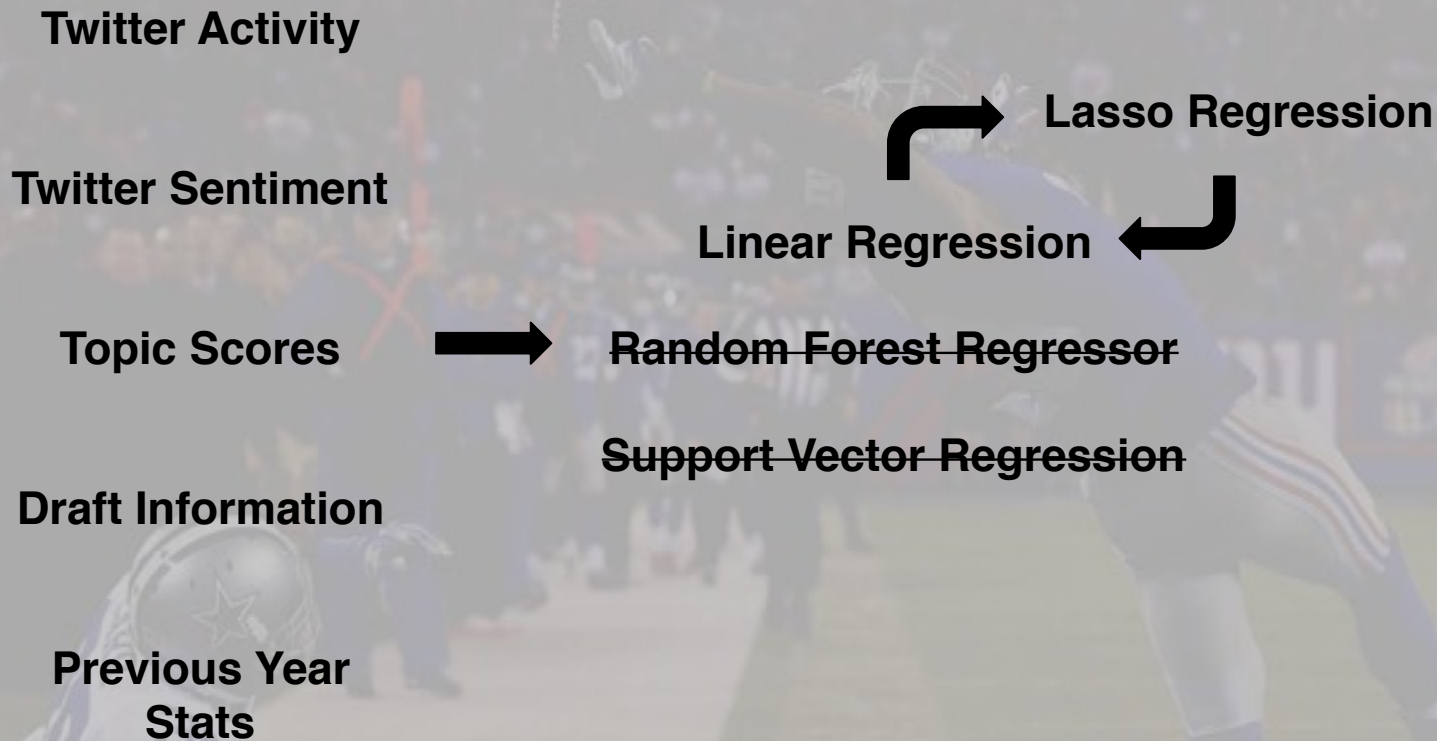
~~Random Forest Regressor~~

~~Support Vector Regression~~

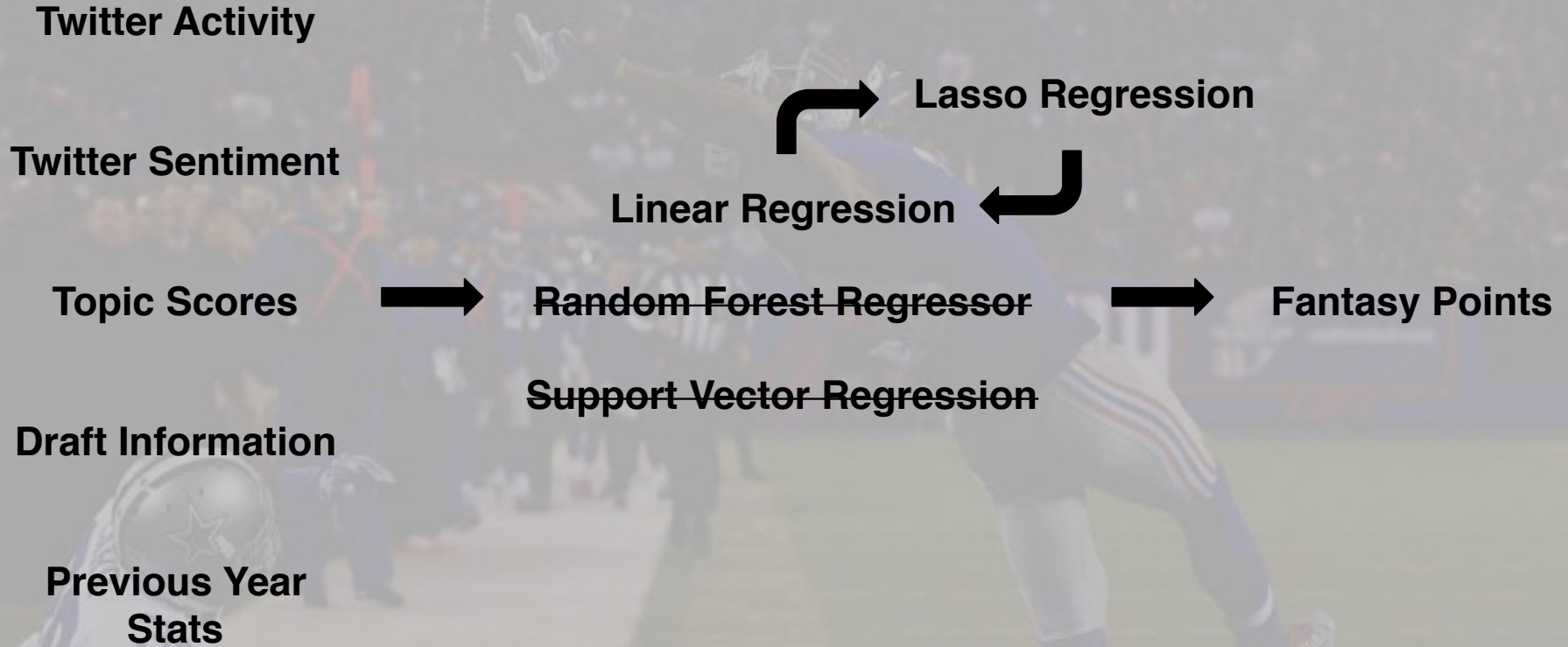
Draft Information

Previous Year
Stats

The Analysis



The Analysis



Results

Features:				
RMSE:				

Results

Features:	Average Draft Position			
RMSE:				

Results

Features:	Average Draft Position			
RMSE:	66.6			

Results

Features:	Average Draft Position	Social Media		
RMSE:	66.6			

Results

Features:	Average Draft Position	Social Media		
RMSE:	66.6	74.1		

Results

Features:	Average Draft Position	Social Media	Prior Year Fantasy Pts + Social Media	
RMSE:	66.6	74.1		

Results

Features:	Average Draft Position	Social Media	Prior Year Fantasy Pts + Social Media	
RMSE:	66.6	74.1	67.1	

Results

Features:	Average Draft Position	Social Media	Prior Year Fantasy Pts + Social Media	ADP + Social Media
RMSE:	66.6	74.1	67.1	

Results

Features:	Average Draft Position	Social Media	Prior Year Fantasy Pts + Social Media	ADP + Social Media
RMSE:	66.6	74.1	67.1	64.6

Twitter Player Sentiment Tracker

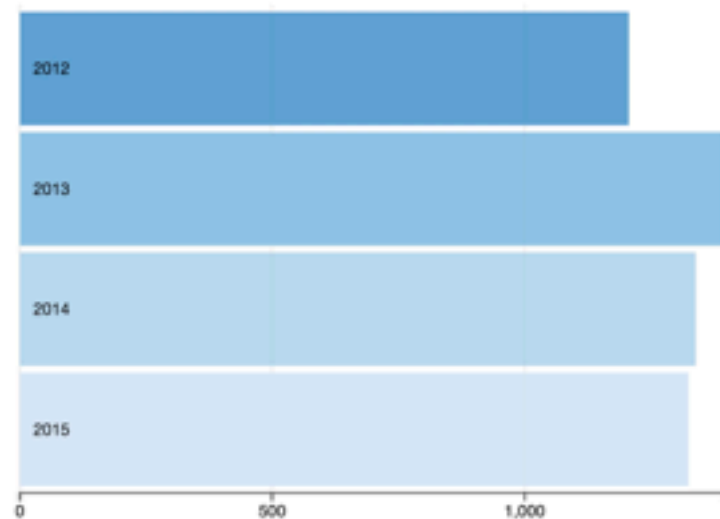
By Date



By Player



By Year



Player Category Distribution

Kevin Cole



colekev@gmail.com



github.com/colekev



linkedin.com/in/kevin-cole