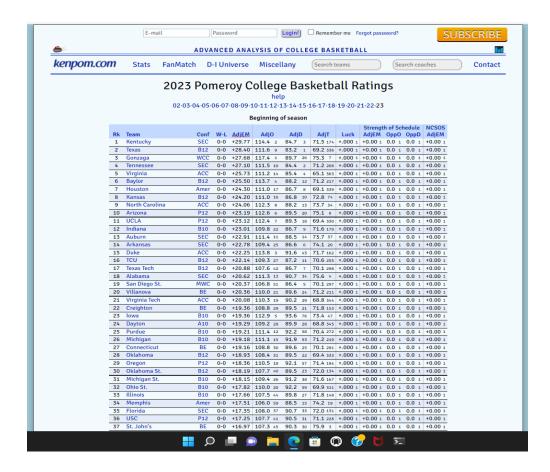Adam Conklin
Code Louisville
Data Analytics Pathway 2
January 2023

Project Plan-

I am going to build SQL databases with my .csv from the first project and then also generate new data to merge them per project guidelines. The project focuses on an advanced college basketball data analytic, kenpom.com that is frequently used to help set sports betting lines. I have analyzed data from the teams that made the Final Four in the NCAA tournament from 2002-2022. I am going to add the final AP poll ranking and team record (wins and losses) and do more analysis and better visualization compared to my first project.

My project will analyze college basketball data from kenpom.com to evaluate its ability to predict the teams that advance to the NCAA Tournament Final Four. Here is an example of the current kenpom data. This is widely considered the best data site for college basketball. The sports betting lines closely follow these rankings for both spread and over/under bets.

I will create a SQL database with the Final Four teams going back to 2002 along with their kenpom ranking and conference. Then I will perform some basic calculations such as average kenpom ranking per Final Four team, highest ranked, lowest ranked, and so on. I will then practice some data manipulation and other functions that I have learned in the course.

I will also create a Tableau visualization.