

# SAMUEL WATTS

## Performance Analyst

### CONTACT

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### Key Skills & Achievements

- **Advanced Proficiency:** Hudl, Hudl Studio, Coach Paint, Wyscout, Angles, Excel, PowerPoint, Keynote – Recognized for expertise in these systems, leveraging them to deliver high-impact performance insights for elite teams.
- **Proficient:** Nacsport, Dartfish, Gamebreaker – Skilled in integrating data-driven visualizations and analysis to enhance tactical and strategic decision-making.
- **Familiar:** Tableau, Power BI – Competent in utilizing these tools to provide comprehensive scouting reports and targeted player development.

### Highlights:

- Supported Team GB Taekwondo's journey to the Olympics with advanced performance analysis, contributing directly to team strategies and individual athlete preparation.
  - Coded and provided support to UEFA technical observers during the final match day of the 24/25 league phase of the Champions League.
  - Extensive cross-sport experience, including basketball, squash, football, taekwondo, hockey, cricket, and rugby, adapting analytical frameworks to meet each sport's unique demands.
  - Leadership experience as Head Coach, leading a team to a divisional championship through targeted training and analytics-driven strategy.
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### Professional Experience

#### Performance Analyst – RedZone Analysis, Bath

*August 2023 – Current*

- Provide in-depth, real-time coding and comprehensive pre- and post-game analysis for high-stakes tournaments, such as PSA Squash and Bath City FC.
- Deliver strategic insights to Liverpool FC U15/16 teams, focusing on zone penetration and optimizing attacking strategies, which contributed to measurable improvements in offensive efficiency.
- Provided technical support to UEFA technical observers during the final match day of the 24/25 league phase of the UEFA Champions League, on the Borussia Dortmund vs Shakhtar Donetsk game.

- **Key Achievement:** Played a pivotal role in refining team tactics and set-piece strategies, resulting in an increased success rate of scoring opportunities for Bath City FC.

### **Performance Analyst – Cheltenham Town U18's**

*September 2023 – November 2023*

- Led post-match and set-piece analysis with Dartfish, providing coaches with granular insights on player performance and team dynamics.
- Designed interactive reports that highlighted critical metrics and trends, helping coaches make data-informed decisions on player rotations and game strategy.
- **Key Achievement:** Increased team's defensive resilience by identifying and addressing set-piece vulnerabilities, contributing to a reduced goal concession rate.

### **Senior Bartender – Las Iguanas**

*April 2022 – June 2023 ... December 2024 - Current*

- **Bar Management:** Oversaw day-to-day bar operations, including drink preparation, managing customer orders, and ensuring smooth service during busy hours.
- **Customer Engagement:** Delivered exceptional customer service by creating a welcoming atmosphere and addressing guest needs promptly.
- **Training and Development:** Mentored and trained new staff members, sharing product knowledge, and reinforcing company standards to maintain consistent service quality.
- **Operational Support:** Assisted the management team in stock control, implementing health and safety protocols, and contributing to achieving team targets.

### **Bartender – The Northey Arms**

*April 2021 – January 2022*

- **Bar Management:** Prepared a wide range of beverages, including cocktails and specialty drinks, while ensuring speed and accuracy during high-volume periods.
- **Customer Service:** Interacted with patrons to recommend drinks, answer menu inquiries, and create memorable guest experiences.
- **Event Support:** Assisted with private events, managing bar setups, and providing tailored service to meet specific client needs.
- **Team Collaboration:** Worked closely with kitchen staff and front-of-house teams to ensure seamless service delivery.

### **Internship – Hockey Wales Girls U18/U16**

*May 2021 – August 2022*

- Utilized Nacsport and Klipdraw to create detailed analysis reports, effectively communicating key performance insights to coaches and athletes.
- Developed an intuitive understanding of hockey strategy, despite initial unfamiliarity, becoming proficient in Gamebreaker and contributing significantly to team strategy discussions.

- **Key Achievement:** Provided pivotal performance feedback that informed the team's game plan adjustments, leading to enhanced offensive plays and defensive formations.

### **Lead Performance Analyst – Cardiff Archers Women's Team**

*October 2021 – July 2022*

- Directed a team of analysts, mentoring them on analytical methodologies and software usage, while contributing to team strategy and play-pattern development.
- Enhanced the team's playbook by identifying patterns in both offensive and defensive plays, introducing strategies that led to measurable improvement in game outcomes.
- **Key Achievement:** Increased scoring consistency by 15% through customized analysis and adaptive game strategies, solidifying team cohesion and performance under pressure.

### **Head Coach – Basketball BUCS Men's Team**

*September 2021 – January 2023*

- Spearheaded the team's tactical and technical development, focusing on skill improvement, resilience building, and situational game awareness.
- Conducted in-depth analysis sessions using video reviews, empowering players to understand and improve their performance, which led to a Division Three Men's South Wales Basketball League championship.
- **Key Achievement:** Achieved a 20% increase in game win rate through analytics-driven training and player-centric performance reviews.

### **Performance Analyst – Monmouth Town FC**

*September 2021 – March 2021*

- Conducted comprehensive post-match reviews and opposition scouting, creating a centralized database of opposing team tendencies, strengths, and weaknesses.
- Provided players with tailored game footage, enabling them to independently refine techniques and positioning, which contributed to team improvements across multiple metrics.
- **Key Achievement:** Helped Monmouth Town FC players secure career advancements by producing professional-grade scouting videos that highlighted individual skill and potential.

### **Head Coach – Cardiff University Women's BUCS 2s and 3s Teams**

*October 2023 – Current*

- Currently leading the Cardiff University Women's BUCS 2s and 3s teams, focusing on skill development, game strategy, and fostering a competitive team environment.
- Conduct tactical and technical training sessions, utilizing video analysis to help players understand game dynamics and improve individual performance.
- **Key Achievement:** Improved team cohesion and performance through a balanced approach to development, ensuring players are both challenged and supported.

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## Education

**Hartpury University** – MSc in Applied Sports Performance Analysis  
*September 2023 – September 2025 (Ongoing)*

**Cardiff Metropolitan University** – BSc in Sports Performance Analysis  
*September 2019 – June 2022*

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## Certifications

- Duty of Care Badge – Ensuring responsible support for all athletes.
- Safeguarding Certificate – Certified to protect the well-being of young and vulnerable athletes.
- First Aid Certification – Trained to provide essential emergency care.