

NBA Betting Insights

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<https://github.com/eyu10/SQL-Project.git>

Elevator Pitch

This project aims to enhance the user experience for sports bettors on PrizePicks by providing deeper insights into NBA player performance beyond simple averages.

Job Description

Are you an inquisitive, analytical Analyst? We are looking for a data-centric role person to build analytics tools and workflows. We want someone who can flex their SQL skills and analyze essential data to help guide decision-making for fantasy gaming scenarios. You will be part of our Business Intelligence team reporting to the BI Product Manager.

What you'll do:

- Work with the business to analyze and recommend new product features
- Develop data collection, data analysis and business intelligence reporting systems to measure and inform business strategy for the Business Intelligence team
- Create presentations and written documents and present to both technical and non-technical audiences promoting ideas and opinions.
- Collaborate with decision-makers to understand their goals and identify opportunities to use data to develop new insights and improve our results

What you have:

- 3+ years of business analytics or data science experience in a marketing-adjacent, e-commerce or B2C environment
- Advanced ability to draw insights from analysis supported by data and present them to the team members and senior management
- 2+ years of experience in Product (Fintech or B2C apps preferred)
- Experience using data visualization tools (Tableau preferred)
- Experience with Python, R or SQL

-analyze and recommend new product features

-data collection, analysis, business intelligence

-create presentations and written documents

-technical and non-technical audiences

API Data Source

<https://api.balldontlie.io/v1/players>

API Descriptive Analytics SQL Query

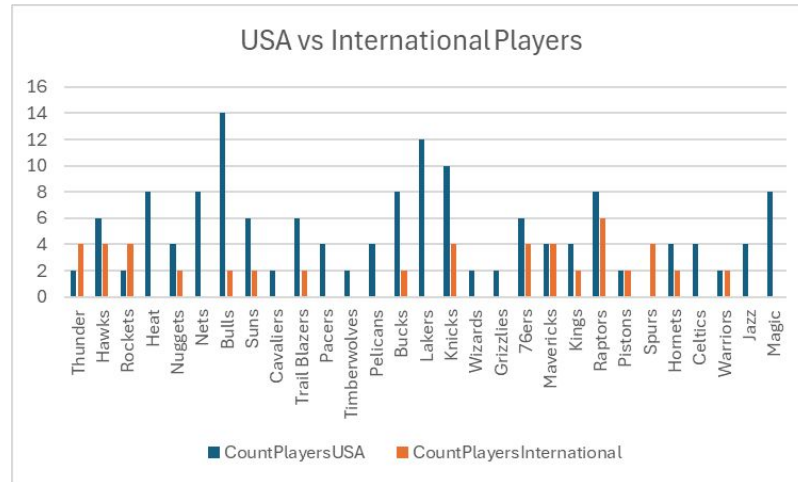
Business Question: USA vs International Players

Insight: Majority still USA

Visualization

Recommendation

Prediction



API Diagnostic Analytics SQL Query

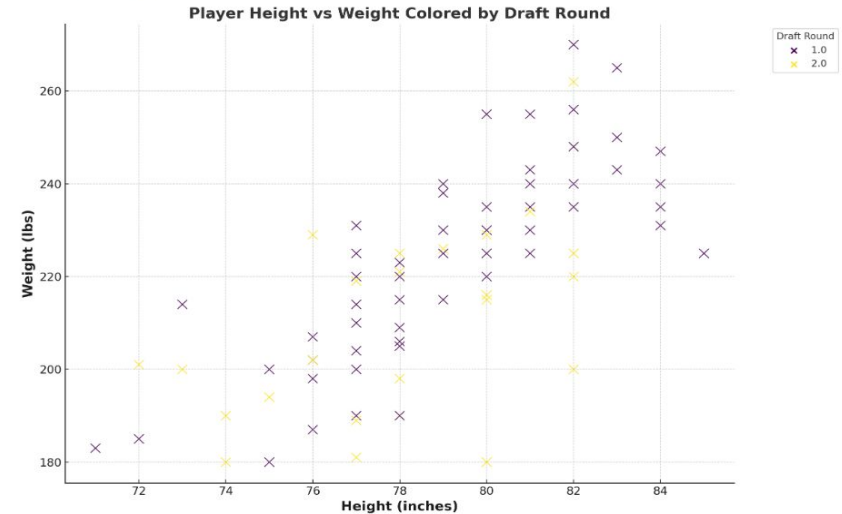
Business Question: Draft round to height/weight comparison

Insight: No correlation

Visualization

Recommendation

Prediction



Web Scraped Data Source

<https://www.statmuse.com/nba/ask/nba-player-stats-home-away-split-this-season>

Web Scraped Descriptive Analytics SQL Query

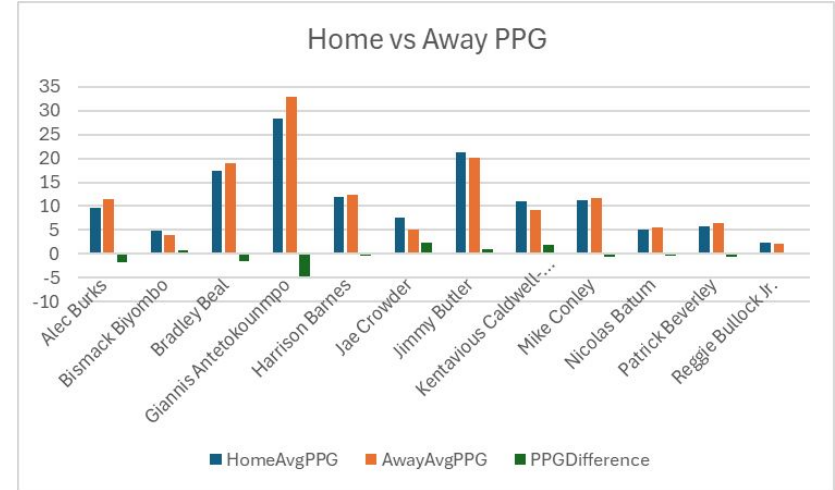
Business Question: Does location affect performance

Insight: Home games = better performance

Visualization

Recommendation

Prediction



Web Scraped Diagnostic Analytics SQL Query

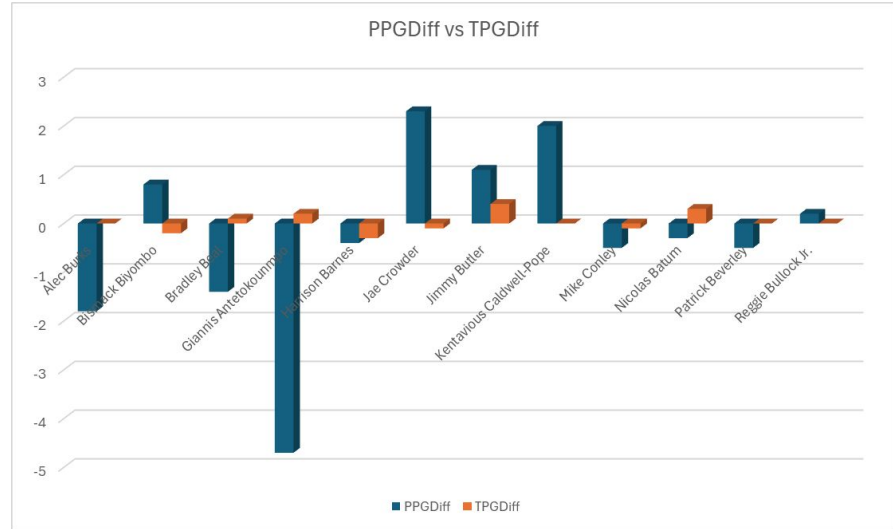
Business Question: Is there a difference when there is one in points?

Insight: There is a correlation

Visualization

Recommendation

Prediction



Conclusion

Leveraged data from both the BallDontLie API and web scraping from StatMuse

Used to develop new features/add ons

Aligns with Job Role