

# Final Presentation

1. URL to my final data story: <https://public.tableau.com/app/profile/siz.wiz/viz/shared/PYM6DDKSQ>

2.

1. Because audiences want a clear and thorough understanding of the data and all the features that could affect a player's performance, I chose to create a data story to present the entire story to the audience, with several charts and dashboards to better showcase my insights.

2. Because audiences are five people looking at a large screen, I used some color contrasts as pre-noticed attributes and I have also added the rank of each KPI as labels to charts to provide a clearer and more direct presentation to the audience.

3. Because there are five people in the audience, they may have different focuses, and in order to meet their needs accordingly, I added some filters and highlighting actions as interactive components in the charts and dashboards, so different audiences' questions can be answered based on different data ranges.

3. My original proposal is attached below. I thought some outliers might be useful and might also contain some key and real insights, so I did not remove these outliers, but it turned out that some outliers would obviously reduce the efficiency of the chart, so I used some filters to filter them out. I learned that there are always many aspects to analyze in the data, but the final presentation should be clear and simple, so we need to explore the data thoroughly and select key features to get useful insights.

1. **Executive Summary.** I am very interested in the topic of how to find and identify the right basketball players for a specific NBA team. It is always challenging to find the right players for the team, because different teams always have their own individual needs for players, in addition to that, the trend of the NBA is constantly changing, some years are more encouraged to defend, some years are more important to attack. We have to evaluate the player's future performance in the team based on his current characters like age and height.
2. **Why.** This business case is about how the NBA Celtics player manager can use data to make better player trades. A possible result might be some graphs showing the important characteristics of players that perform well in the Celtics team.
3. **Who.** The persona file is on the next page.
4. **What.** The dataset is from: <https://www.kaggle.com/datasets/justinas/nba-players-data>  
This dataset includes basketball players from 2000 to 2023, including their basic physical characteristics (such as height and weight), nationality, draft information, and their performance in the NBA. From this dataset, we can try to visualize and get some insights into which characteristics are important for players to succeed in the NBA and which players are best suited for specific team, because different teams need different types of players, like some teams lack good offensive players or good assist guards.
5. **How.** Because this business is quite complicated and there are more than 10 player features that might be important for a player's future performance in a specific team, so I plan to create several bar charts, line charts and dashboards to form a story to show all the insights I found in the dataset.
6. **Challenges.** The dataset has more than 20 columns, so we need to thoroughly check the integrity of all columns and remove outliers. In addition, we also need to visualize these columns to determine the impact of different features on different aspects of performance.

## Persona: Lee (NBA Celtics Player Manager)

*I am interested in any idea of free player internationally trade strategy.*

**Role:** NBA Celtics Player Manager

**Age:** 46 **Gender:** Male **Education:** Bachelor



### Goals:

- Wants fast clear and credible updates
- Wants to find proper basketball player for the Celtics team
- Wishes to find out what will be key features that ensure a player performs good in the NBA

### Challenges and Needs:

Lee has been the NBA player manager for several years, he is always trying to find proper players for his team, which means not only the player himself should be talented, but also should perform well, fit the team best and help the entire team perform better. There are many key characters of a player like height and age, he wants to find out what kind of players have higher possibilities to perform good in the future NBA games in his team.

### Context:

Monthly board meeting. There are 5 people in the audience looking at a big screen across a small room and also have a printed summary (handouts).

Lee is a aggressive, highly connected board member. He wants to do the best player trades that helps the team most. He wants to reduce the risk of selecting a improper player that might hurt the team's chemistry and performance.