



Sports Analytics I

Produced by Dr. Mario
UNC STOR 390

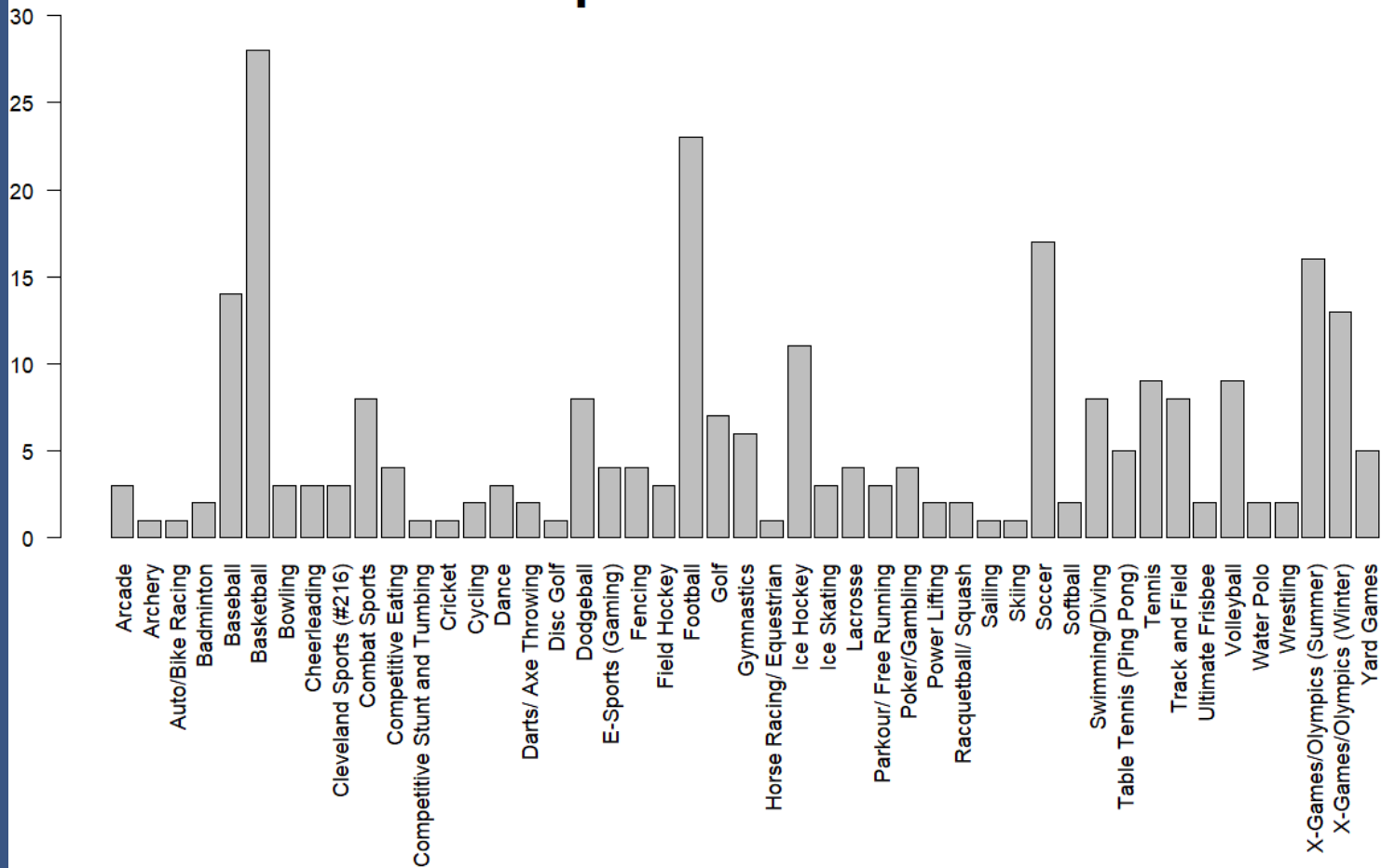
Survey Results: Demographics

- 30 Responses
- Majority From the United States (29/30)
- Majority From North Carolina (19/29)
- Race Distribution
 - White (23/30)
 - Asian (4/30)
 - Black/African American (1/30)
 - Hispanic/Latino (1/30)



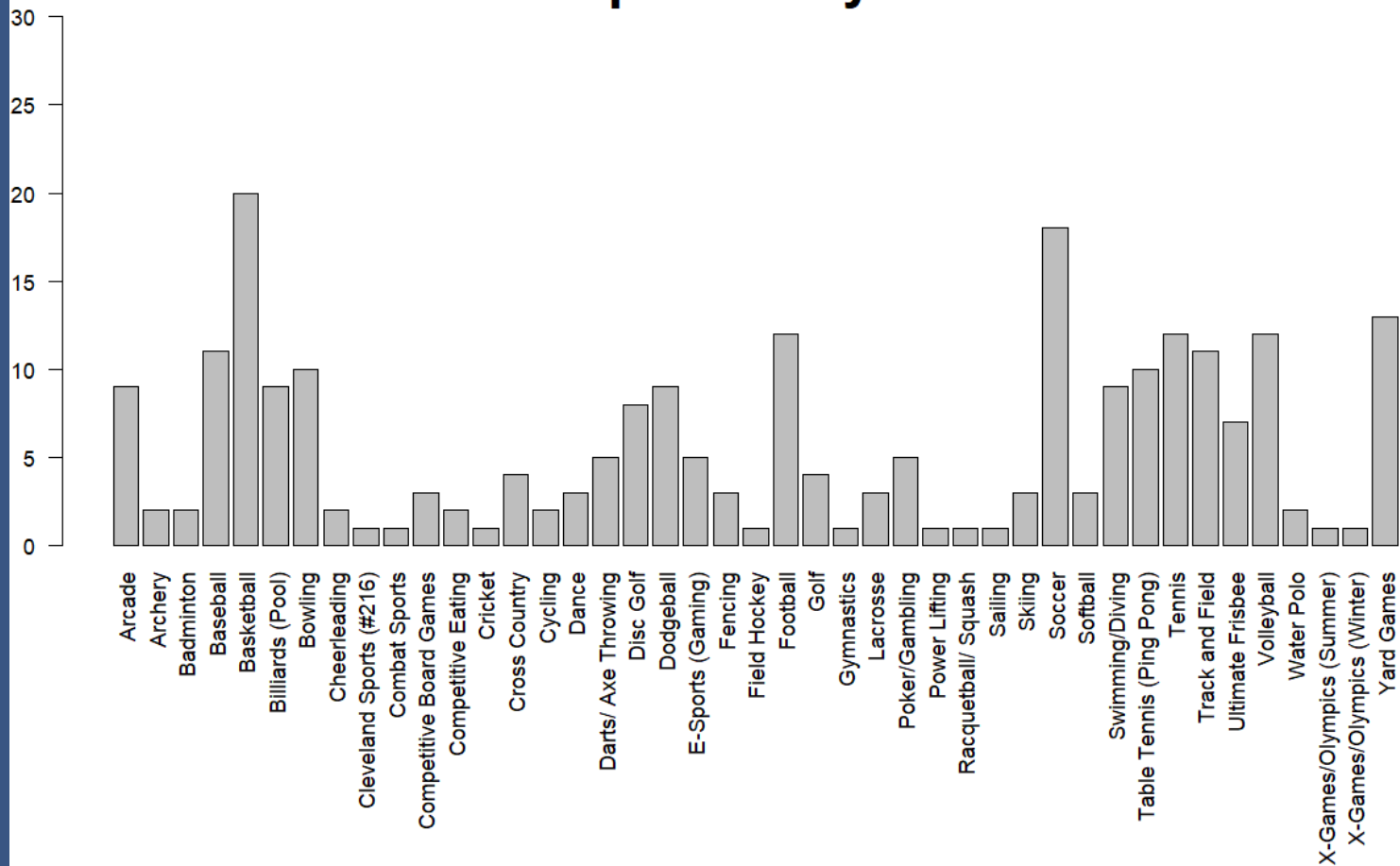
Survey Results: Watched

Sports Watched



Survey Results: Played

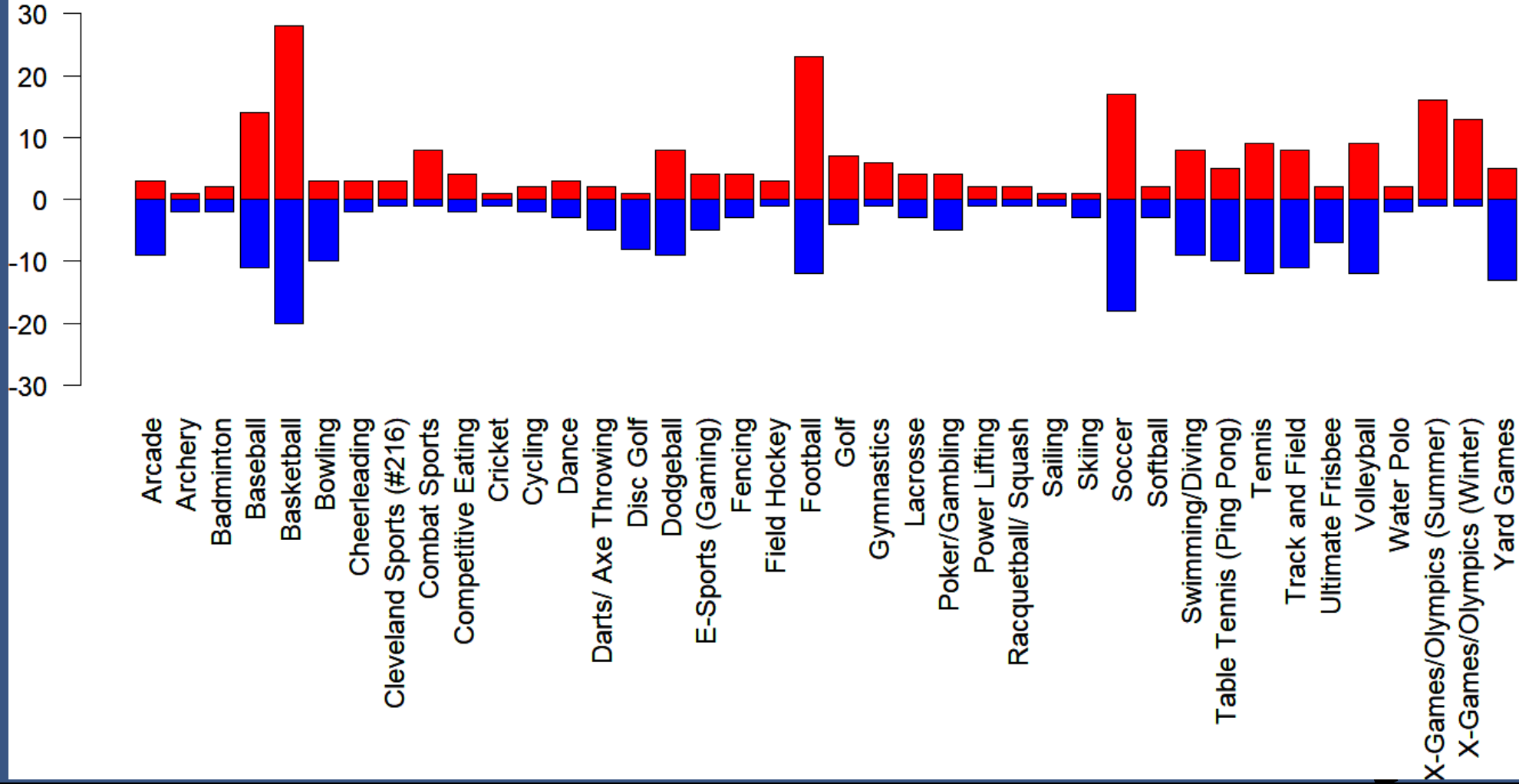
Sports Played



MARIO
SPORTS MIX



Survey Results: Combined



Current Landscape of Sports

- Most Popular World Sports (sportsshow.net)

- Based on 15 Criteria

- Global Fan Base
 - Viewership on TV
 - TV Rights
 - Internet Popularity
 - Social Media Presence
 - Number of Professional Leagues
 - Average Salary of Athletes
 - Sponsorship
 - Number of Countries
 - Biggest Competition
 - Relevancy Throughout the Year
 - Gender equality
 - Access to the General Public
 - Number of Amateurs
 - Prominence in Headlines



Current Landscape of Sports

- Most Popular World Sports (sportsshow.net)
 - Listed from Most to Least Popular
 - Soccer
 - Cricket
 - Basketball
 - Field Hockey
 - Tennis
 - Volleyball
 - Table Tennis
 - Baseball
 - American Football/Rugby
 - Golf



Current Landscape of Sports

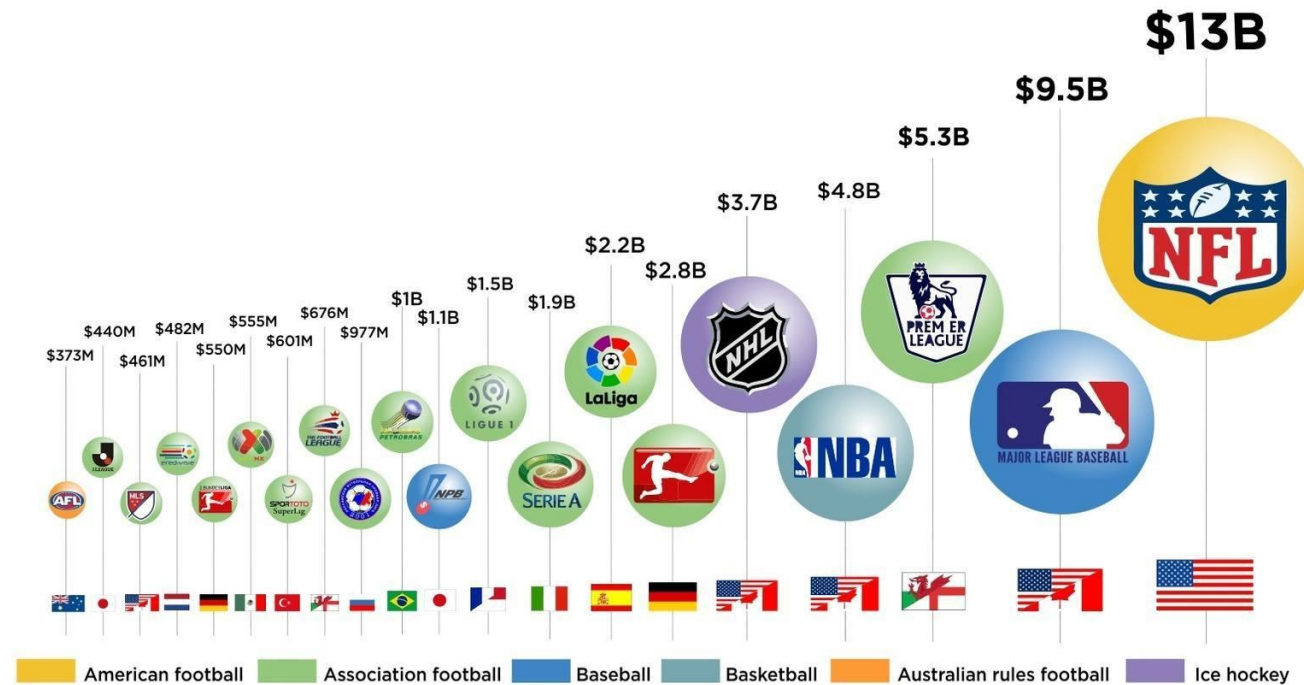
- Most Popular US Sports (sportsshow.net)
 - Based on TV Viewership
 - Listed from Most to Least Popular
 - Football (38.8% Favorite, 111.9 Million)
 - Baseball (14.8% Favorite, 40.0 Million)
 - Basketball (15.3% Favorite, 30.8 Million)
 - Ice Hockey (3.8% Favorite, 27.6 Million)
 - Soccer (8.2% Favorite, 27.3 Million)



Current Landscape of Sports

- Revenue in Sports Leagues (howmuch.net)

Top Professional Sports Leagues by Revenue



Source: <http://howmuch.net/articles/sports-leagues-by-revenue>

howmuch.net



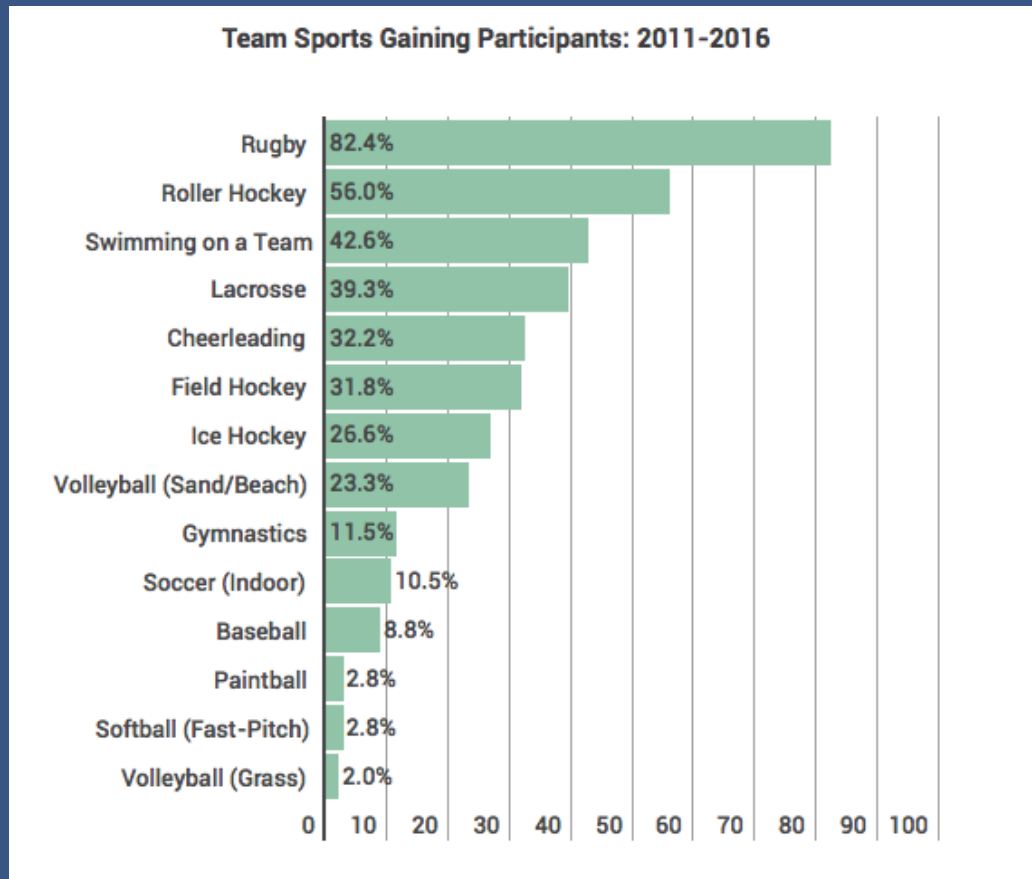
Current Landscape of Sports

- Revenue in Sports Leagues (howmuch.net)
 - Majority Soccer Leagues (14/20)
 - Combined Soccer Leagues Revenue = \$19.4B
 - MLS is 18th on the List = \$461M
 - 4 out of top 5 are US/Canadian Leagues
 - NFL, MLB, NBA, NHL = \$31
 - US Diverse Interests = Spans 5 Different Sports



Current Landscape of Sports

- Growth in Team Sports (sisugaurd.com)



Based on 2017 Annual Report
On US Trends in Team Sports
By Sports & Fitness Industry
Association (SFIA)



Current Landscape of Sports

- Growth in Team Sports (sisugaurd.com)
 - Increase of 10.9% Across All Sports (2014-2016)
 - Resilient Sports Based on Age of Participants
 - Soccer
 - Volleyball
 - Softball
 - Flag Football
 - Declining Sports Lost 9.3M Participants
 - Basketball Declined Most by 2.4M Participants



Dope Quote

The most meaningful way to differentiate your company from your competitors, the best way to put distance between you and the crowd is to do an outstanding job with information.

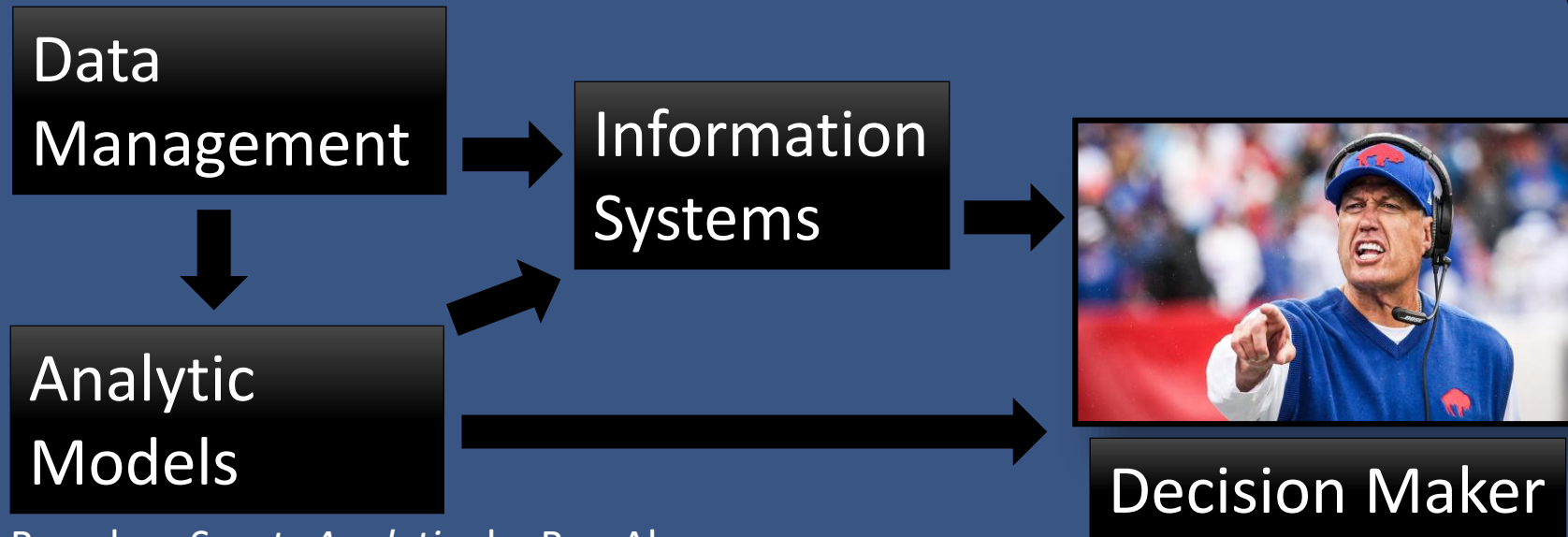
How you gather, manage, and use information will determine whether you win or lose.

- Bill Gates



What is Sports Analytics?

- Defined by Ben Alamar
 - Data Management
 - Predictive Models
 - Information Systems



Based on *Sports Analytics* by Ben Alamar



What is Sports Analytics?

- Purpose: To Aid an Organization's Decision Makers in Gaining a Competitive Advantage
- Goals
 - Save the Decision Maker Time by Making Information Acquisition Efficient
(Data Management/Information Systems)
 - Provide Decision Makers with Novel Insight
(Analytic Models)
- We are an Accessory to the Decision Maker



What is Sports Analytics?

- Different Decision Makers
 - Off-the-Field: Profit Driven
 - On-the-Field: Performance Driven
- Skills for the Data Analyst
 - Competence – Ben Alamar
 - Leadership – Ben Alamar
 - Humility – Dr. Mario
 - Honesty – Dr. Mario





Final Inspiration

If you're not first, you're Cleveland.
#216

- Mahatma Mario