

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

Memo:

Performance

Text score: 99 out of 100. This score represents the quality of writing in this document. You can increase it by addressing Grammarly's suggestions.

99

Word Count


Characters	1,420	Reading time	58 sec
Words	243	Speaking time	1 min 52 sec
Sentences	23		

Readability

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Word length	4.3	<div></div>	Average
Sentence length	10.6	<div></div>	Above average
Readability score	71 ⓘ		

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To: Mary Tripp <mtripp@jc-associates.com>
From: Jeff Watson <jeff.watson@jc-associates.com>
Date: September 25, 2022
Subject: Topic Proposal Approved

Mary,

This is to let you know that leadership approved my proposal for the semester-long project. I can move forward with my research and data capture. I appreciate your help and may very well take you up on your offer of assistance.

The 3-point shot made up 18% of all field goals in the 1999-2000 season. That percentage rose to more than 39% in the 2019-2020 season, and team owners expect the profits to continue climbing. NBA revenue was \$2.5B in 2001. There was a slow, steady rise over the next decade. After a dip in revenue in 2012 related to labor negotiations and a shortened season, the league's revenue increased by at least 8% every season until COVID put games on pause.

As I alluded to earlier, this is a fantastic opportunity for our clients. The intelligence derived from showing the correlation between 3-pointers, in terms of volume and efficiency, and revenue will help drive decision-making before the draft and going into free agency.

I'm excited about this opportunity. I'm looking forward to the research and the findings that come with it.

Best,

Jeff Watson
Data Scientist
Jordan, Curry, and Associates

Performance

Text score: 99 out of 100. This score represents the quality of writing in this document. You can increase it by addressing Grammarly's suggestions.

99

Word Count

Characters	1,281	Reading time	49 sec
Words	208	Speaking time	1 min 36 sec
Sentences	21		

Readability

Metrics compared to other Grammarly users

Word length	4.7	<div><div></div></div>	Above average
Sentence length	9.9	<div><div></div></div>	Above average
Readability score	64 ⓘ		

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