

Public Sentiment Toward the NFL

Can it predict weekly Fantasy Football outcomes?

- Ryan Timbrook
- Diego Vales
- David Madsen

Data Science to help you win...

PYTHON R

Using Data Science to Help Win Fantasy Football Games



BY GORDON YUN
NOVEMBER 6, 2018

COMMENTS 8



Social media and the rise of fantasy sports



How Top Fantasy Draft Companies Use Social Media

Fantasy draft sites emerged with the rise in fantasy sports popularity—particularly, the popularity of fantasy on social media.

Fantasy Insights with Watson

Use AI to make better decisions in Fantasy Football

How it works

ESPN Fantasy Insights draws upon the latest in machine learning techniques to turn unstructured data into valuable insights. Nearly 10 million players rely on the combined resources of Watson Discovery and Watson OpenScale running on the IBM Cloud to give them a competitive edge.

+100 MILLION
DOCUMENTS



1,900+
PLAYERS



32 TEAMS



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10 Tips & Tricks to Win Your Fantasy Football League in 2019

BY THE FANTASY FOOTBALLERS // AUGUST 16, 2019

Media Headlines



FAN FAVORITE

You might not have heard of Fanatics yet—but it's taking over sports apparel one league at a time

Quartz

FANTASY FIGURES

How the \$7 billion US fantasy football industry makes its money in 2017

The bizarre, multibillion-dollar industry of American fantasy sports

December 13, 2014 • Quartz



CHOOSE WISELY

Fantasy football now matters more than official NFL teams

Quartz



There's finally a great use for IBM's Watson: making fantasy football picks

Quartz



REAL MONEY

The two charts that explain why Yahoo is pushing deeper into fantasy sports

Quartz



Why investors are pouring millions into fantasy sports

Quartz

Fantasy Football Industry

Fantasy Football is an \$18.6 BILLION Market.



Fantasy Football is back in full swing — and business has never been bigger.

Average Time Spent
Consuming Sports



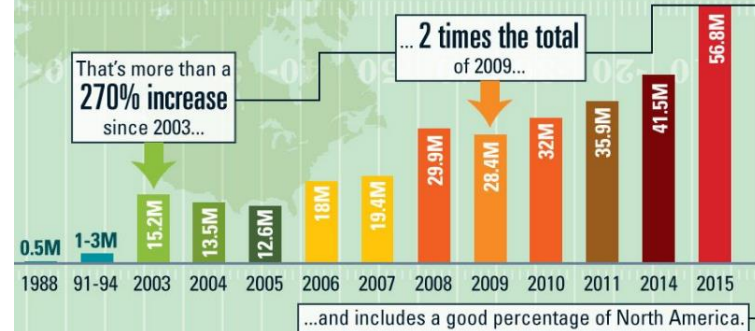
18 hours per week

Average Time Spent
Consuming Fantasy Sports



9 hours per week

Number of Fantasy Sports Players in US and Canada:

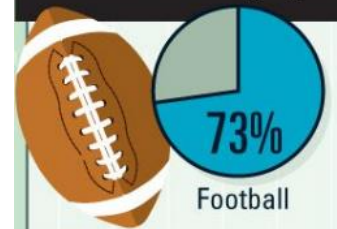


That's
\$6 billion more



than the current
estimated NFL
revenue...

Favorite Fantasy Sport



Of the 56.8 million
players, more than
40 million play
fantasy football.

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sportsmanagementdegreehub.com

Fantasy Football Industry

Q: How did fantasy go from weekender hobby to big-time business?

A: 2 words – DAILY FANTASY

In 2006, Congress passed the Unlawful Internet Gambling Enforcement Act (UIEGA), which banned online poker – deemed a game of chance – but left room for fantasy sports wagers – deemed a game of skill.



and

FanDuel



the two largest daily fantasy services – will each pay out more than **\$2 billion** in winnings this year. That's a big chunk of change.



But with entry fees - from \$2 to more than \$5,000 - generating **\$2.6 billion** this year, bearish projections continue.

Notable Fantasy Football Brands



DraftKings Promo Code and Review – Get 3 Free Months of RotoGrinders Premium for DraftKings



Question and Problem to Solve

Business Driver

- NFL revenue grew an estimated \$900 million to \$14 billion in 2017, in 2018 it generated about \$15 billion.
- Fantasy football and the spread of legalized sports betting across the U.S. promises to lock in fans and keep them focused on the game.
- As a Fantasy football player, how can Data Science help me make the most intelligence selections when deciding my weekly roster? “How do I win more?”

Problem to Solve

- Identify if real-time public popular opinion on NFL teams, players, and coaches is a predictor of their weekly fantasy football stats.

About the Data:

- Text data will be mined from three primary sources

- 1) Fantasy football websites like Yahoo Sports: <https://sports.yahoo.com/fantasy/>
- 2) Twitter Social Media API streams
- 3) Facebook Social Media API streams

Questions?

DATA SCIENCE AT THE iSCHOOL AT SYRACUSE UNIVERSITY

ARCHITECTURE

ACQUISITION

ANALYTICS

ARCHIVE

Get the full lifecycle view.

iSCHOOL.SYR.EDU/BIGDATA