Jordan, Curry, and Associates: Data Analysis and Insights

Memo

To: Professor Mary Tripp
From: Jeff Watson
Date: September 25, 2022
Subject: Topic choice for the project

My choice of topic for the semester-long project is how the 3-point shot changed the game of basketball. My focus is on the NBA from 2000-2020. This was an exciting time of growth, revenue, and public interest, and it redefined how to play the game.

Data analytics helped drive the success of the NBA during the late 2010s. Coaches, team owners, and data-minded people (data analysts, data scientists, etc.) saw the value of the 3-point shot and how it could be leveraged and change the game.

- NBA revenue increased by more than 250%. Revenue went from $2.5B in 2000 to $8.8B in 2019. (NBA revenue was down to $7.9B in 2021 due to limitations related to COVID)
- Both 3-pointers attempted and made are at all-time highs.
- Seven of the top ten selling jerseys (excluding centers) are worn by players averaging in the top 20 for 3-pointers.

My project will link rising 3-point field goals and NBA revenue. It is an opportunity to display a practical use of the data science skills we learn in this program. I am excited about this opportunity.

After the approval is finalized, I will complete the following:

- Compile statistics from all NBA teams
- Prepare the gathered intelligence for distribution
- Present the findings

I look forward to hearing from you soon. I am excited by the opportunity to work on this project.

Jeff