



# W209 Final Project Presentation

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Football Fantasy League Helper

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# Tasks

- Select players to start each week.
  - Easily search, filter and compare players.
  - Aggregate analyst's projected points and rankings.
  - Ascertain player risk.
- Evaluate player value across positions.
  - Calculate value over replacement
  - Assess trends and variation within positions.

STARTERS				WK 15	
SLOT	PLAYER, TEAM POS	DEPTH	ACTION	OPP	STATUS ET
QB	<a href="#">Alex Smith</a> , KC QB	QB1	MOVE	LAC	Sat 8:25
RB	<a href="#">Leonard Fournette</a> , Jax RB	RB1	MOVE	Hou	Sun 1:00
RB	<a href="#">Alvin Kamara</a> , NO RB	RB2	MOVE	NYJ	Sun 1:00
WR	<a href="#">DeAndre Hopkins</a> , Hou WR	WR1	MOVE	@Jax	Sun 1:00
WR	<a href="#">Tyreek Hill</a> , KC WR	WR1	MOVE	LAC	Sat 8:25
TE	<a href="#">Evan Engram</a> , NYG TE	TE1	MOVE	Phi	Sun 1:00
FLEX	<a href="#">Kenyan Drake</a> , Mia RB	RB1	MOVE	@Buf	Sun 1:00
D/ST	Cowboys D/ST D/ST	--	MOVE	@Oak	Sun 8:30
K	<a href="#">Stephen Gostkowski</a> , NE K	K1	MOVE	@Pit	Sun 4:25
TOTAL					
BENCH				WK 15	
SLOT	PLAYER, TEAM POS	DEPTH	ACTION	OPP	STATUS ET
Bench	<a href="#">Devonta Freeman</a> , Atl RB	RB1	MOVE	@TB	Mon 8:30
Bench	<a href="#">Jordan Howard</a> , Chi RB	RB1	MOVE	@Det	Sat 4:30
Bench	<a href="#">Ezekiel Elliott</a> , Dal RB	RB1	MOVE	@Oak	Sun 8:30
Bench	<a href="#">Stefon Diggs</a> , Min WR	WR1	MOVE	Cin	Sun 1:00
Bench	<a href="#">Adam Thielen</a> , Min WR	WR2	MOVE	Cin	Sun 1:00
Bench	<a href="#">Alex Collins</a> , Bal RB	RB1	MOVE	@Cle	Sun 1:00
Bench	<a href="#">Devin Funchess</a> , Car WR	WR1	MOVE	GB	Sun 1:00

# Data

- Scrape the aggregate of analyst opinion
  - Updates weekly to reflect matches

	Player	Position	Team	Projected Points	Highest Expert Rank	Lowest Expert Rank	Expert Consensus Rank	Expert Rank Standard Deviation	Points Rank
0	Tom Brady	Quarterback	NE	20.7	1	4	1.1	0.4	1
1	Alex Smith	Quarterback	KC	19.3	2	19	4	2.8	2
2	Carson Wentz	Quarterback	PHI	18.1	2	8	3.4	1.3	3
3	Drew Brees	Quarterback	NO	17.7	2	15	6.5	3	4
4	Philip Rivers	Quarterback	LAC	17.7	1	11	3.4	1.7	4
5	Russell Wilson	Quarterback	SEA	17.6	2	16	6.9	2.6	6
6	Matthew Stafford	Quarterback	DET	17.4	3	17	8.8	3	7
7	Derek Carr	Quarterback	OAK	17.1	6	24	14.9	2.8	8
8	Jameis Winston	Quarterback	TB	17	3	22	11.3	3	9
9	Cam Newton	Quarterback	CAR	16.8	7	22	12.1	2.9	10
10	Matt Ryan	Quarterback	ATL	16.7	3	22	9.7	3.9	11

# Users

- Any participant of Fantasy Football
- New Users
  - Simplifying Football data in comprehensible, familiar terms
  - Overcome disadvantages due to inexperience --bridge the gap.
- Veteran users
  - Interested in exploring the Fantasy Football data through a different view
  - Assist in substantiating educated decisions

# Usability Testing

[https://public.tableau.com/profile/michelle.liu7866#!/vizhome/W209\\_FinalProject\\_v3/Dashboard1?publish=yes](https://public.tableau.com/profile/michelle.liu7866#!/vizhome/W209_FinalProject_v3/Dashboard1?publish=yes)

## Position, Measure Names

K, Points QB, Points RB, Points TE, Points WR, Points  
K, Range of Poi... QB, Range of P... RB, Range of P... TE, Range of Po... WR, Range of P...

## Position

☐ (All)  
☐ DST  
☒ K  
☒ QB  
☒ RB  
☒ TE  
☒ WR

## Team

☒ (All)  
☒ ARI  
☒ ATL  
☒ BAL  
☒ BUF  
☒ CAR

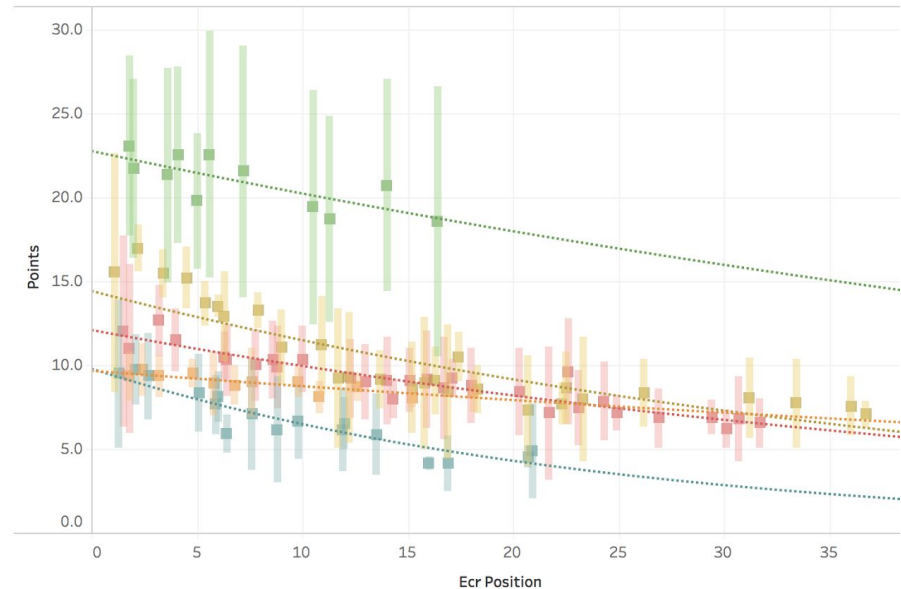
## Player Name

☒ (All)  
☒ 49ers  
☒ A. Abdullah  
☒ A. Andrews  
☒ A. Armah  
☒ A. Benn  
☒ A. Blue  
☒ A. Boldin  
☒ A. Brown  
☒ A. Burbridge  
☒ A. Caldwell

## Player Stats

Position	Position Rank	Points	Player Name	Team	
QB	10	8.4	A. Vinatieri	IND	Abc
	11	8.1	C. Boswell	PIT	Abc
	12	8.1	N. Rose	WAS	Abc
	1	23.1	T. Brady	NE	Abc
	2	22.6	R. Wilson	SEA	Abc
	3	22.5	D. Prescott	DAL	Abc
	4	21.7	C. Wentz	PHI	Abc
	5	21.6	C. Newton	CAR	Abc
	6	21.3	D. Brees	NO	Abc
	7	20.7	A. Smith	KC	Abc
	8	19.8	K. Cousins	WAS	Abc
	9	19.4	M. Ryan	ATL	Abc
RB	10	18.7	J. Winston	TB	Abc
	11	18.6	M. Stafford	DET	Abc
	12	16.7	A. Rodgers	GB	Abc
	1	17.0	E. Elliott	DAL	Abc
	2	15.5	L. Bell	PIT	Abc
	3	15.5	L. McCoy	BUF	Abc
	4	15.2	K. Hunt	KC	Abc
	5	13.7	M. Gordon	LAC	Abc
	6	13.5	D. Freeman	ATL	Abc
	7	13.2	J. Howard	CHI	Abc
	8	12.9	M. Ingram	NO	Abc

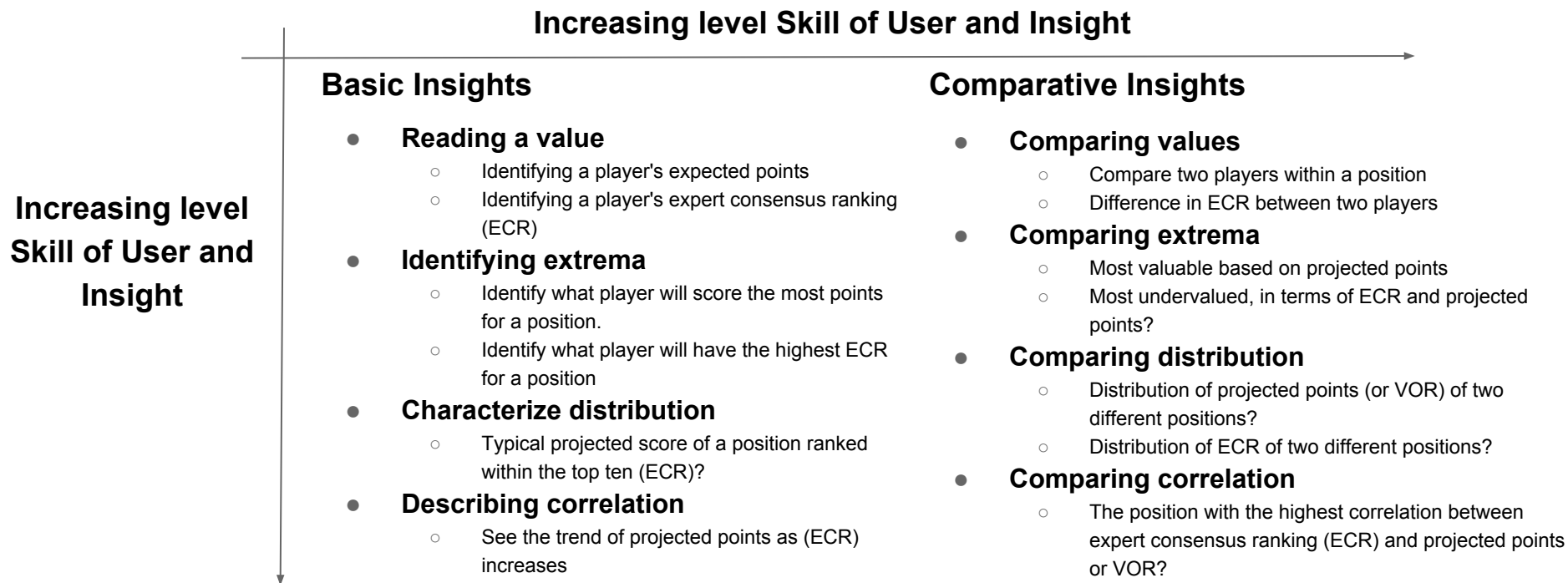
## Points vs Position Rank



# Iterations from user feedback

- Cosmetic:
  - Changed how the players' names are displayed
  - Elaborated on the labels in figures
  - Removed extra column in table
- Functional:
  - Synced up the filters
  - Included an introduction and also instructions on how to use the visualization
  - Reduced the amount of noise displayed

# Insights + Use Cases



# Best solution?

- Split our visualization into two dashboards
  - Focus on who to start
  - Understand the data as is
  - Add an unique some insight on player value that is recalculated as the field of players is adjusted



# Viz Techniques Used

- Color/Contrast & Opacity
- Highlighting
- Filters
- Barcharts
- Trendlines

# Demo

- <http://people.ischool.berkeley.edu/~david.jablonski/>

# Questions?

Please email any questions and feedback about our project to:

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