Build a DRIP Modeling Dashboard

Part I : Data Gathering ~ 6 August 2025

Requirement: Create a Fantasy Football Dashboard using **player-centric data** that is **league-agnostic**. This dashboard should use only free (but reputable) data sources. The dashboard should provide a means to determine whether to start, bench or trade players based on performance data.

Table	Description
NFL Teams	Complete master list of all NFL teams with pertinent metadata.
NFL Season Schedule	Complete schedule of the current season.
NFL Competitions	Games of the current season with locations.
NFL Competitors	Team match-ups with scores and other metadata.
NFL Leaders	High-performing players to watch.
NFL Player Stats	Historical player data.
Parameters	What-If Parameters for league scoring:

Visualizations:

- 🎯 ***"Weekly Start/Sit Recommendations"***
- 📈 ***"Player Trend Analysis"***
- 🧠 ***"Matchup Insights: Player vs. Opponent"***
- 🚑 ***"Injury Impact Tracker"***
- 🔄 ***"Trade & Waiver Suggestion"***
- 🧮 ***"What-If Scenarios"***

Bonus Features:

- Dynamic filters for week, position, team
- Bookmarks or tabs for different views (Roster, Waivers, Matchups)
- Tooltips with extra stats on hover
- Alerts or flags for injuries, bye weeks, or tough matchups

Let's Get Started!!

Pre-Requisites:

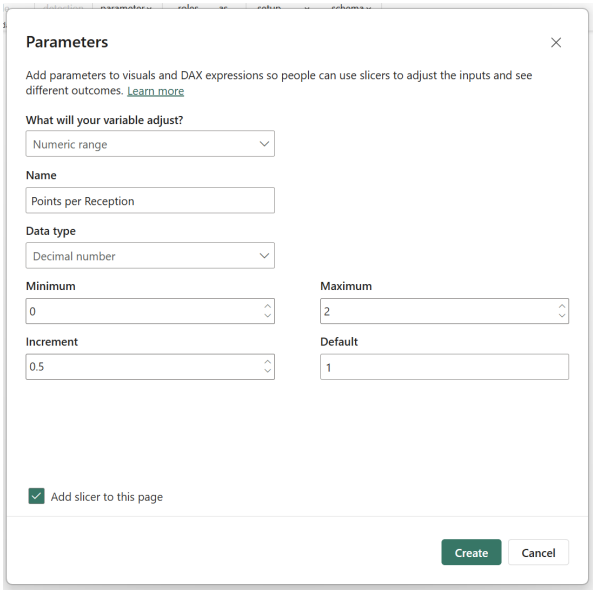
- Download Power BI Desktop (totally free).
- Get API key from API Sports (free subscription).

Data Sources:

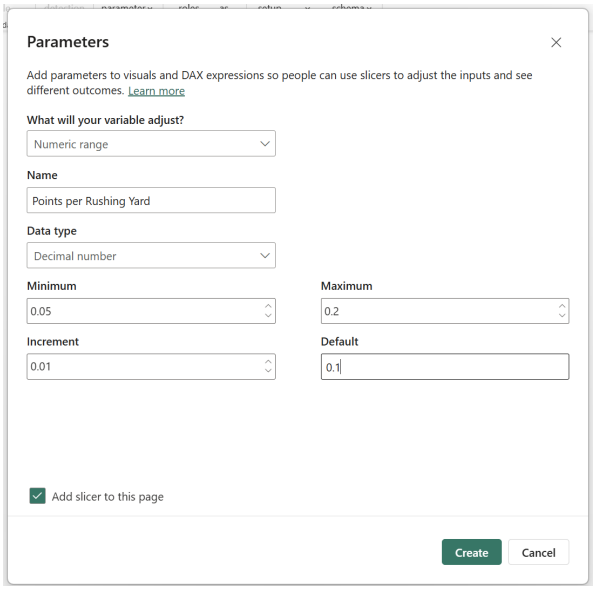
What-If Parameters:

In **Report View**, go to Modeling tab, New Parameter > **Numeric Range** and create the following 'What-If' parameters for different league scoring systems.

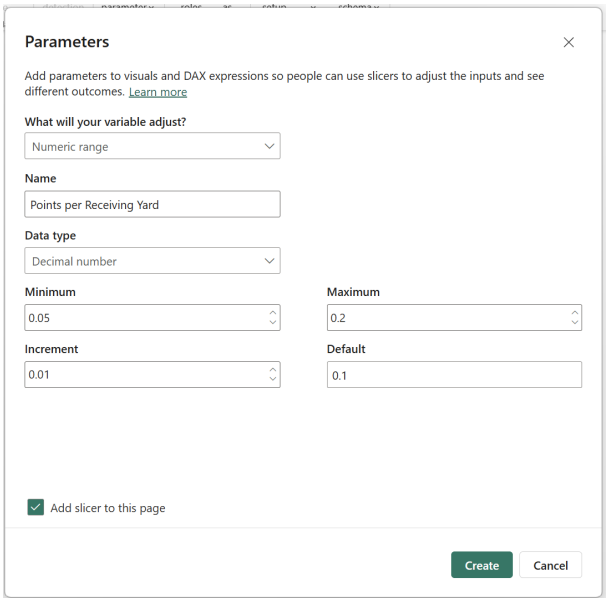
1. **Points per Reception**



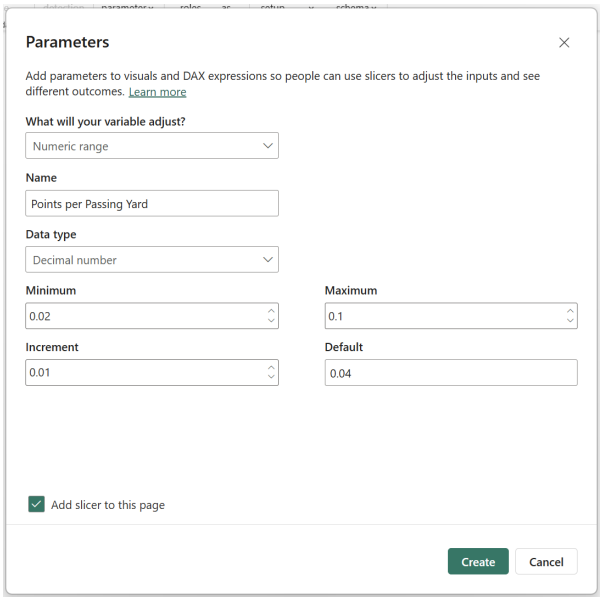
2. **Points per Rushing Yard**



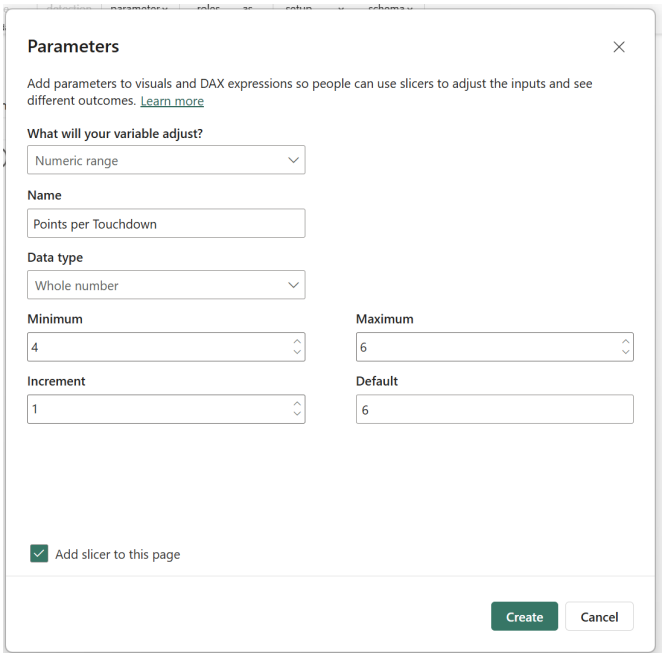
3. **Points per Receiving Yard**



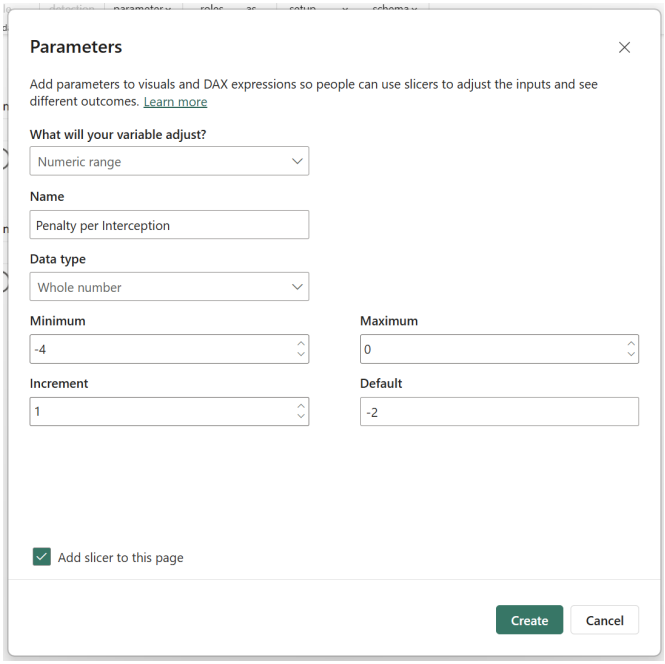
4. **Points per Passing Yard**



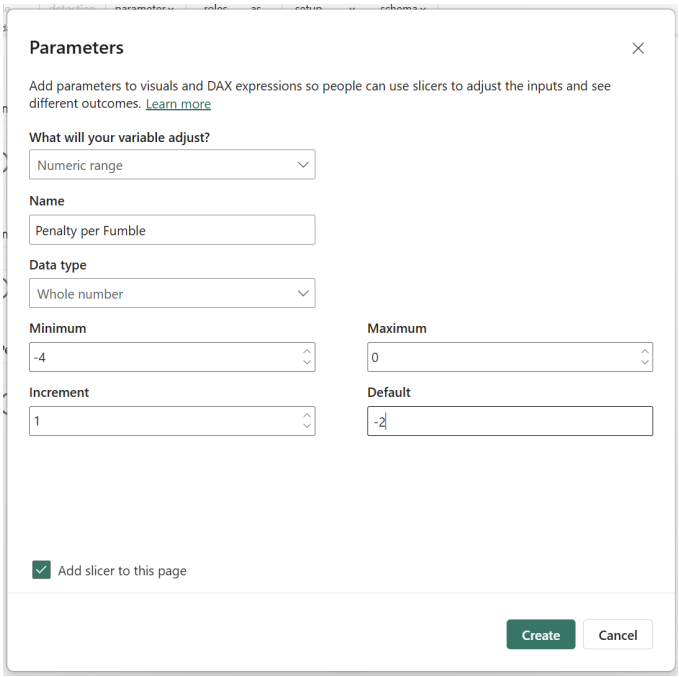
5. Points per Touchdown



6. Penalty per Interception



7. **Penalty per Fumble**



You should now see seven slicers on your report – one for each What-If parameter. Arrange these along the left side of your dashboard.

Measures for Fantasy Points:

1. **Fantasy Points:** In **Report View**, expand the Data pane, then right-click on the NFL Leaders table > **New Measure** and copy/paste the following DAX then copy/paste the following DAX:

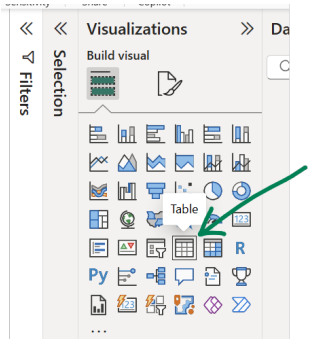
```
Fantasy Points =
  SUMX(
    'NFL Leaders',
    [Rushing Yards] * 'Points per Rushing Yard'[Points per Rushing Yard Value] +
    [Receiving Yards] * 'Points per Receiving Yard'[Points per Receiving Yard Value] +
    [Receptions] * 'Points per Reception'[Points per Reception Value] +
    [Touchdowns] * 'Points per Touchdown'[Points per Touchdown Value] +
    [Passing Yards] * 'Points per Passing Yard'[Points per Passing Yard Value]
  )
```

2. **Start/Sit Recommendation:** Right-click the NFL Leaders table again and create another measure with this DAX:

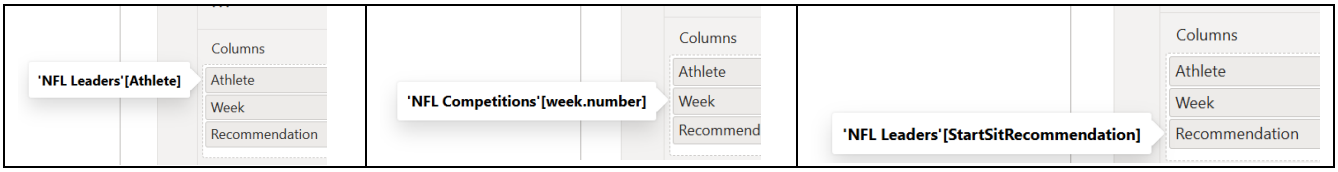
```
StartSitRecommendation =
SWITCH(
  TRUE(),
  [Fantasy Points] >= 15, "Start",
  [Fantasy Points] >= 8, "Borderline",
  [Fantasy Points] < 8, "Sit",
  BLANK()
)
```

Start/Sit Recommendation Table:

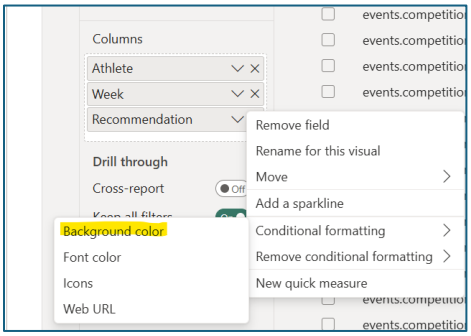
- In **Report View**, expand Visualizations pane and select the **Table** visual.
  NOTE: Make sure nothing is selected before you do this, otherwise it will convert whatever you have selected to a table!



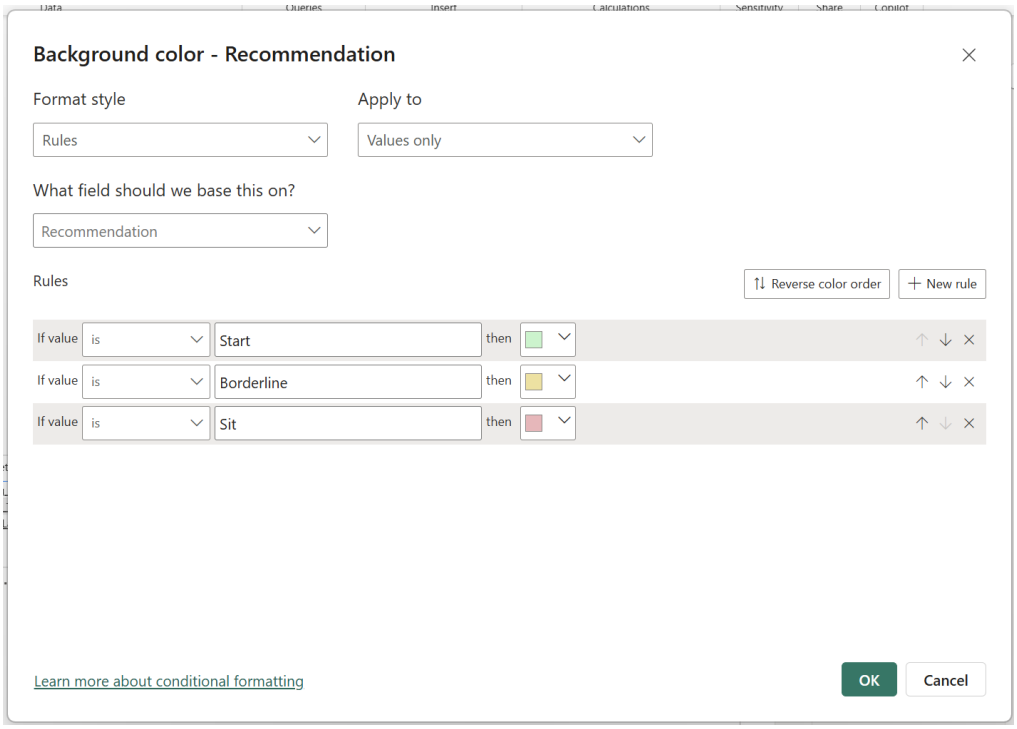
- On your new table, select the following fields:



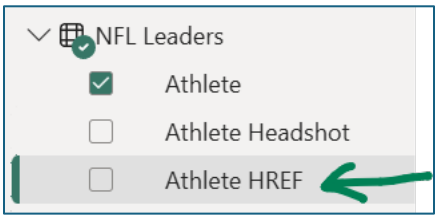
- **Conditional Formatting:**
  - With the table still selected, go to the Visualizations pane > Columns > Recommendation (drop-down) > Conditional Formatting > **Background Color:**



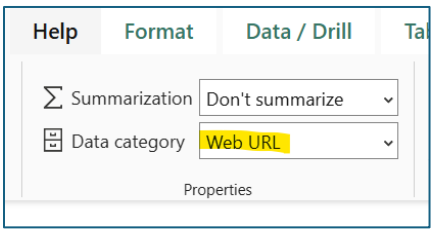
- Apply the following rules:



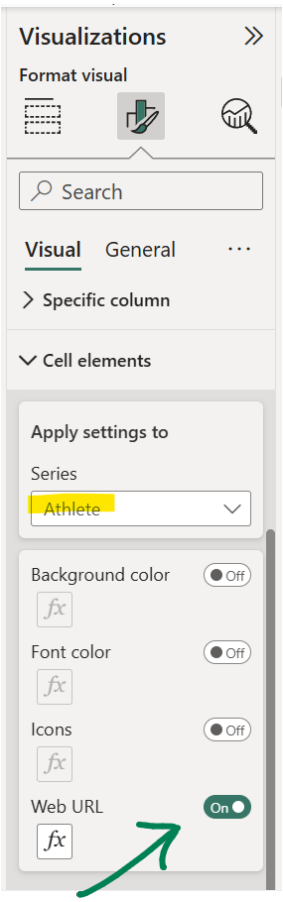
- **Player Profile Link**
  - On the Data pane > NFL Leaders table > select the **Athlete HREF** text (NOT the checkbox!)



  - On the ribbon bar > set the Data Category (center) to **Web URL**



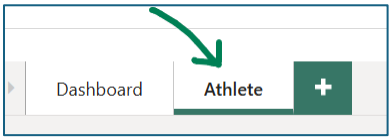
- With your table visual selected, expand the Visualizations pane > Format tab (paintbrush icon) > Visual > Cell elements > Apply settings to > Series > **Athlete,** and toggle on the **Web URL**



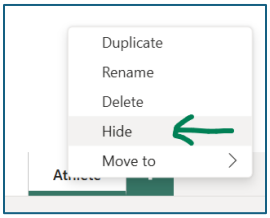
Player Tool-tip:

Create a 'Tooltip' page for use in the dashboard. This will dynamically display player stats when you hover over the player's name on the dashboard.

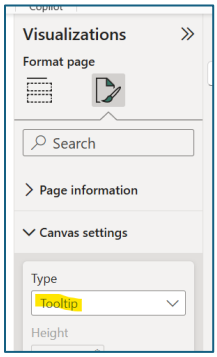
1. **Create Tooltip Page:**
   a. On the page tabs (bottom-left), click the '+' to create a new page
   b. Double-click the new tab and name it 'Athlete':



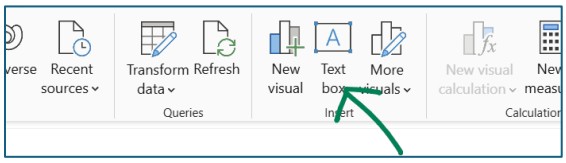
   c. Right-click the 'Athlete' tab > **Hide**:



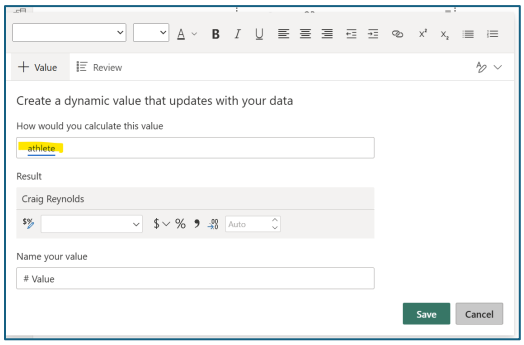
d. Expand the Visualization pane (on right) > Format tab (paintbrush) > Canvas settings > and set Type to **Tooltip**:



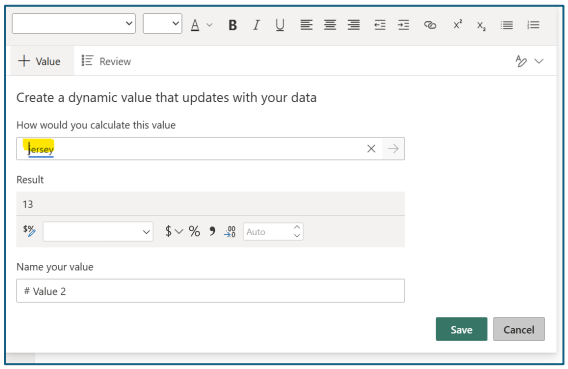
2. **Create Title with Player Name and Jersey**
   a. From the ribbon bar, enter a Text box (top-center):



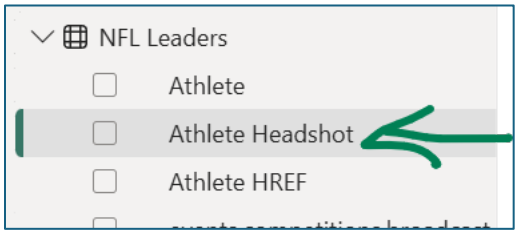
   b. In the Text Box control, click **Value**, then type ‘athlete’ and verify the value, then **Save**:



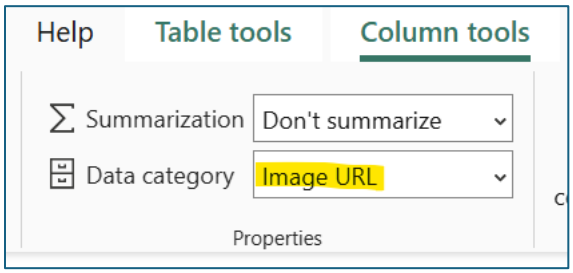
   c. In the text box, type ‘ – ‘ then Value again and type ‘jersey’, verify and **Save:**



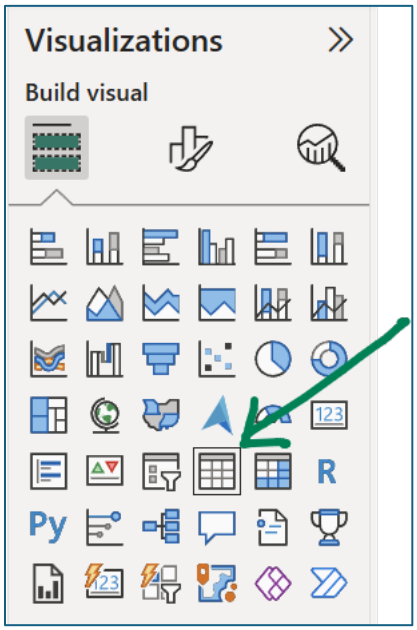
3. **Create Table with Player Picture and Stats**
    a. On the Data pane > NFL Leaders > click on Athlete Headshot (NOT the checkbox):



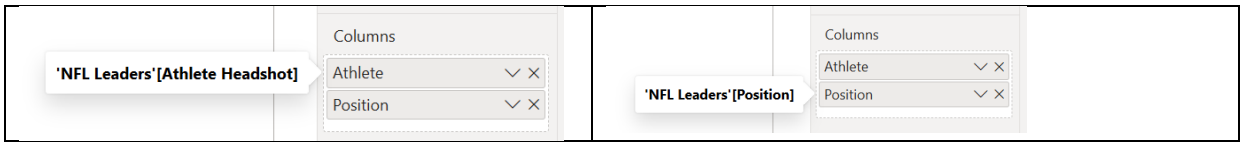
    b. On the ribbon bar, set the Data Category to **Image URL**:



    c. On the Visualizations pane, select the Table visual:

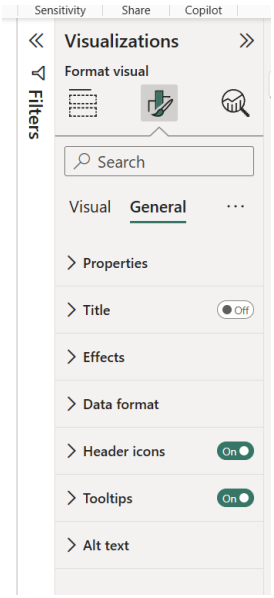


    d. Add the following columns:



4. **Enable Tooltip on Visual**
    a. Back on the main Dashboard page, select your table

b. Go to the Visualizations pane > Format > General > and toggle on **Tooltips**



c. Verify that your tooltip is now showing on the table: