



Sports Analytics III

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UNC STOR 390

Analytics Across the Organizations

- Sports Analytics Use Survey (2013)
- Sample of 27 People (NFL, MLB, NBA, EPL)
- How Many Different Sources?
 - 1-2 (6.7%)
 - 3-4 (33.3%)
 - 5-6 (13.3%)
 - >6 (46.71%)



Analytics Across the Organizations

- How Much Data is Centralized?
 - All (31.3%)
 - Most (37.4%)
 - Some (31.3%)
- How Much Data is Dependent on One Person?
 - Some (50.0%)
 - Most (43.7%)
 - All Data Centralized (6.3%)



Analytics Across the Organizations

- Is Data Checked for Errors?
 - Always (31.3%)
 - Usually (37.5%)
 - Sometimes (18.8%)
 - Occasionally (6.1%)
 - Rarely (6.3%)
- How Many Database Programmers are Employed?
 - 0 (37.5%)
 - 1-2 (50.0%)
 - 3-4 (0.0%)
 - >5 (12.5%)



Analytics Across the Organizations

- How Many Statistical Analysts are Employed?
 - 0 (20.0%)
 - 1-2 (66.6%)
 - 3-4 (0.0%)
 - >5 (13.3%)
- Roadblock: Difficulty Identifying Strong Applicant
- Difficulty in Both Hiring and Evaluating



Analytics Across the Organizations

- Clear Process for Hiring/Evaluating Analysts
 - Strongly Agree (13.3%/14.3%)
 - Somewhat Agree (13.3%/14.3%)
 - Neutral (26.7%/28.6%)
 - Somewhat Disagree (13.4%/21.4%)
 - Strongly Disagree (33.3%/21.4%)
- Analytic Resources in Line with Strategic Game Plan
 - Strongly Agree (26.7%)
 - Somewhat Agree (33.3%)
 - Neutral (33.3%)
 - Strongly Disagree (6.7%)



Analytics In the Organization

- On-the-Field
 - Coaching
 - Player Development
 - Player Evaluation
- Off-the-Field
 - Sales
 - Marketing
 - Cap Management
 - Hiring
 - Public Relations and Social Media



Education in Sports Analytics

- Key Journals



Research in Sports Analytics

- Key Journals





Final Inspiration

I am not cocky. I am 95% confident.

- Mahatma Mario