Client: [John Schuhmann](https://www.linkedin.com/in/john-schuhmann-a5ba3578/), Senior Writer at Turner

* Published numerous articles for NBA.com including: <https://www.nba.com/news/power-rankings-notebook-2022-23-week-3>
* Has utilized NetScouts Basketball, for consultative work, three times in the past year
* Writers of NBA.com are employed by Turner Broadcasting System, Inc (TBS)
* Per LinkedIn, TBS has 10k+ employees
* Parent company of TBS is WarnerMedia, more commonly known as Warner Bros Discovery
* Other companies under WarnerMedia include:
  + HBO
  + CNN
  + discovery+
  + Food Network
  + TLC
  + HGTV
* [TBS Company Profile](https://www.bloomberg.com/profile/company/TBS/A:US?leadSource=uverify%20wall): “Turner Broadcasting System, Inc. operates as an entertainment company. The Company offers television broadcasting, cable television productions, program syndication and licensing, professional sports, and real estate operations. Turner Broadcasting System provides international and local news, sports, and music.”

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**Meeting Notes**

R: Hi John.

J: Hi Rachel. Thanks for meeting with me today.

R: Absolutely.

*<Small talk about the weather and upcoming holidays>*

J: The reason I wanted to meet with you is because I’m writing an article for NBA.com about what makes a team successful – outside of scoring points. I’ve worked with a few analysts at NetScouts, in the past, and they’ve been really great. I reached out to Jordan (Rachel’s supervisor) and he stated that you’d be able to help me.

R: Thanks so much. I’m glad that my peers have helped you and I look forward to working on this analysis. Can you tell me what they did that was successful? I ask because I’d like to ensure that I do the same.

J: Yes, they asked great questions and when they completed, and communicated, their analysis it was very easy for me to write an article. I’m really looking for an easy-to-understand analysis that I can run with.

R: Thank you for that feedback. I’ll do my best to follow suit. Getting back to your request, can you tell me a bit more about what you’re looking to write about?

J: Sure. I want to understand if a team will win based on historical stats. However, I want to take points out of the mix. So, what else is important to leading a team to win? Is it total rebounds, steals, or blocks?

R: Okay. You’re looking to predict if a team will have a greater chance of winning given “xyz” criteria and want to understand which stats are most important. Is that correct?

J: Yes, exactly. You’ll look to the total number of wins, per season, of each team. And then you’ll look at the totals, or averages, person season.

R: Do you have a website that you typically refer to when looking at these stats?

J: Yes. I use [Basketball Reference](https://www.basketball-reference.com/). Are you familiar with this site?

R: Yes, I’ve visited this site a few times. Let me bring up the site. [Pause] You mentioned that you aren’t interested in wins related to points scored. I see that there is a listing of stats available. Can we talk through which ones you may want to eliminate versus keep?

J: Yes. That sounds good.

**Glossary** *from* [*https://www.basketball-reference.com/teams/CHI/stats\_per\_game\_totals.html*](https://www.basketball-reference.com/teams/CHI/stats_per_game_totals.html)

* **Season** -- If listed as single number, the year the season ended.
* **Lg** -- League
* **Tm** -- Team
* **W** -- Wins
* **L** -- Losses
* **Finish** -- Regular season finish
* **Age** -- **Average Player Age**  
  Weighted by minutes played during the season.  
  Player ages are as of Feb.1 of the current season.
* **Ht.** -- **Average Player Height**  
  Weighted by minutes played during the season.
* **Wt.** -- **Average Player Weight**  
  Weighted by minutes played during the season.
* **G** -- Games
* **MP** -- Minutes Played Per Game
* **FG** -- Field Goals Per Game
* **FGA** -- Field Goal Attempts Per Game
* **FG%** -- Field Goal Percentage
* **3P** -- 3-Point Field Goals Per Game
* **3PA** -- 3-Point Field Goal Attempts Per Game
* **3P%** -- 3-Point Field Goal Percentage
* **2P** -- 2-Point Field Goals Per Game
* **2PA** -- 2-Point Field Goal Attempts Per Game
* **2P%** -- 2-Point Field Goal Percentage
* **FT** -- Free Throws Per Game
* **FTA** -- Free Throw Attempts Per Game
* **FT%** -- Free Throw Percentage
* **ORB** -- Offensive Rebounds Per Game
* **DRB** -- Defensive Rebounds Per Game
* **TRB** -- Total Rebounds Per Game
* **AST** -- Assists Per Game
* **STL** -- Steals Per Game
* **BLK** -- Blocks Per Game
* **TOV** -- Turnovers Per Game
* **PF** -- Personal Fouls Per Game
* **PTS** -- Points Per Game

R: First, I’ll keep wins. This will be the predictor variable. I’m going to remove season, league, and team as these aren’t response variables to a team winning. Would you agree?

J: Yes.

R: Since we’re using wins, let’s also remove losses.

J: Yes. That makes sense and let’s get rid of finish too.

R: Okay. Average player age, average player height, and average player weight these could be impact wins, right?

J: Yes, they could.

R: We don’t need games as this the total number of games the team player. The average of minutes played per game is between 240 and 244. We can keep this, but we may not need it.

J: I agree. Now field goals per game and then field goal attempts per game – let’s remove those. Same with 3-point field goals per game, 3-point field goal attempts per game, 2-point field goals per game, and 2-point field goal attempts per game.

R: Do you want to keep the percentage stats though (field goal percentage, 3-point field goal percentage, 2-point field goal attempts per game)?

J: Yes, reason why?

R: Okay. Based on what we’ve discussed, I’m assuming that free throws per game and free throw attempts per game will be removed, but then free throw percentage should be kept. Correct?

J: Yes. Perfect.

R: Looking at the other stats, I’ll remove points per game, but then keep the rest.

J: Exactly. This sounds good.

R: Thanks for going through these variables with me, it’ll help me to ensure I’m including/excluding the appropriate variables to construct the predictive model. Speaking of which, are you looking for me to use any models in particular?

J: I’d like to see what a linear model looks like, but outside of that I don’t have any others in mind.

R: What is your experience level with predictive models?

J: I’ve read up on a few predictive models, but I’ve never created them. I have tended to outsource this piece.

R: Got it. I will test out a linear model and will look at a few others.

R: At the beginning of our discussion, you stated that you wanted to know what else is important to leading a team to win, outside of points. Do you have any thoughts about what variables might be important?

J: Answer

R: Thank you. Outside of conveying what variables are important is there anything else you’re looking to understand?

J: Answer

R: How would you like me to communicate my findings?

J: I’d like to see a short presentation showcasing all models used, the best model, and then which variables are most important (in the best model).

R: When are you looking to have this report completed?

J: I’m looking to have this research completed, and shared, by 11/26/2022.

R: Okay. I will set up a meeting with you by 11/26/2022 to discuss models used to predict total number of wins using the variables we confirmed to include (and not include). I’ll share the best model, and then which variables are most important within the model. Am I misunderstanding anything about this request? Or is there anything else you’d like me to include?

J: No, this covers it!