**Esther Chao | Three Project Ideas**

**1. Top 100 NBA Players List**

This project would illustrate this recent article by ESPN, titled "Game Changers: Ranking the 100 most influential NBA players ever". This would be really interesting because the NBA panel chose these players based on who has on influenced the game most, on and off the court. That would mean that it's not as simple as picking player with the best statistics. Thus, it would be cool to re-rank them based on certain statistics and see how they compare as the top 100 compared to league-wide averages.

- **Article:** http://www.espn.com/nba/story/_/page/nbarank22932314/nbarank-game-changers-25-most-influential-basketball-players-ever (http://www.espn.com/nba/story/_/page/nbarank22932314/nbarank-game-changers-25-most-influential-basketball-players-ever)
- **Data:** All information can be found on https://www.basketball-reference.com/ (https://www.basketball-reference.com/) or the Season_Stats.csv used for the second mini-test.

**2. The Yankee 'Eras,' 1903 - 2010**

This project would test and illustrate the "eras" of the New York Yankees' history attributed to certain players according to Rob Neyer, a baseball writer for ESPN. Eras can be illustrated using the individual it's named after, the team average for a specific statistic and the league average. This would allow eras to be plotted and dissected individually since eras vary by what statistic they're defined by. All the eras could also be plotted together for certain measures across time, such as attendance or win percentage, to determine whether certain factors are more important for ticket demand or on-field success than others.

Potentialy, a prediction can even be made about what has been defining the years since 2010.

- **Article:** http://www.espn.com/blog/sweetspot/post/_/id/3482/the-yankee-eras-1903-2010 (http://www.espn.com/blog/sweetspot/post/_/id/3482/the-yankee-eras-1903-2010)
- **Data:** All information can be found on https://www.baseball-reference.com/ (https://www.baseball-reference.com/) and copied/pasted into Excel spreadsheets to be uploaded.

**3. Secondary Market Sales of Personal Seat Licenses (PSLs).**

This project would compare secondary market sales of personal seat licenses to on-field performance. Personal seat licenses (PSLs) are one-time fees that transfer stadium seat ownership rights from the team to the licensee. For my Stern Honors Thesis, I've been working to determine whether or not investors can trade these PSLs as "alternative assets" like they would the S&P 500 to generate a profit. Instead of focusing on returns, this project would try to determine the extent to which on-field performance affects secondary market sales of PSLs, both through quantity sold and sale price.

- **Data:** https://seahawks.strmarketplace.com/Charter-Seat-Licenses-Sales-Data.aspx (https://seahawks.strmarketplace.com/Charter-Seat-Licenses-Sales-Data.aspx) - I've been working with 9 NFL teams listed on STR Marketplace, which updates its Excel spreadsheet of sales monthly. For this project, I would probably use the Seattle Seahawks because the team has easily identifiable seating locations. On-field performance can be found on https://www.pro-football-reference.com/ (https://www.pro-football-reference.com/) and copied/pasted in Excel to be uploaded.