Data Analytics Proposal for the NBA

# Problem:

- Who? Houston Rockets.

- What? Historically remained in mediocrity and frequently utilized long two-point shots.

- Why? Statistical analyses showed these shots didn't offer optimal returns.

# Solution:

Adopt a data-driven approach:

1. Data-Driven Focus: Adopt a comprehensive data-centric approach to critically analyze and enhance every aspect of the game.

2. Innovative Technologies: Embrace advanced tracking and analysis solutions, such as the pioneering video tracking system and offerings by Second Spectrum.

3. Detailed Analysis: Utilize technologies that can track and record 3D spatial data of every player and ball movement. Use machine learning to transform this data into interactive visualizations.

4. Strategic Focus: Concentrate on pivotal data related to player movement and shot-making probabilities.

5. Player Recruitment: Rely on qualitative data analyses for recruiting, ensuring players are more agile and suited to the game's dynamics.

# Anticipated Outcome:

With the implementation of data-driven strategies, the Rockets are expected to improve their on-court performance. In the 2017-18 season, using data-driven strategies, they achieved a record performance, making more three-pointers than any other NBA team in history. This also translated into more victories compared to their competitors. The future looks even brighter, with data analytics set to redefine basketball, providing coaches with real-time insights and the potential to influence game outcomes.

# Recommendations:

1. Sustained Investment: Continue investing in data analysis technologies to maintain a competitive edge.

2. Broaden Data Utilization: Expand the use of data analytics beyond just gameplay to areas like player recruitment and game strategy formulation.

3. Future-Ready Focus: Prepare for an era where real-time data becomes a crucial courtside tool, assisting coaches in making instant game-changing decisions.