Sports Trends Overview

Introduction

My goal is to identify the most popular professional sports league in the world. I am examining the data from Google Trends and Twitter API to measure activity on the web. I am going to compare the Premier League, the NFL, the NBA and the MLB.

Data Sources

Twitter API

Google Trends API

Analysis of Platforms

Google is a search engine that has a variety of purposes including looking up information, web browsing and shopping. Twitter is a social media platform that’s main functions are connecting people, entertainment, and news. Twitter averages approx 330 million monthly active users and 500 millions tweets per day. Google has approx 1.5 billion active users and averages 5.6 billion searches per day.

Leading Questions

Which sport currently produces the most web traffic?

Look at NFL, MLB, NBA and Premier League

Google Trends

7 Day Trend

<https://trends.google.com/trends/explore?date=now%207-d&q=mlb,nba,nfl,premier%20league>

One Year Trend

<https://trends.google.com/trends/explore?q=mlb,nba,nfl,premier%20league>

5 Years Trend

<https://trends.google.com/trends/explore?date=today%205-y&q=mlb,nba,nfl,premier%20league>

Topic Ideas

Searches for leagues and team names

Graph Ideas

1 years of Google trends comparing leagues

7 days of Google trends comparing leagues

7 days of tweets comparing teams in each league

Histogram of tweets per team per league

7 days of tweets comparing leagues

Follow Up Questions

How to obtain lists of search terms for each league?

Google

League names

Twitter

Team names and league names

Do we compare the one year data with the one week data?

Yes

How to organize so that all data for Google and Twitter has the same dates?

Set up Twitter API with python

How to be sensitive to manual labor of collecting data?

Limit search terms to teams

Procedure

Create list of leagues

Create spreadsheet with a workbook for each league

Decide on terms, the teams

Add terms to categories

Identify top searched term for each category, the league name

Obtain Google Trends data for each term in category relative to the most searched term

Organize data

Calculate category totals

Obtain Twitter data for each team for each league

Calculate category totals

Create visuals

Create report