

# Assignment 3: Storyboard Utah Basketball

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# Who, What, How

Who is the audience?

- Utah Utes Basketball recruiters and coaches

What do you need them to know/do?

- Focus their player recruiting in the biggest areas of need

How will you get them to know/do?

- Show the audience where Utah is lacking personal-wise and how they lag other teams in their conference. This will be done through use of visual statistics on performance.

# The Big Idea and the 3-Minute Story

## The Big Idea

- Utah underperformed in 2021 and needs to upgrade its' roster to address inefficiencies and perform better

## 3 Minute Story

- The 2021-2022 basketball team struggled to win games in their conference and in general during the season. The coaches were new, and the players were a patch work of old and new put together relatively quick to try and compete. As the season progressed, it was clear the team had deficiencies in important areas. Rebounding was an issue leading to opponents having multiple shot attempts in a single possession. Outside of a single player, Utah lacked consistency on offense. This result of the season was a second-to-last finish within the conference. The recommendation is to find players that will help the team address their biggest deficiencies and perform better.

# Storyboard Image

## The Beginning:

1. University of Utah basketball has traditionally been a respected brand in college basketball. They are currently competing in the Pac-12 conference.
2. Coaches and recruiters are responsible for bringing in talented players that fit their scheme and help them win.
3. In the 2021-2022 season the team struggled to win games in conference and were not close to making the NCAA tournament. There was a talent gap between them and other teams in the conference and they were outperformed by most teams in important metrics such as rebounds or FG%.
4. Utah needs to identify what metrics they are lacking and make plans on who to recruit.
5. Make suggestions on the type of players to recruit. Players that will help them perform better in key metrics.

## The Middle:

- Utah had a abysmal 11-20 overall record and a 4-16 conference record last season, and need a rebuild.
- Of the top 50 conference rebounders last season, Utah only had 3 of them. Only one of which was a front court player. Compared to a top performing school like Arizona, who had 5.
- As a team Utah ranked 7th in Rebounds per game and 9th in REB allowed compared to the 12 teams in the Pac-12.
- The team placed 11th out of 12 in the standings. This will likely continue with the current talent level unless some upgrades are made.
- Utah also struggles with shooting and needs to upgrade there. Ranking 9th in overall FG%.
- Top teams have shooters that have high FG% they also have more "big men" that are tall, long and strong.
- Utah has 4 roster spots open to address their needs.

## The End:

Utah should recruit at least 2 athletes from high school and the transfer portal with good size and rebounding ability. They should focus their final 2 roster openings on players that can score efficiently.

# Data Story: The Beginning

Numbered points in this section coincide with the numbered story elements on page 172 of Cole Knafllic's book "Story Telling with Data".

## The Beginning

1. University of Utah basketball has traditionally been a respected brand in college basketball. They are currently competing in the Pac-12 conference.
2. Coaches and recruiters are responsible for bringing in talented players that fit their scheme and help them win.
3. In the 2021-2022 season the team struggled to win games in conference and were not close to making the NCAA tournament. There was a talent gap between them and other teams in the conference and they were outperformed by most teams in important metrics such as rebounds or FG%.
4. Utah needs to identify what metrics they are lacking and make plans on who to recruit.
5. I will make suggestions on the type of players to recruit. Players that will help them perform better in key metrics.

# Data Story: The Middle

## The Middle

- Utah had an abysmal 11-20 overall record and a 4-16 conference record last season and need a rebuild.
- Of the top 50 conference rebounders last season, Utah only had 3 of them. Only one of which was a front court player. A top performing school like Arizona, had five
- As a team, Utah ranked 7th in Rebounds per game and 9th in REB allowed compared to the 12 teams in the Pac-12
- The team placed 11th out of 12 in the standings. This will likely continue with the current talent level unless some upgrades are made
- Utah also struggles with shooting and needs to upgrade there. Ranking 9th in overall FG%
- Top teams have shooters that have high FG% they also have more "big men" that are tall, long and strong
- Utah has 4 roster spots open to address their needs



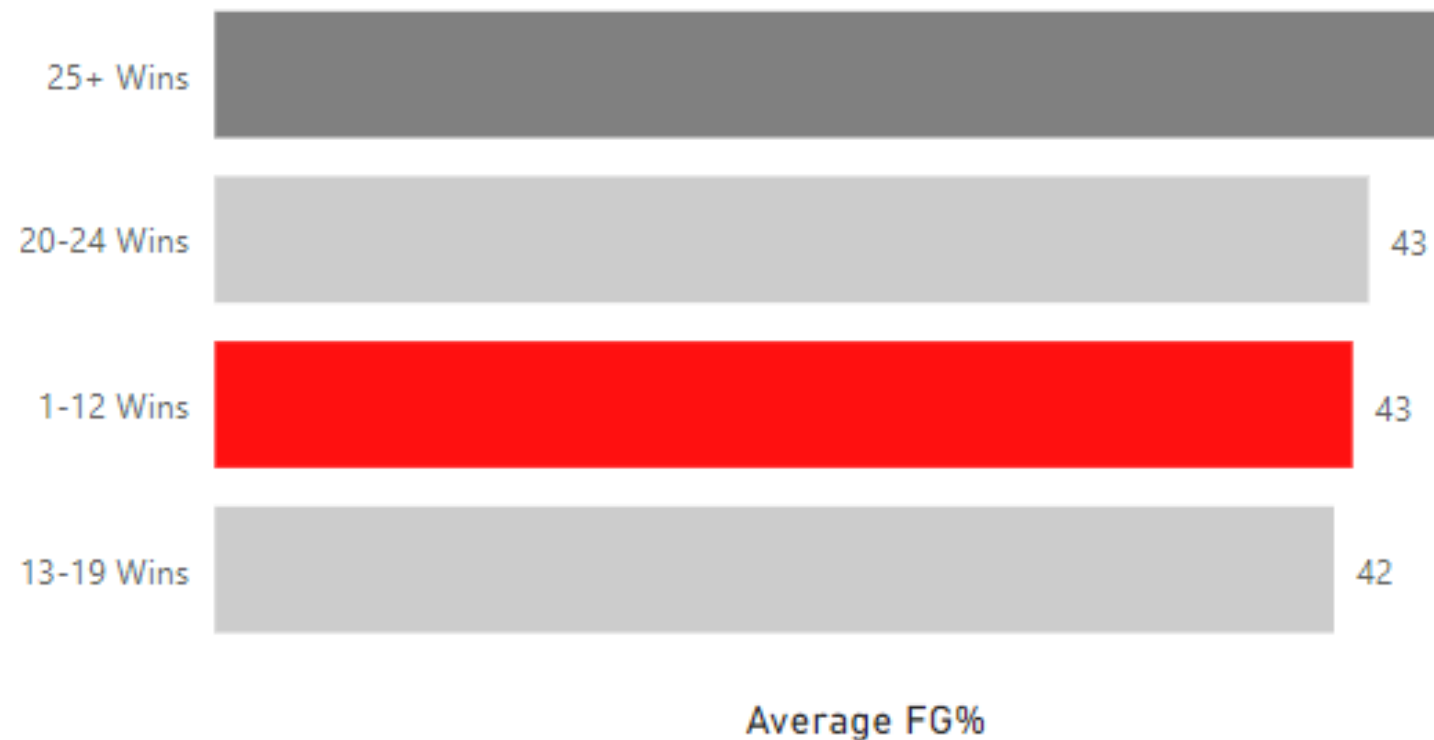
# Data Story: The End

## The End

- Utah has a total of 4 open roster spots this offseason. They should use it to address their needs
- Utah should recruit at least 2 athletes from high school or the transfer portal with good size and rebounding ability. They should focus their final 2 roster openings on players that can score efficiently
  - When looking for efficient scorers, the team should focus on the guard and wing positions. Their frontcourt already contains efficient scoring

# Visual: FG% Impact on Wins

Pac-12 Wins and Average FG%



The top 3 performing teams in the conference had a 4% better field goal percentage than the lowest performing teams, 1-12 wins, of which Utah is included.

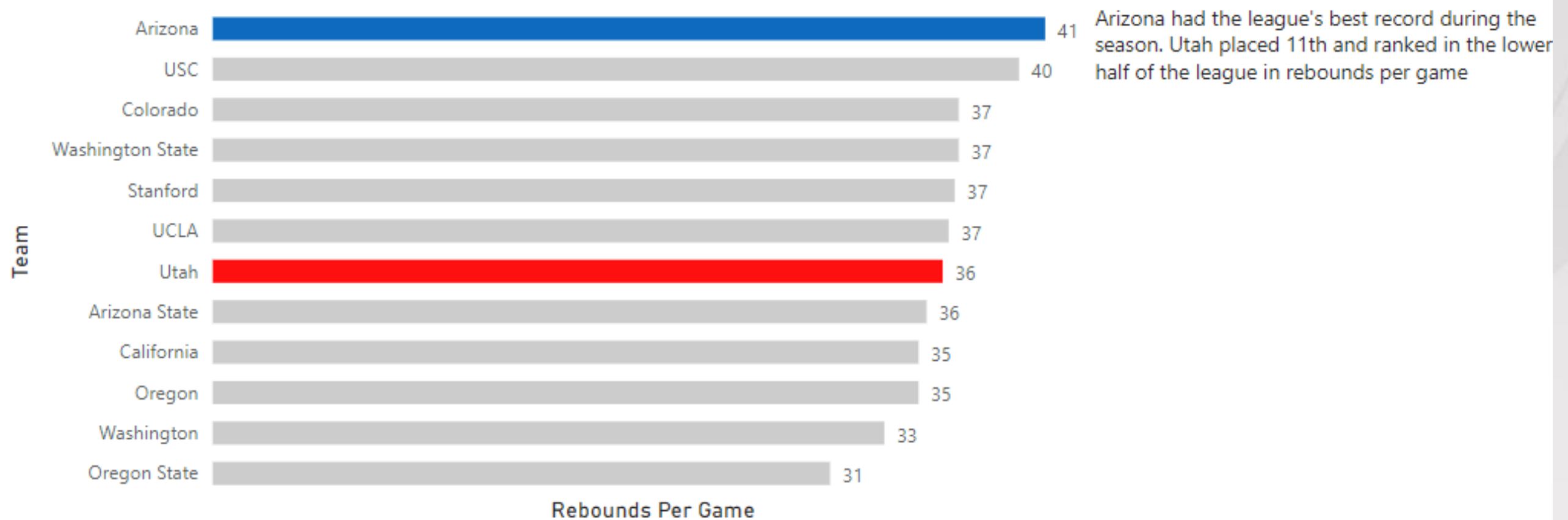




THE UNIVERSITY OF UTAH

# Visual: Rebounding by Team

Rebounds Per Game by Team



# Overall Assessment

Scoring Item/Category	Score*	Additional rationalization/evaluation comments
Step 1: Who, What, How	NA	NA (this is a category)
It is obvious who the intended audience is	2	
What the audience needs to know and/or do is clear	2	
The approach taken in the story for the audience to know and/or do is effective	2	
Step 2: The Big Idea and 3-minute Story	NA	NA (this is a category)
The Big Idea is very concise and effective	2	
(optional) There aren't any unneeded words in the 3-minute story	1	I may need to be more concise here
Step 3: Storyboard	NA	NA (this is a category)
There is a clear beginning	2	I followed a structure to get clear beginning elements
There is a clear middle	2	
There is a clear end	2	There is a clear end, but I may be too concise. Context added
The narrative is only added as needed	2	There may be too much overlap. This was remedied
There are no gaps which could be bridged with a narrative	2	Additional details were added to provide clarity
Step 4: Create Data Visualization for Each Frame	NA	NA (this is a category)
All data visualizations are independently effective	2	Visuals were updated to provide further clarity
Step 5: Assess Story Clarity	NA	NA (this is a category)
Horizontal logic assessment score	2	Made several changes based on the assesment
Vertical logic assessment score	2	
(optional) External reviewer score		
Score (average)	1.92	