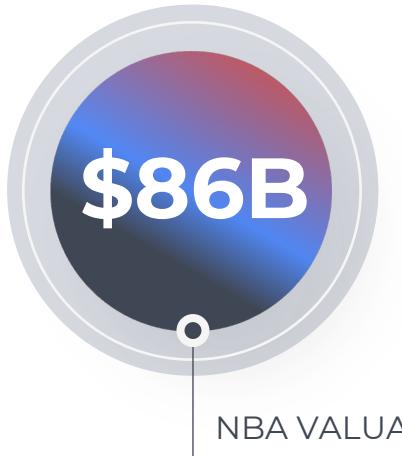
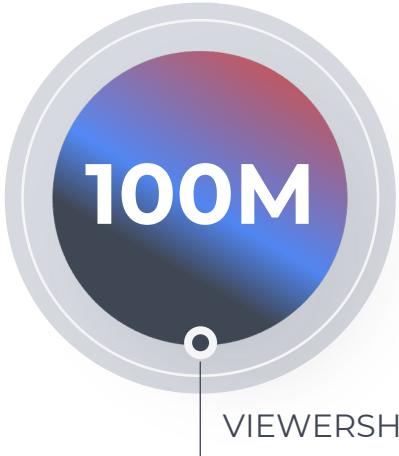


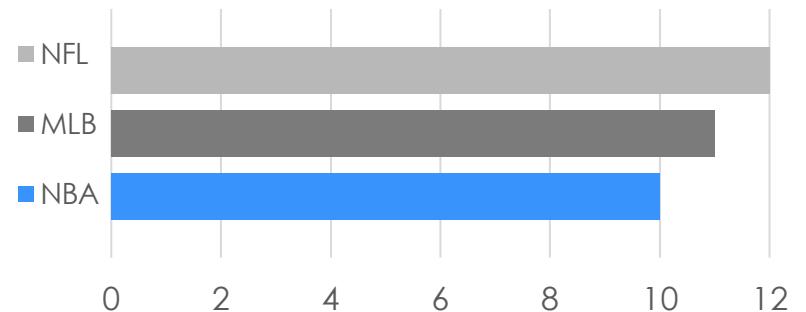


NATIONAL BASKETBAL ASSOCIATION

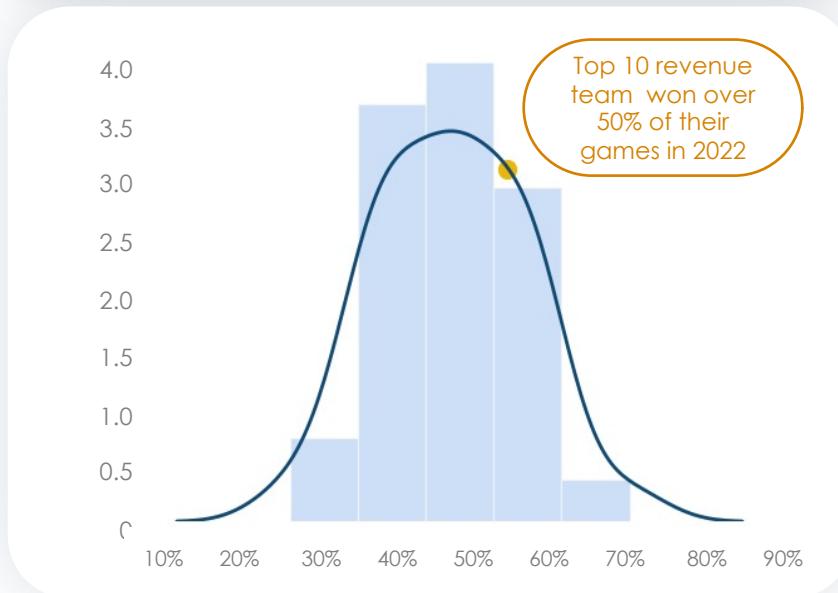
MARKET FIGURES



Largest sport league in the US
(2022, \$B)



TOP 10 TEAMS by revenue



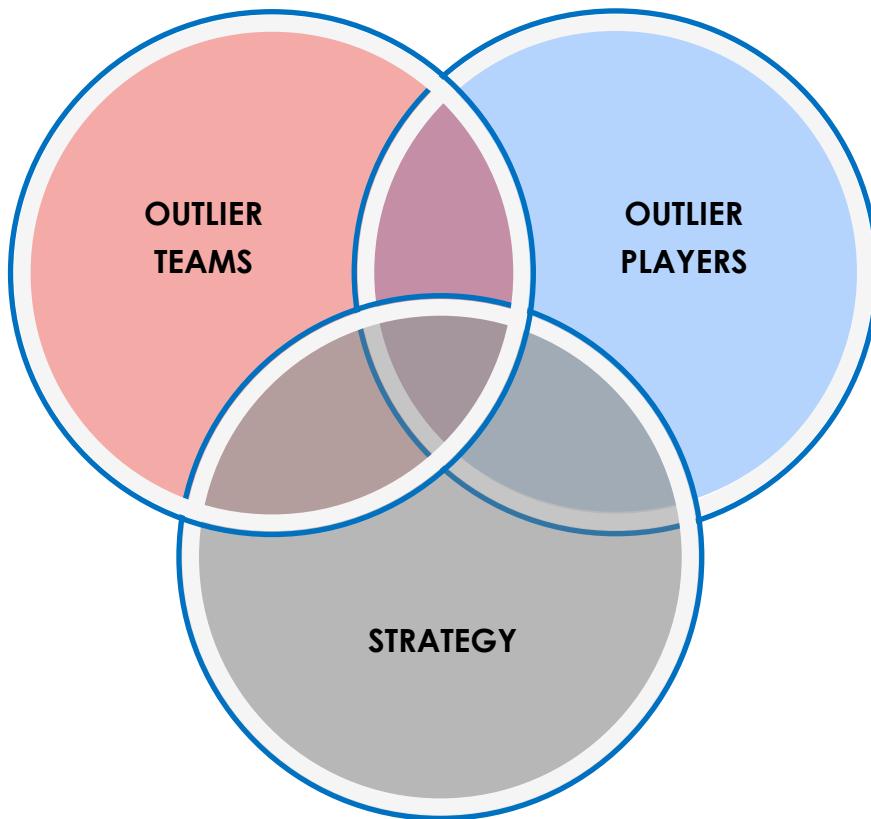
Top 10 teams earned **20% -30% more revenue** than average revenue teams.

To maximize our team's profit -> we need a strategy to win more than 50% of games.

So, what makes a team win



KEY FACTORS



OUTLIER PLAYERS

1

- PPS of players and teams over the years
- What defines an outlier player?

OUTLIER TEAMS

2

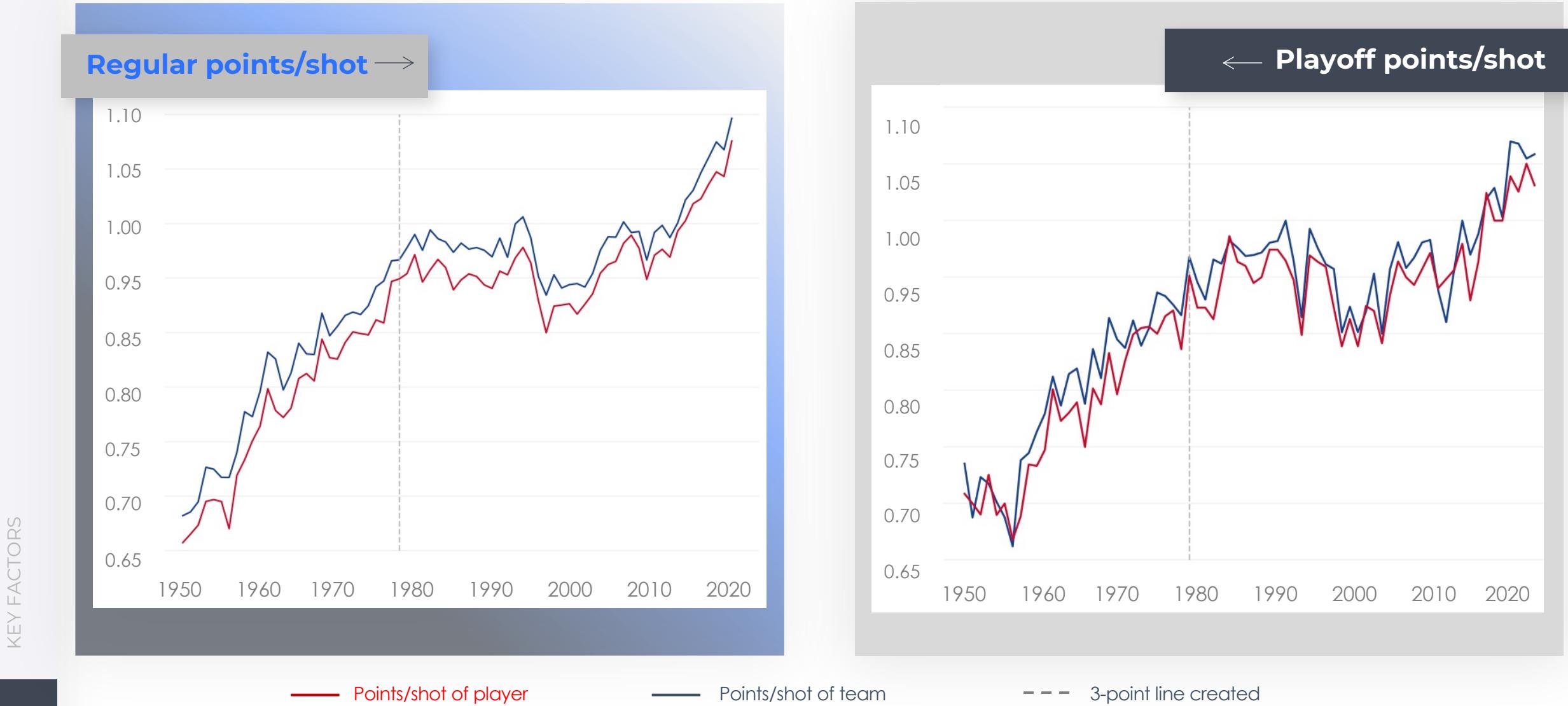
- What defines an outlier team?
- CDF of outlier teams # of outlier players

STRATEGY

3

- What makes an outlier player an outlier player?

CORRELATION: Points per Shot of Player vs Team



OUTLIER PLAYERS: How to define them?

Above Median

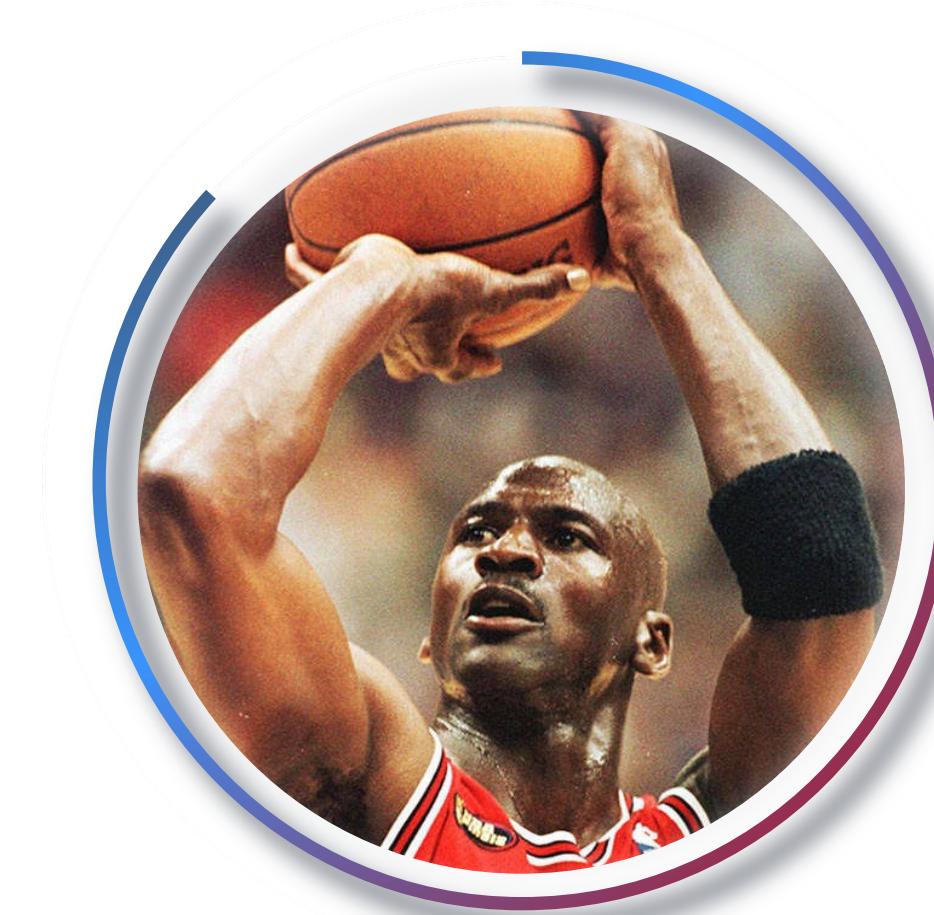
Points per Shot

90th Percentile

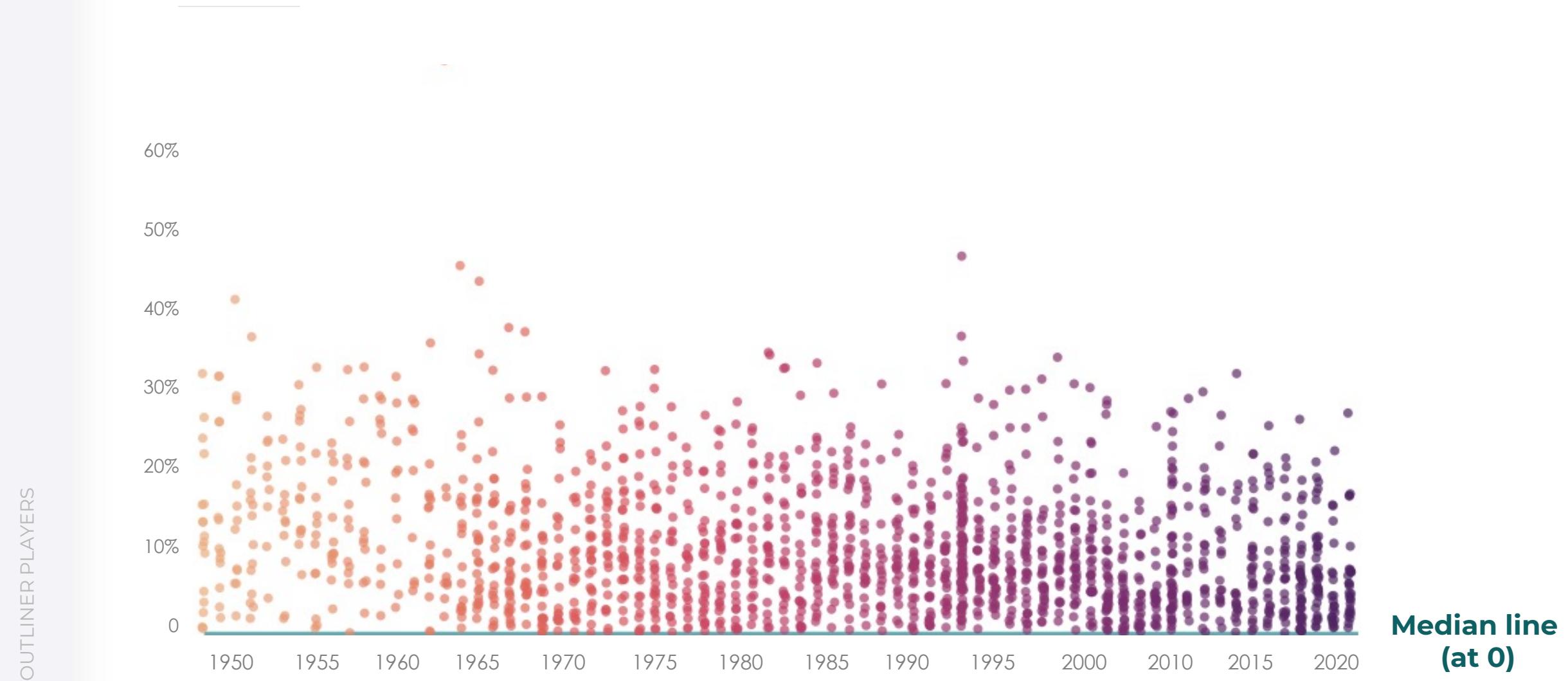
Player % of Team Points

75th Percentile

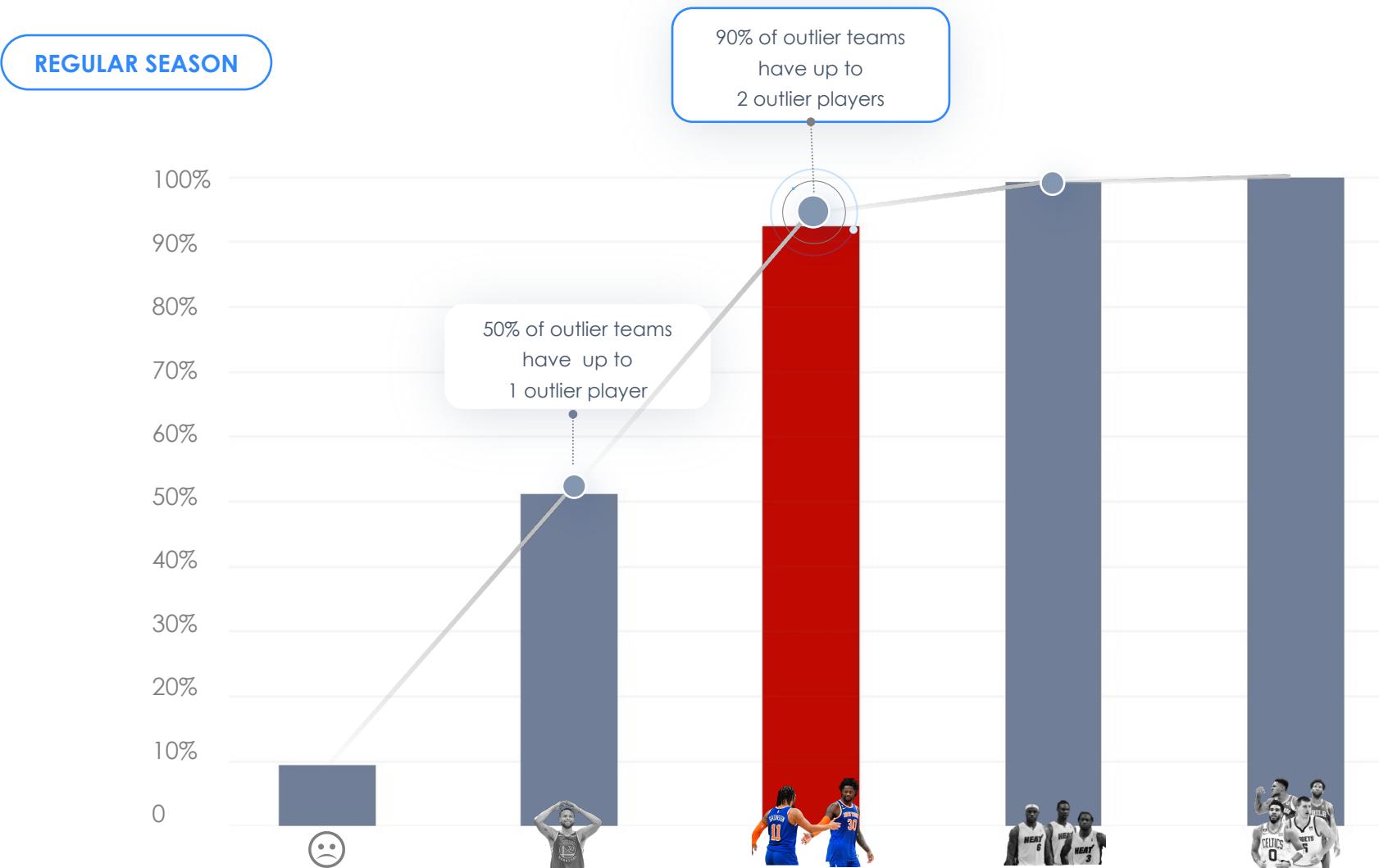
Field Goal Attempts



OUTLIER PLAYERS: Players' PPS relative to median PPS of that year



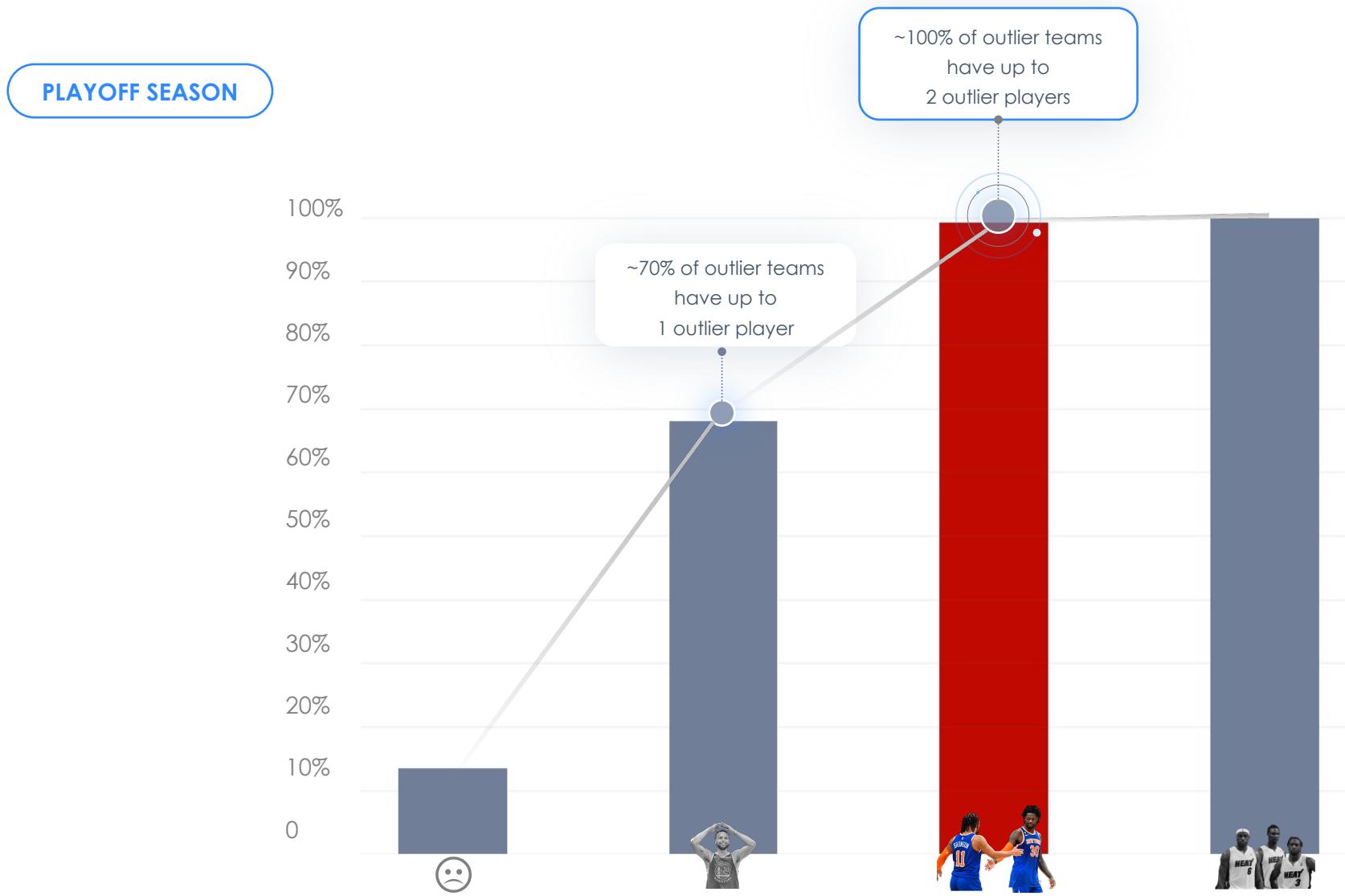
CDF: No. of outlier players of outlier team



Outlier team

75% percentile of PPS within that year

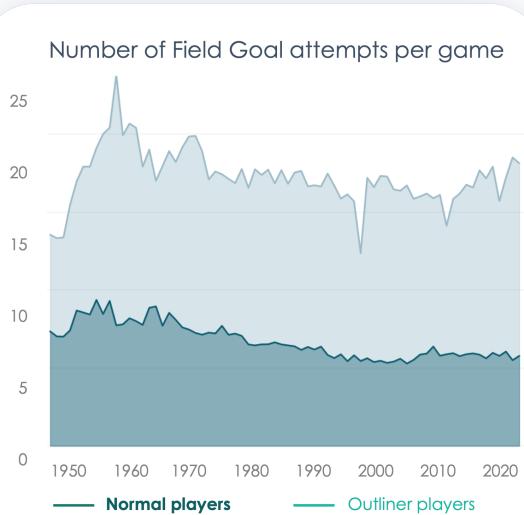
CDF: No. of outlier players of outlier team



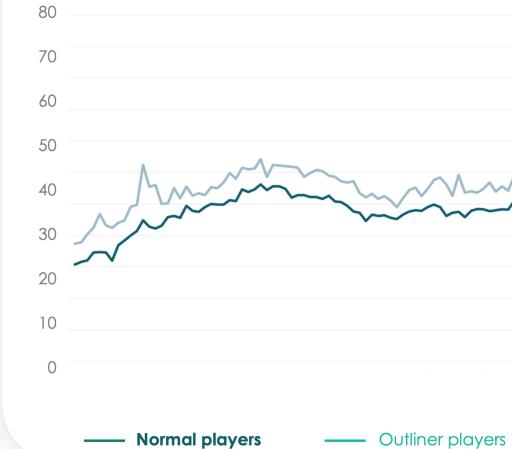
REGULAR season: #attempts and %successful

FIELD GOAL

- Outlier players have 2x the number of FIELD Goal attempts
- Field Goal % of success across normal and outlier players is similar at 35-40%

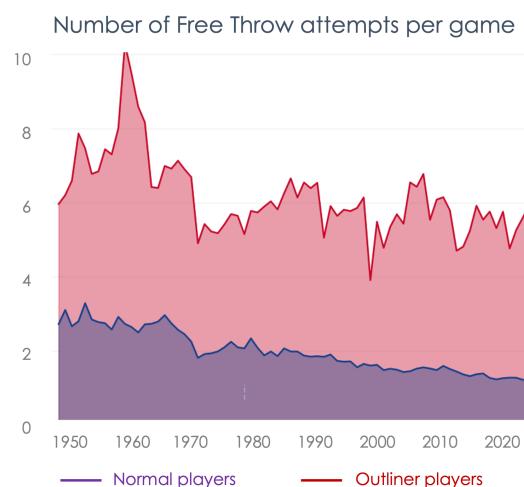


%successful of Field Goal attempts

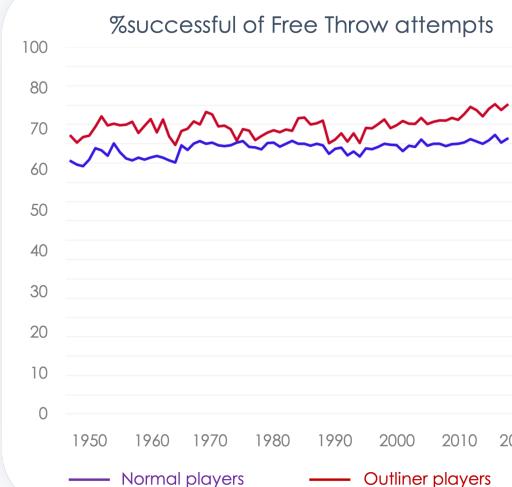


FREE THROW

- Outlier players have **3x** number of FREE Throw attempts
- FREE Throw attempts have **-0.72 correlation** with players' rank (Good)
- Free throw % of success across normal and outlier players is similar at **~70%**

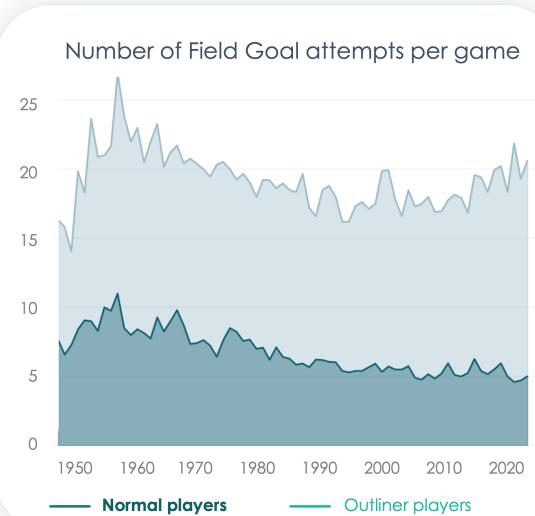


%successful of Free Throw attempts

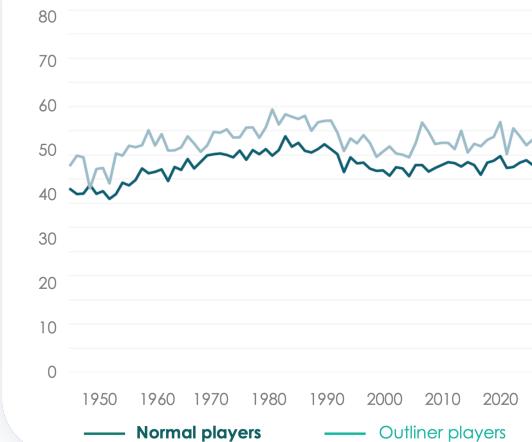


PLAYOFF season: #attempts and %successful

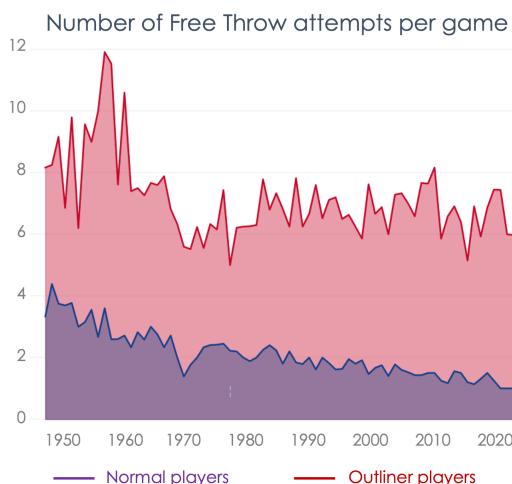
FIELD GOAL



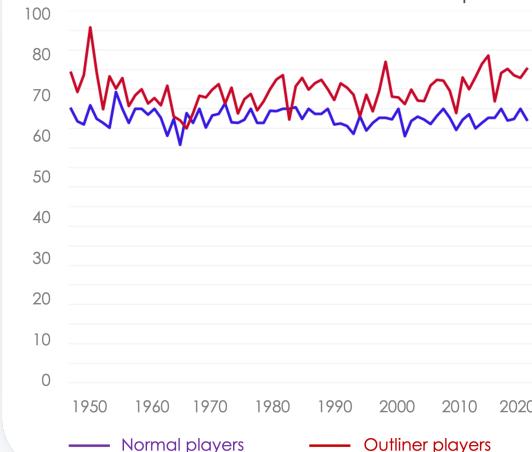
%successful of Field Goal attempts



FREE THROW



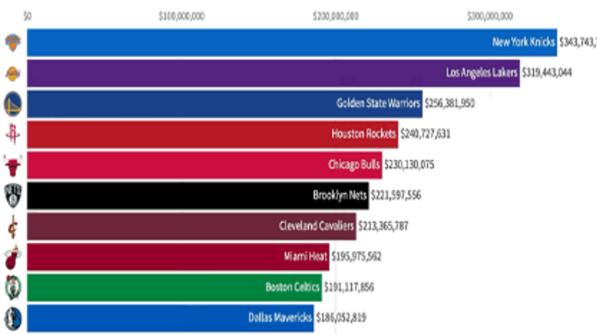
%successful of Free Throw attempts



SUMMARY

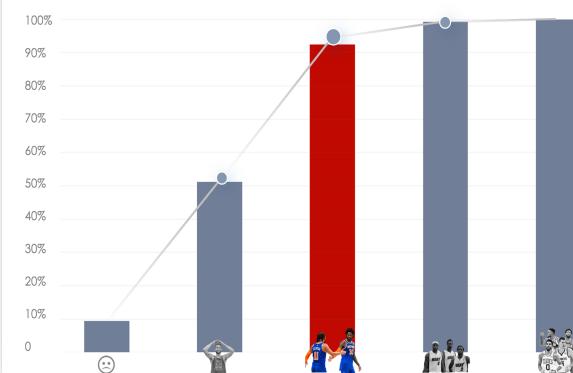


TOP TEAMS by Revenue



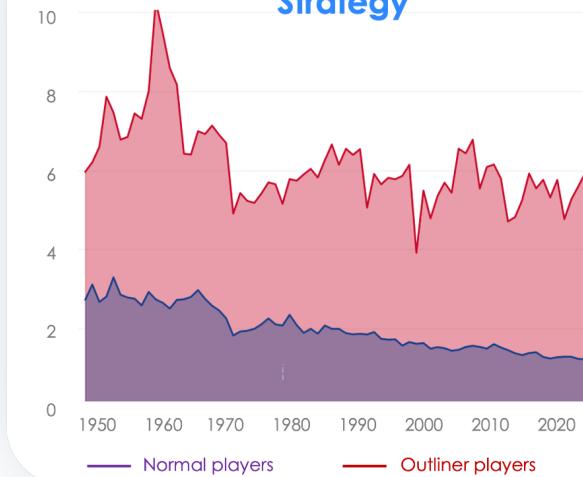
Top teams generate more revenue
and win >50% of their games

CDF: No. of outlier players of outlier team



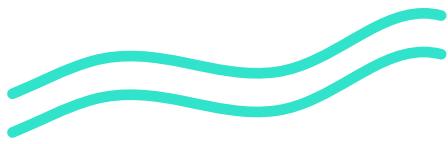
Outlier teams commonly have 2 outlier players.
Then we should go for 2 top players

"Free Throw Attempt" Strategy



Develop strategy to maximize
number of Free Throw Attempts





THANK YOU!

