Stakeholder Interviews

* Resource: <https://guides.18f.gov/methods/discover/stakeholder-and-user-interviews/>
* Questions (7-10):

1. What are the primary business goals you hope to achieve through analyzing this dataset?
2. Can you describe the key user groups or customer segments this data represents? What do you know about their needs and behaviors?
3. What specific metrics or KPIs are most important for measuring success related to this dataset?
4. Are there any known data quality issues or limitations with this dataset that we should be aware of?
5. Have any previous analyses or visualizations been created using this data? If so, what were the key findings and how were they utilized?
6. Are there any industry benchmarks or competitor data we should consider when analyzing these metrics?
7. What timeframe should we focus on for our analysis? Are there any seasonal trends or external factors that may impact the data?
8. Who are the key stakeholders that will be using the insights from this analysis? What are their roles and information needs?
9. Are there any technical constraints or system limitations we should be aware of when working with this dataset?
10. What types of visualizations or reporting formats have been most effective for communicating insights to leadership in the past?

EDA Using SQL

* Resource: <https://www.linkedin.com/pulse/exploratory-data-analysis-eda-sql-adesua-ayomitan-donatus/>
* Notebook Links:

1. <https://www.kaggle.com/code/rashikadabas/nba-rashika>
2. <https://deepnote.com/workspace/rashika-526b322b-51aa-44ac-b44f-091e4f1f539f/project/Rashika-Dabass-Untitled-project-b52aef0d-fa8d-4af6-9e8c-874edb7f299a/notebook/nba-rashika-48355aef97e14c0088db24fd2a87c723>

Decide & Plan

* Resources:

1. <https://skills.yourlearning.ibm.com/activity/ILB-MKRZNDRZRGNJ2MXV?channelId=CNL_LCB_1567178224443>
2. <https://www.quanthub.com/the-importance-of-planning-data-analysis-in-your-study-corporate/>

* Project Plan Outline:

1. Steps:

* Access and Understand the Data:
* Connect to the database containing NBA data and access tables. (2 Methods: SQL Magic or Connection Object)
* Examine the data structure and identify key tables and fields.
* Perform SQL Analysis:
* Write SQL queries to extract relevant data for analysis.
* Analyze relevant metrics to determine team, player or game outcomes.
* Identify trends, patterns, and anomalies in the data that could impact the outcomes of games.
* Generate Insights:
* Summarize findings in a report.
* Identify factors contributing to player/team/game success.
* Develop Recommendations:
* Based on analysis, formulate actionable recommendations to improve player/team/game.
* Consider strategies such as marketing initiatives, rule or official changes, or other related changes.

1. Tools:

* Python
* SQL
* Kaggle
* SQLiteStudio
* Deepnote
* Perplexity.ai
* Gamma

1. Deliverables:

* Portfolio with relevant documentation and files
* Presentations with recommendations

1. Timelines for each phase

* Access and Understand the Data: 29 July 2024 to 5 Aug 2024
* Perform SQL Analysis: 6 Aug 2024 to 11 August 2024
* Generate Insights: 12 August 2024 to 14 August 2024
* Develop Recommendations: 15 August 2024 to 16 August 2024

Final Presentation

* Resource: <https://www.linkedin.com/advice/0/what-best-ways-present-data-insights-recommendations#:~:text=Data%20insights%20and%20recommendations%20are%20more%20persuasive%20and%20memorable%20when,and%20inspire%20action%20and%20change>.
* Presentation Link: <https://gamma.app/docs/Clicked-SQL-Sprint-gabc74zfko4fp0h>