Let's say you want some goal scoring infused into your lineup. One quick look at the top leaders in the Eastern Conference and you'll see some of the usual suspects – Stamkos, Kessel, Gaborik, etc. Simply looking at standard goal totals might not actually help your squad though. Each year players get hot, cold, go on long stretches of strong or poor performance, or perform differently based on the situations around them. This week I'll take a deeper look at goal scorers in the Eastern Conference and I'll follow up with the same analysis in terms of playmakers next week.

First things first, I decided to remove any players with zero goals or less than a shot per game average from my data set. That left with me with 241 players to analyze. Of these 241, the average number of goals scored is seven. There are 89 players with more than seven goals on the season from the East and of those, the players with the highest shooting percentage may surprise you.

Name	Position	Team	Conf	GP	G	A	PTS	+/-	PIM	PPG	SHG	GWG	SOG	SOG/Gm	SH%	Goals/Gm
Milan Lucic	LW	BOS	East	40	16	18	34	8	77	5	0	1	72	1.80	22.22%	0.400
Jordan Staal	C	PIT	East	34	15	6	21	0	20	3	1	0	69	2.03	21.74%	0.441
Chris Kelly	C	BOS	East	41	13	10	23	23	19	1	2	3	63	1.54	20.63%	0.317
Travis Moen	LW	MON	East	42	9	6	15	0	36	0	1	0	44	1.05	20.45%	0.214
Troy Brouwer	RW	WAS	East	42	14	9	23	-1	30	3	0	5	69	1.64	20.29%	0.333
Milan Michalek	LW	OTT	East	41	23	8	31	-3	12	7	0	2	116	2.83	19.83%	0.561
Steven Stamkos	C	TB	East	43	30	19	49	4	36	6	0	5	152	3.53	19.74%	0.698

In terms of shooting accuracy, Lucic and Jordan Staal are tops in the East. Unfortunately for fantasy owners, they just shoot the puck much less than say, Stamkos. Regardless, fantasy owners can rest assured that the dip in shots per game is at least offset by an increase in relative goals scored.

It’s also worth looking at players who have scored at or below the average. For players who have scored seven goals or less, I looked at all of the players who had at least a 10% or higher shooting percentage. There are 20 total Eastern Conference players that meet these criteria. Some are just beginning to get their chance (Hagelin), some have battled injuries (Green, Connolly, etc.), and some are simply just waiting for their next call up (Kadri). Whatever the reason, there are likely a couple of these faces available in your league.

Name	Position	Team	Conf	GP	G	A	PTS	+/-	PIM	PPG	SHG	GWG	SOG	SOG/Gm	SH%	Goals/Gm
Mike Green	D	WAS	East	10	3	3	6	1	4	3	0	1	20	2.00	15.00%	0.300
Carl Hagelin	LW	NYR	East	24	7	6	13	11	6	0	2	1	54	2.25	12.96%	0.292
Jochen Hecht	LW	BUF	East	18	4	3	7	3	2	0	1	0	35	1.94	11.43%	0.222
Tim Connolly	C	TOR	East	32	7	15	22	3	22	2	0	2	48	1.50	14.58%	0.219
Nazem Kadri	C	TOR	East	14	3	2	5	4	6	1	0	1	18	1.29	16.67%	0.214
Sean Avery	LW	NYR	East	15	3	0	3	2	21	0	0	1	15	1.00	20.00%	0.200
Peter Regin	C	OTT	East	10	2	2	4	3	2	0	0	0	15	1.50	13.33%	0.200
Tyler Bozak	C	TOR	East	35	7	18	25	4	20	3	0	0	53	1.51	13.21%	0.200
T.J. Brennan	D	BUF	East	5	1	0	1	0	4	0	0	0	8	1.60	12.50%	0.200
Marcel Goc	C	FLA	East	21	4	2	6	0	2	1	0	1	33	1.57	12.12%	0.190
Daniel Paille	LW	BOS	East	37	7	3	10	6	0	0	1	1	43	1.16	16.28%	0.189
Tim Stapleton	C	WPG	East	34	6	7	13	-6	2	3	0	2	40	1.18	15.00%	0.176
Jim Slater	C	WPG	East	40	7	2	9	-9	19	0	1	0	60	1.50	11.67%	0.175
David Steckel	C	TOR	East	41	7	0	7	-2	6	1	2	0	45	1.10	15.56%	0.171
Jordan Leopold	D	BUF	East	41	7	9	16	1	8	1	0	0	49	1.20	14.29%	0.171
Zack Kassian	RW	BUF	East	18	3	3	6	-1	13	0	0	0	28	1.56	10.71%	0.167
Frans Nielsen	C	NYI	East	42	7	13	20	-6	2	3	0	1	69	1.64	10.14%	0.167
Nick Palmieri	RW	NJ	East	26	4	3	7	-7	12	0	0	0	38	1.46	10.53%	0.154
Cody Eakin	C	WAS	East	21	3	3	6	2	4	0	0	0	22	1.05	13.64%	0.143
Louis Leblanc	C	MON	East	14	2	3	5	2	10	0	0	0	16	1.14	12.50%	0.143

Below you'll find a list of similar players, but who have scored at least eight goals on the season (above my initial average). While some are still likely to be available, many of these are likely to be already taken.

Name	Position	Team	Conf	GP	G	A	PTS	+/-	PIM	PPG	ShG	GWG	SOG	SOG/Gm	SH%	Goals/Gm
Derek Stepan	C	NYR	East	42	10	19	29	14	10	2	0	2	93	2.21	10.75%	0.238
Maxime Talbot	C	PHI	East	43	10	9	19	0	30	0	1	1	64	1.49	15.63%	0.233
Sean Couturier	C	PHI	East	39	9	7	16	12	10	0	1	2	63	1.62	14.29%	0.231
Luke Adam	C	BUF	East	44	10	10	20	-3	14	0	0	0	77	1.75	12.99%	0.227
Benoit Pouliot	LW	BOS	East	36	8	7	15	16	34	1	0	4	55	1.53	14.55%	0.222
Marcus Johanssor	C	WAS	East	41	9	16	25	-2	6	1	0	3	49	1.20	18.37%	0.220
Brandon Sutter	C	CAR	East	46	10	9	19	-3	10	2	3	0	85	1.85	11.76%	0.217
Ryan Malone	LW	TB	East	37	8	15	23	-2	35	2	0	1	72	1.95	11.11%	0.216
Travis Moen	LW	MON	East	42	9	6	15	0	36	0	1	0	44	1.05	20.45%	0.214
Alex Burmistrov	C	WPG	East	40	8	9	17	2	24	1	1	0	72	1.80	11.11%	0.200
Jiri Tlusty	LW	CAR	East	46	9	8	17	-2	14	0	0	1	76	1.65	11.84%	0.196
Lars Eller	C	MON	East	41	8	9	17	2	26	0	2	1	66	1.61	12.12%	0.195
Teddy Purcell	RW	TB	East	42	8	15	23	3	16	3	0	0	64	1.52	12.50%	0.190
Steve Sullivan	LW	PIT	East	43	8	13	21	-5	12	4	0	0	77	1.79	10.39%	0.186
Kyle Wellwood	C	WPG	East	44	8	15	23	0	4	2	0	0	56	1.27	14.29%	0.182

Interesting, but this looks simply at a player's total statistics on the year and the subsequent averages. It fails to ignore one part of a player's performance but isolate another. There have been a lot of changes since the beginning of the year, so who is hot *now*? Since December 1, below are the top goal scorers in the East, with their yearly averages in blue on the right.

Player	GP	G	A	Pts	SOG	SOG/Gm	SH%	Goals/Gm	SOG/Gm	SH%	Goals/Gm
Steven Stamkos	20	14	10	24	63	3.15	22.22%	0.700	3.53	19.74%	0.698
Matt Moulson	20	13	13	26	67	3.35	19.40%	0.650	2.71	18.42%	0.500
Marian Gaborik	21	12	3	15	50	2.38	24.00%	0.571	3.29	16.67%	0.548
Evgeni Malkin	19	12	16	28	96	5.05	12.50%	0.632	4.72	10.59%	0.500
Ilya Kovalchuk	21	12	12	24	101	4.81	11.88%	0.571	4.15	10.49%	0.436
Erik Cole	19	10	6	16	56	2.95	17.86%	0.526	3.05	12.69%	0.386
Jason Spezza	22	10	14	24	67	3.05	14.93%	0.455	3.11	13.29%	0.413
Alex Ovechkin	20	10	6	16	82	4.10	12.20%	0.500	3.81	11.25%	0.429
James Neal	19	10	5	15	82	4.32	12.20%	0.526	4.19	12.22%	0.512
Scott Hartnell	20	10	8	18	52	2.60	19.23%	0.500	2.44	18.10%	0.442
Zach Parise	20	9	16	25	78	3.90	11.54%	0.450	3.55	9.62%	0.341
Kyle Okposo	21	9	6	15	50	2.38	18.00%	0.429	2.10	13.41%	0.282

What does this tell us? Well for one, Stamkos is a stud. But how about Erik Cole? Despite playing for a team with a struggling offense (Montreal is tied for the third-worst total goals scored in the East), Cole is finding his groove and scoring at almost an 18% accuracy rate. How about Kyle Okposo? After a disastrous start, Okposo is scoring just under one goal for every two games played. Alex Ovechkin is finally turning things around and Scott Hartnell is becoming one of the top goal scorers in the East.

Depending on what type of move you are looking to make (trade for a superstar or utilize a waiver-wire addition), hopefully the data above was helpful to see who might be undervalued.