Sports Analytics I

Produced by Dr. Mario
UNC STOR 538

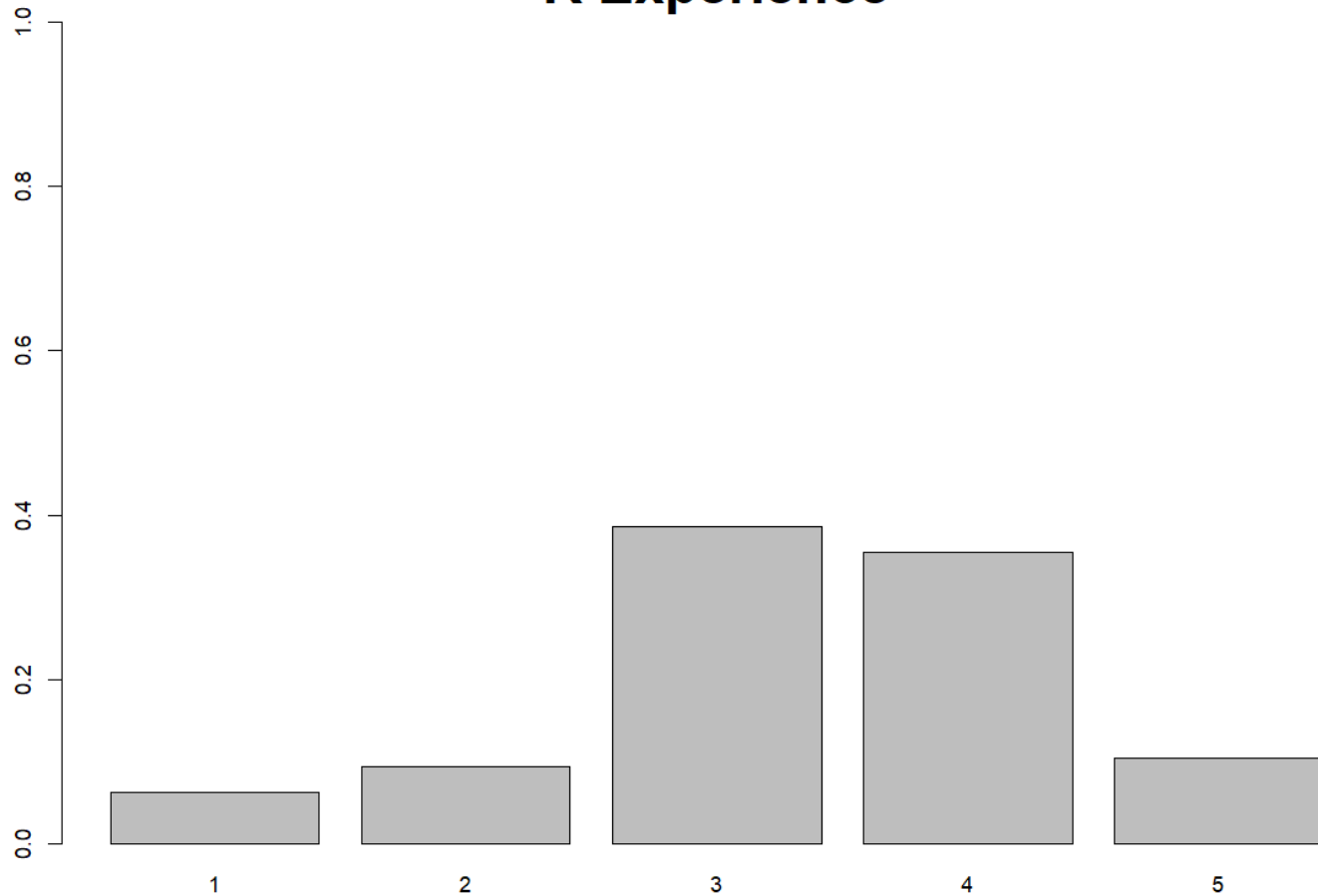# Survey on Sports

Complete the …

[Survey](#)

Survey Results: Demographics

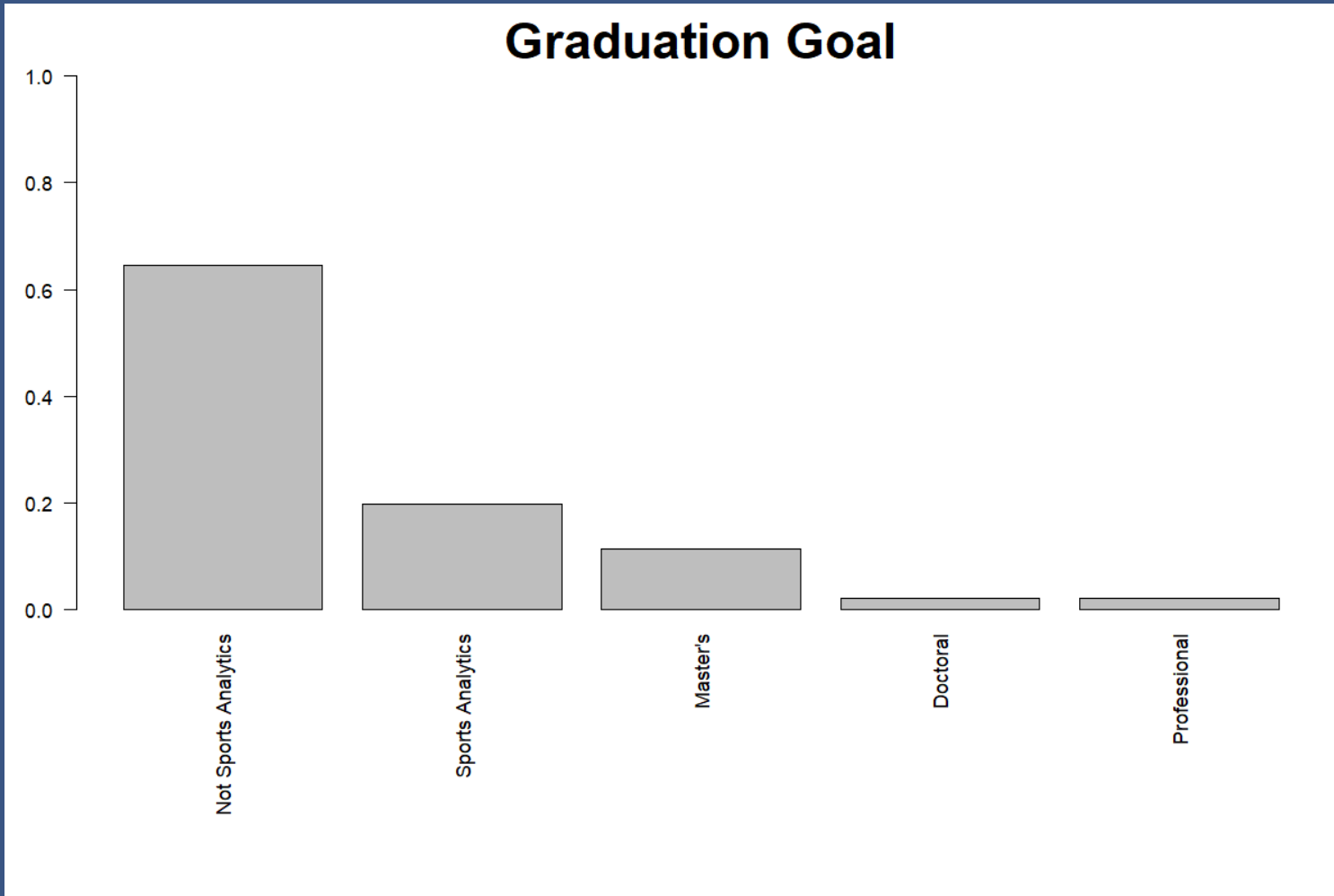- **96 Responses (Thank You!!)**

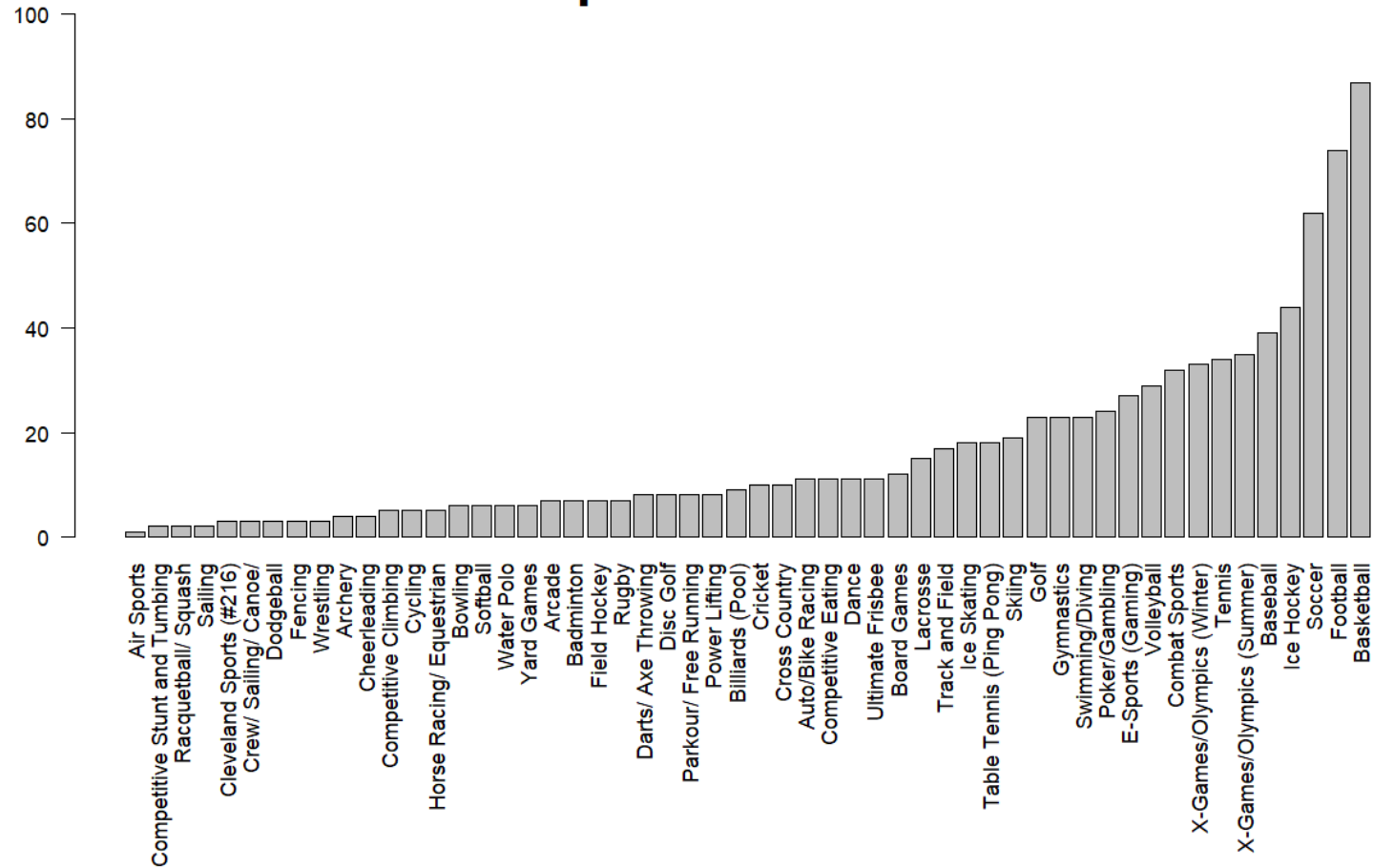- **Majority are Seniors (60/96)**

Survey Results: R Experience
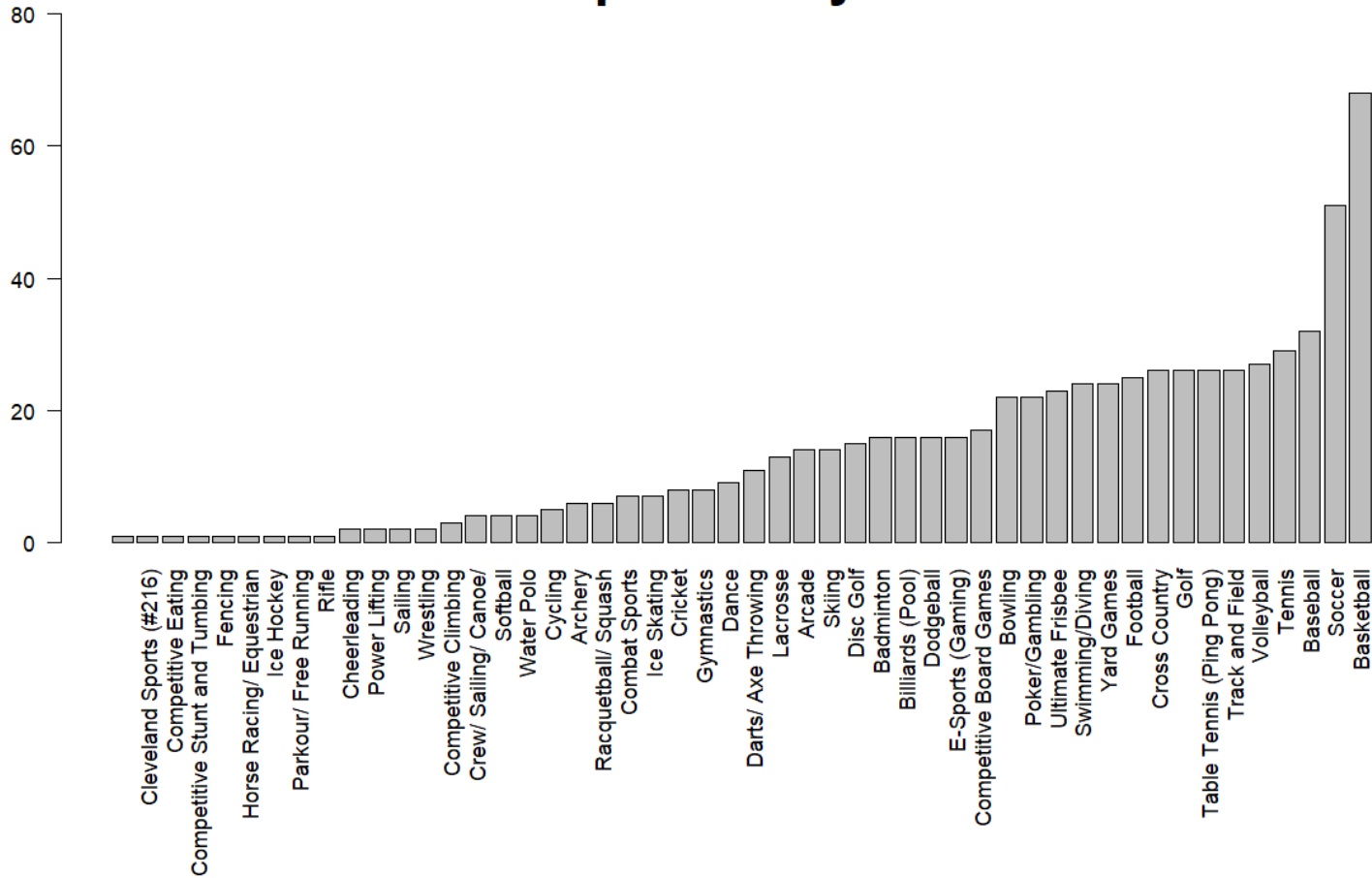
Survey Results: Goal After Graduation

Survey Results: Watched

Sports Watched

Survey Results: Played

Survey Results: Combined
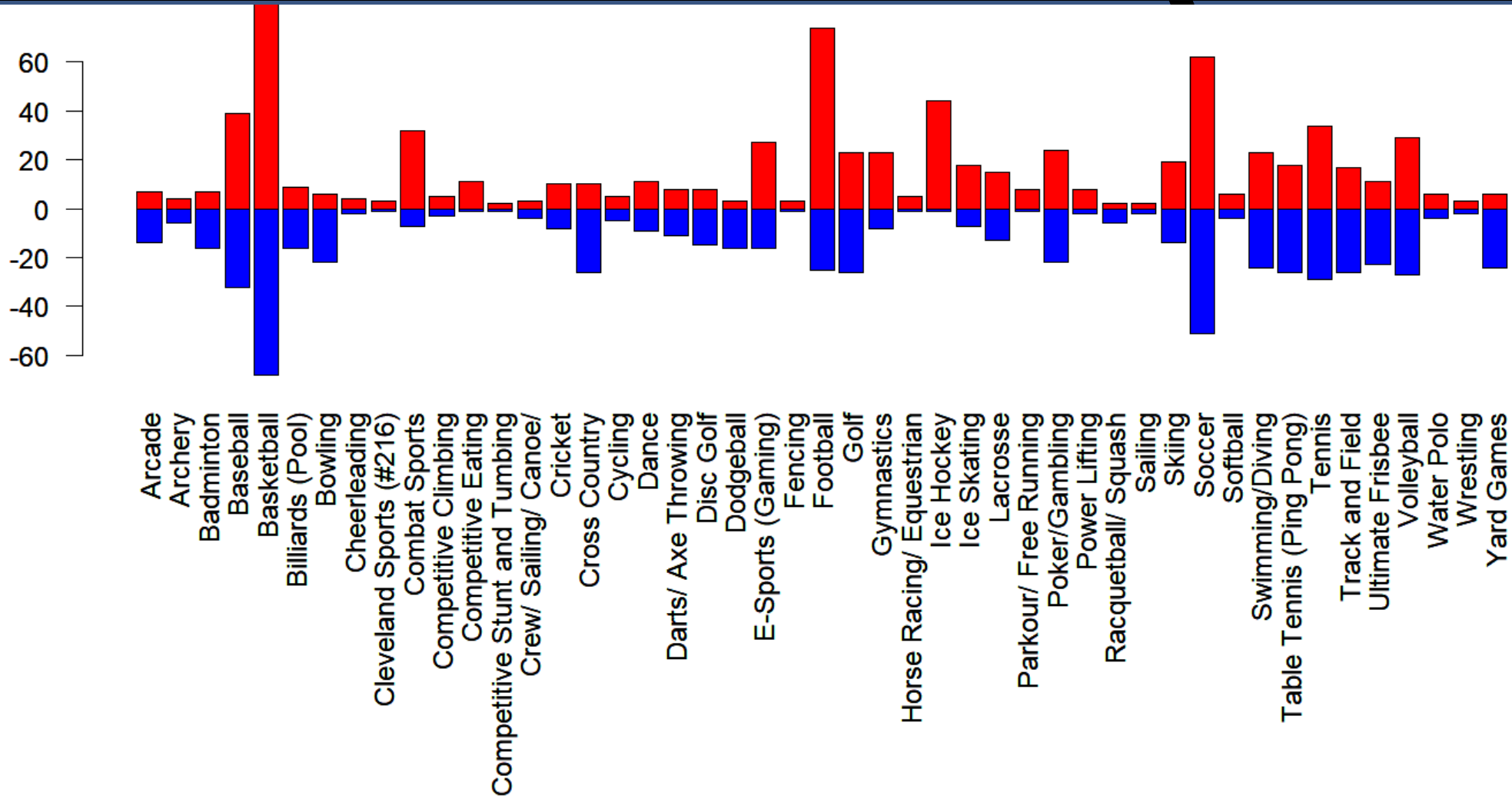
- Watched = Red
- Played = Blue

Current Landscape of Sports

- **Most Popular World Sports (sportsbrowser.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
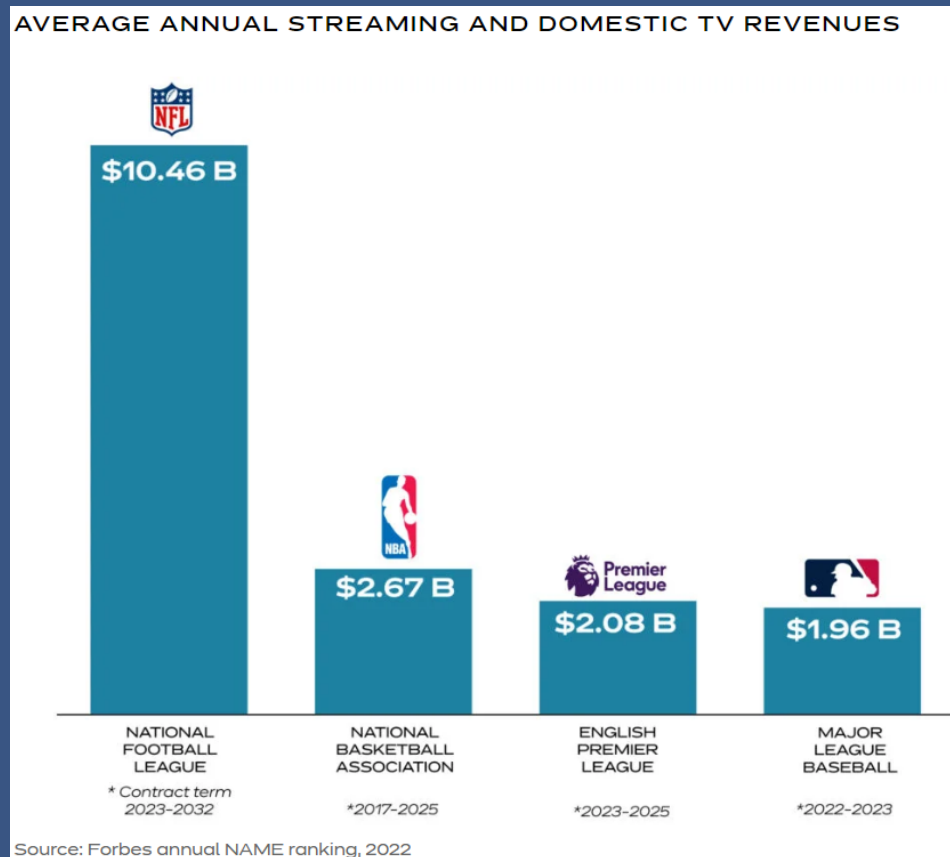
- **Most Popular US Sports (sportsbrowser.net)**

  - **Based on TV Viewership and Ratings**

  - **Listed from Most to Least Popular**
    - **Football (38.8% Viewership, 111.9 Million)**
    - **Baseball (14.8% Viewership, 40.0 Million)**
    - **Basketball (15.3% Viewership, 30.8 Million)**
    - **Ice Hockey (3.8% Viewership, 27.6 Million)**
    - **Soccer (8.2% Viewership, 27.3 Million)**

Current Landscape of Sports

- **Revenue in Sports Leagues (Forbes 2022)**

AVERAGE ANNUAL STREAMING AND DOMESTIC TV REVENUES

NFL $10.46 B — NATIONAL FOOTBALL LEAGUE *Contract term 2023-2032

NBA $2.67 B — NATIONAL BASKETBALL ASSOCIATION *2017-2025

Premier League $2.08 B — ENGLISH PREMIER LEAGUE *2023-2025

MLB $1.96 B — MAJOR LEAGUE BASEBALL *2022-2023

Source: Forbes annual NAME ranking, 2022

Current Landscape of Sports

- **Revenue in Sports Leagues (Forbes 2022)**

AVERAGE TEAM VALUE BY LEAGUE

League	Value
NFL (32 teams)	$3.48 B
EPL (20 teams)	$2.53 B
NBA (30 teams)	$2.48 B
MLB (30 teams)	$2.07 B

Source: Forbes annual NAME ranking, 2022

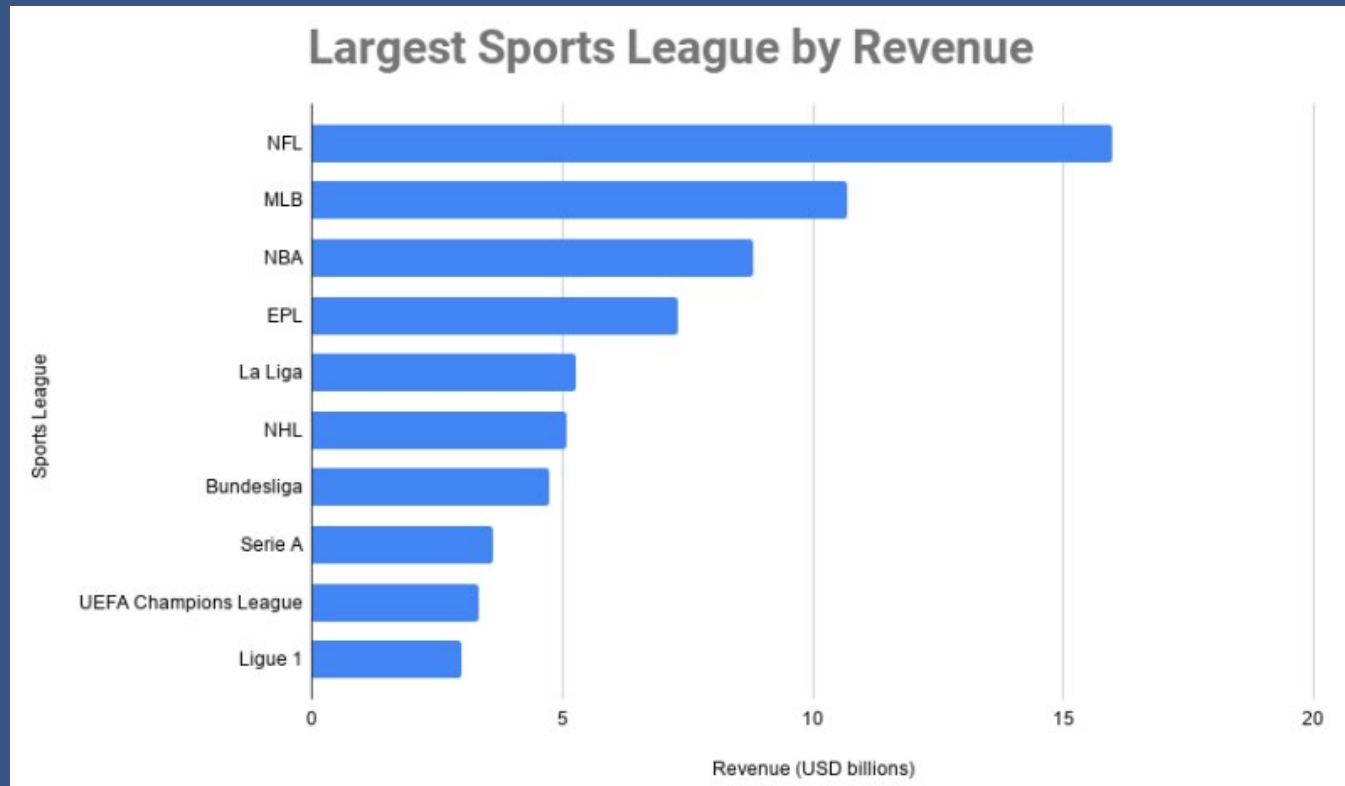# Current Landscape of Sports

- **Revenue in Sports Leagues (BizVibe)**

    - **Measurements**
        - **TV/Broadcasting Deals**
        - **Ticket Sales**
        - **Merchandising**
        - **Licensing**

    - **List Based off 2020 Data**

Current Landscape of Sports

- **Revenue in Sports Leagues (BizVibe)**

Largest Sports League by Revenue

Current Landscape of Sports

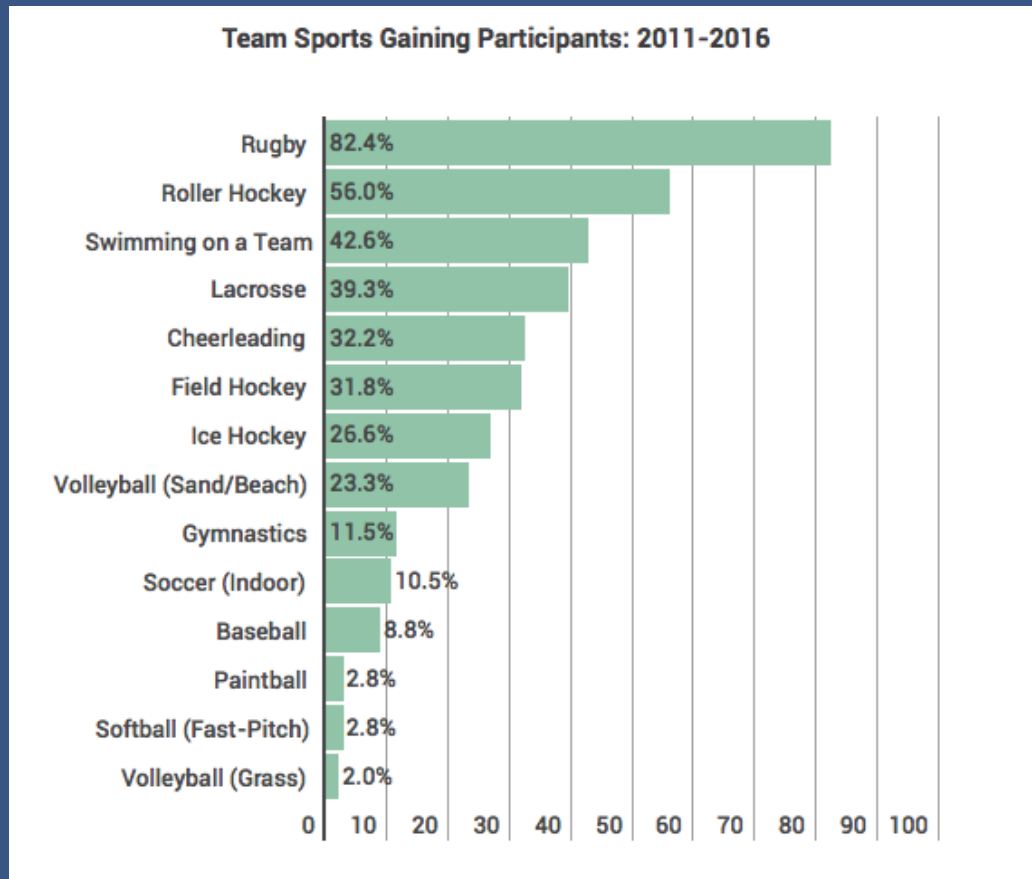- **Profit of Sports Leagues (Athletic Panda)**

  - **Updated to 2020**

    1. National Football League (NFL) — $13 Billion
    2. Major League Baseball (MLB) — $10 Billion
    3. National Basketball Association (NBA) — $7.4 Billion
    4. Indian Premier League (Cricket) — $6.3 Billion
    5. English Premier League — $5.3 Billion
    6. National Hockey League (NHL) — $4.43 Billion
    7. Australian Rules Football — $2.5 Billion
    8. La Liga (Spanish Football League) — $2.2 Billion
    9. Serie A (Italian Football League) — $1.9 Billion
    10. Ligue 1 (France/Monaco Football League) — $1.5 Billion

Current Landscape of Sports

- **Growth in Team Sports (sisugaurd.com)**

Team Sports Gaining Participants: 2011-2016

Sport	Growth
Rugby	82.4%
Roller Hockey	56.0%
Swimming on a Team	42.6%
Lacrosse	39.3%
Cheerleading	32.2%
Field Hockey	31.8%
Ice Hockey	26.6%
Volleyball (Sand/Beach)	23.3%
Gymnastics	11.5%
Soccer (Indoor)	10.5%
Baseball	8.8%
Paintball	2.8%
Softball (Fast-Pitch)	2.8%
Volleyball (Grass)	2.0%

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**

Current Landscape of Sports

- **Growth in Team Sports (SFIA Twitter)**

  - **Based off 2019 Report**

Sport/Fitness Activity	3-Year Average Annual Growth
1 Cardio Tennis	11.3 %
2 Pickleball	9.7%
3 Hiking (Day)	8.8%
4 Bicycling (BMX)	8.7%
5 Skiing (Cross-Country)	7.3%
6 Trail Running	7.2%
7 Kettlebells	6.4%
8 Rowing Machine	6.2%
9 Rugby	5.2%
10 Kayaking (Recreational)	5.1%

Current Landscape of Sports

- ## Growth in Team Sports (SFIA)
  - Interesting Information About 2022 Annual Report

  - Pandemic Effect on Team Sports
    - 67 million in 2020 to 68.3 million in 2021
    - 70.8 million in 2019

  - Team Sports in Ages 6 to 12 Increased by 0.6 million in 2021

  - Basketball Continues to be Most Played (27.1 million)

  - Soccer Overtook Basketball for 6-year-olds in 2021

Current Landscape of Sports

- ## Growth in Team Sports (SFIA)

  - ### Participant Rate Changes
    - Fast-Pitch Softball (+15.3%)
    - Gymnastics (+10.9%)
    - Court Volleyball (+8.1%)
    - Swimming on Team (+8%)

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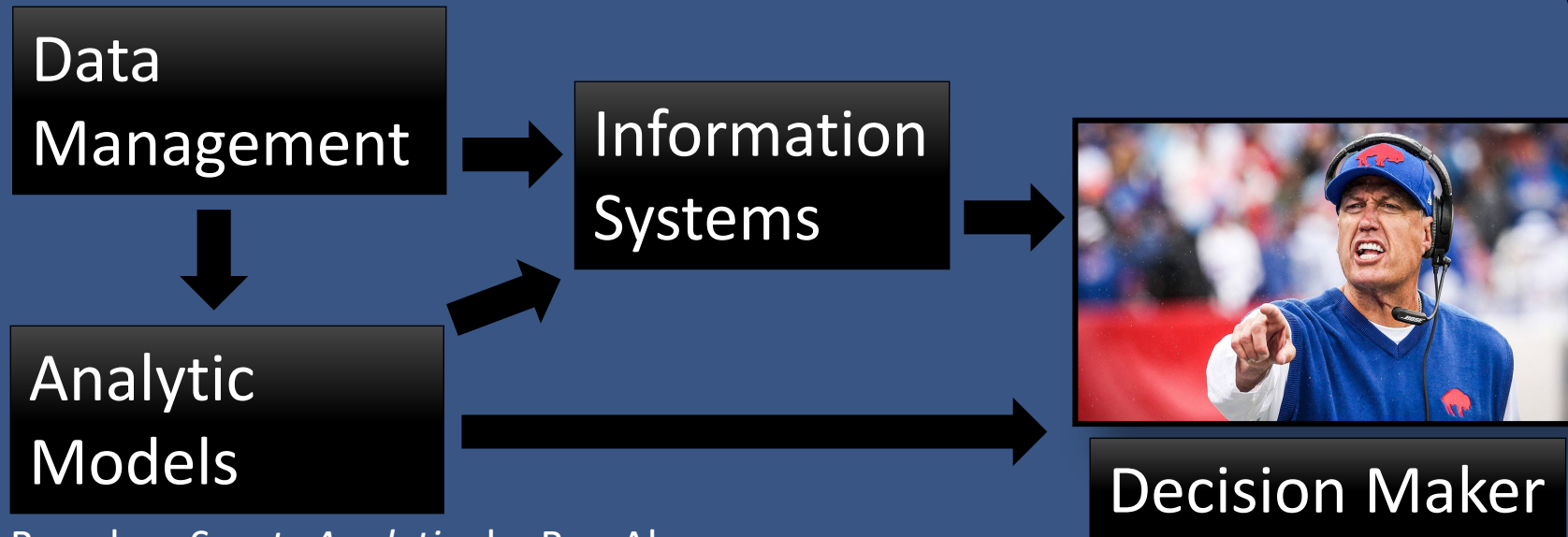
How you gather, manage, and use information will determine whether you win or lose.

- Bill Gates

What is Sports Analytics?

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

Data Management → Information Systems

Data Management → Analytic Models

Analytic Models → Decision Maker

Information Systems → Decision Maker

Based on *Sports Analytics* by Ben Alamar

What is Sports Analytics?

- **Purpose: To Aid an Organization's <u>Decision Makers</u> 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.**
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- Mahatma Mario