

# Twitter and NBA Statistics

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# Project Goals/Introduction

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Explore relationship between NBA players' on court statistics

- Points per game
- Assists per game
- Number of minutes played

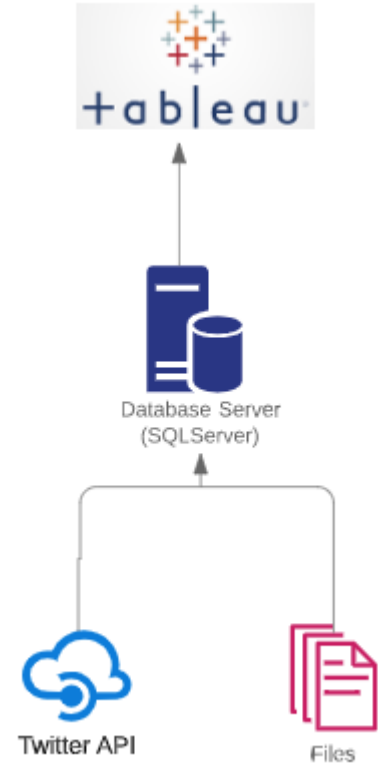
And their Twitter presence

- Number of followers
- Number of tweets
- Number of retweets and favorites

# Project Implementation

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- Aggregate multiple data sources
  - Twitter web scraping
  - Flat files
- Data modeling
- Final Tableau dashboards



# Twitter Scraping

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- Used existing python libraries: tweepy and request
- Data fields:
  - Account info: user name, bio, account created date, location
  - Follower count
  - Following count
  - Number of tweets
  - Average number of retweets, favorites

# Twitter Scrapping



## NBA-players

All the verified NBA and former NBA players who are on Twitter!



**NBA players** 🏀 @NBAbplayers

**356 Members**

**1.9K Followers**

Getting Twitter user names & data processing  
Matched "First name + Last name" format

356 members -> 139 players



**LeBron James** ✓

@KingJames

EST. AKRON - ST.V/M Class of '0

📍 Amongst La Familia! 🔗 [LeB](#)

**189 Following** **46.3M Followers**

Matching display name



**Iman.** ✓

@imanshumpert

Husband.Father.Champion.Artist. #Cl  
de la foutu pie"

🔗 [centerpiecedout.com](#) 📍 Born Jt.

**541 Following** **674.4K Followers**

Matching username  
(processed)



• ✓ 🔒  
@reggie55

📅 Joined March 2010

**0 Following** **19.6K Followers**

Manual Google search

# Twitter Scraping

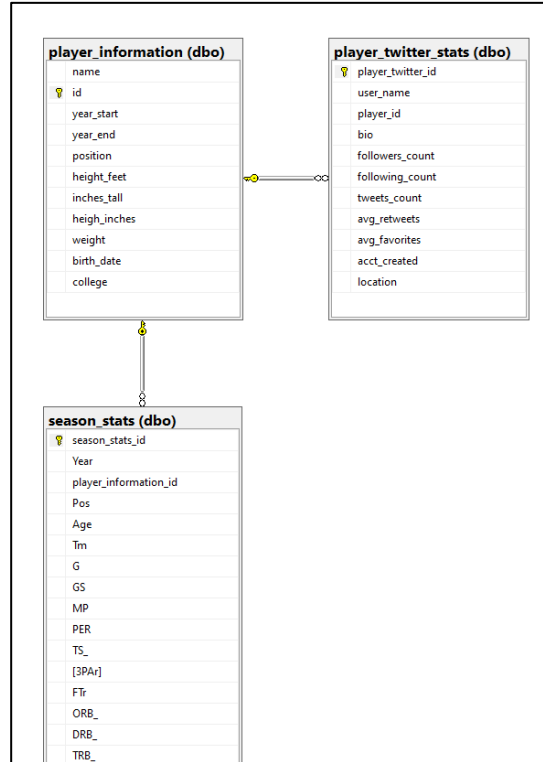
```
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```

Sample twitter file in JSON format

# ERD/ Database

**Player information**  
(e.g height, weight,  
college)

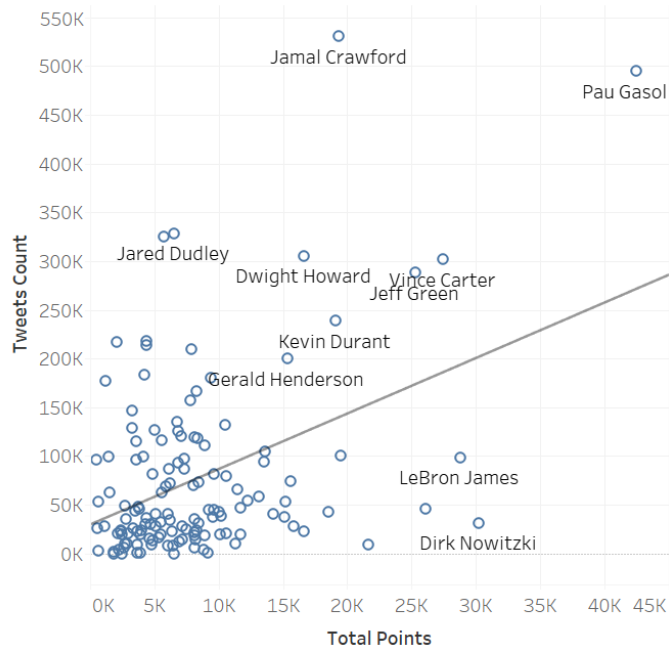
**Season stats**  
(e.g points, assists,  
steals, shooting %)



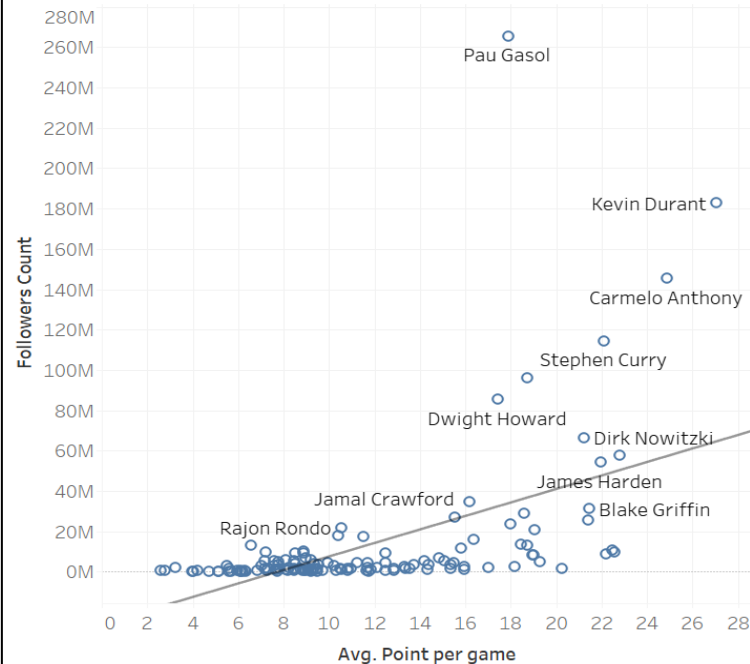
**Twitter Stats**  
(e.g followers, retweets,  
tweet count)

# Example Visuals

Tweet Count vs Total Points



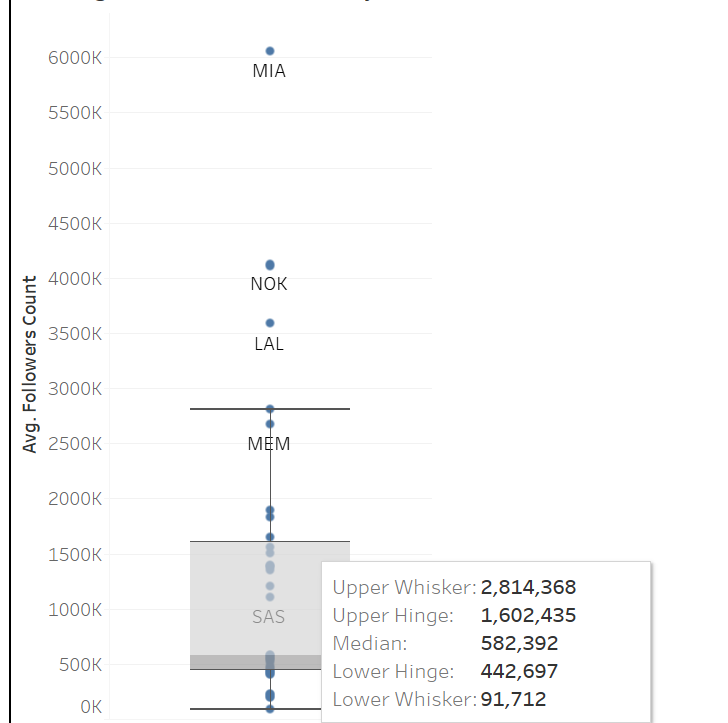
Follower count vs Points per game





# Example Visuals

Average follower count by team



# Thank You!

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