Final Capstone Summary

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For my final capstone I looked at the New York Jets NFL football team and wanted to conduct an analysis on the team to provide specific information to the front office Executives as well as lead coaching staff. I decided to research ticket sales data and if there was any correlation between the team’s performance and the average price of tickets compared to the records of our divisional opponents. I also dove into specific team metrics to determine what might be the biggest need in the draft to get the team on track to start winning more games. The NY Jets would greatly benefit from this information by simply knowing where they stand as a team and ultimately begin filling the gaps in the team through the NFL draft. During my project I was able to clean and query my data using SQL and ultimately visualize and present my data using tableau. Initially I wanted to only use the ticket sales data for my analysis but as I continued to research, I quickly realized that team was not performing well and could leverage this information with team data to get to the bottom of what was going on. Some methods used were looking at team totals in metrics such as sales, yards and touchdowns as well as averages in metrics like time of possession and defensive touchdowns. From there I was able to use these metrics to compare how the Jets were performing compared to the league and more importantly how they were performing against their division rivals.

Ultimately the data revealed where some areas of opportunity were on both sides of the ball. From there it was easy to determine the biggest need came from the defensive side of the ball and after digging just a bit more it became plain and obvious that the teams secondary was probably the weakest area on the team which allowed me to be able to make the recommendation to the Jets front office that in order to get back to winning, selling more tickets and hopefully raising ticket prices we might want to place an emphasis on skill positions such as cornerbacks or safeties to fill the teams gaps. I will conclude by saying this project pushed me to the absolute limits of my skillset and am grateful for the opportunity to wrestle with the data and see the story that the numbers were painting right before our eyes. I am genuinely excited to use this skillset to help my future employer make these types of decisions as part of my daily job and am grateful to have been able to grow in ways I couldn’t have even imagined at the start of this course. While this is just the beginning I know it’s far from the end of my learning journey and where this new found skillset will take me.