



Sports Analytics I

Produced by Dr. Mario
UNC STOR 538

Survey on Sports

Complete the ...

Survey



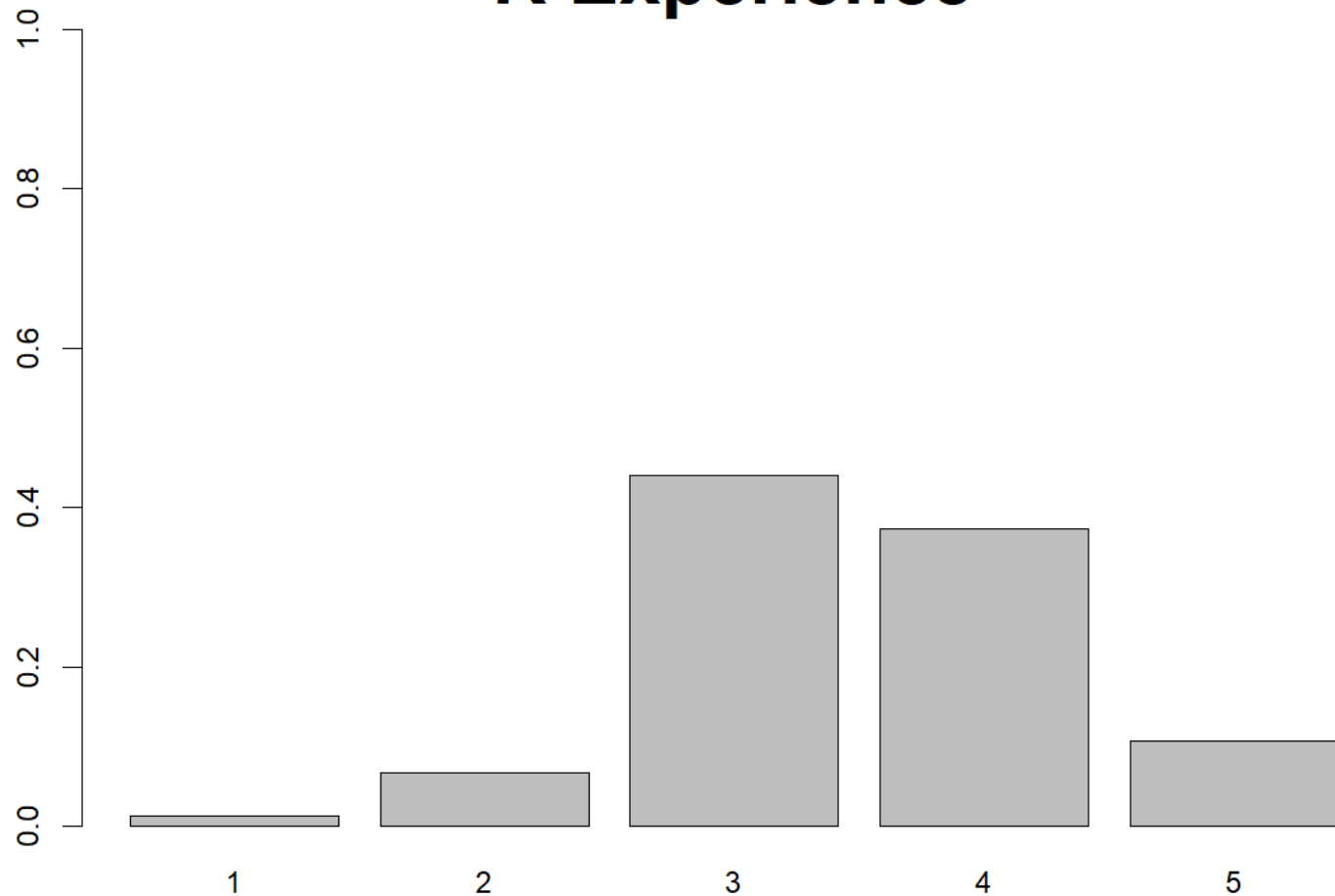
Survey Results: Demographics

- 75 Responses (Thank You!!)
- Majority are Seniors (43/75)
- Others are Juniors (25/75)
- Some are Sophomores (6/75)
- Other = 1



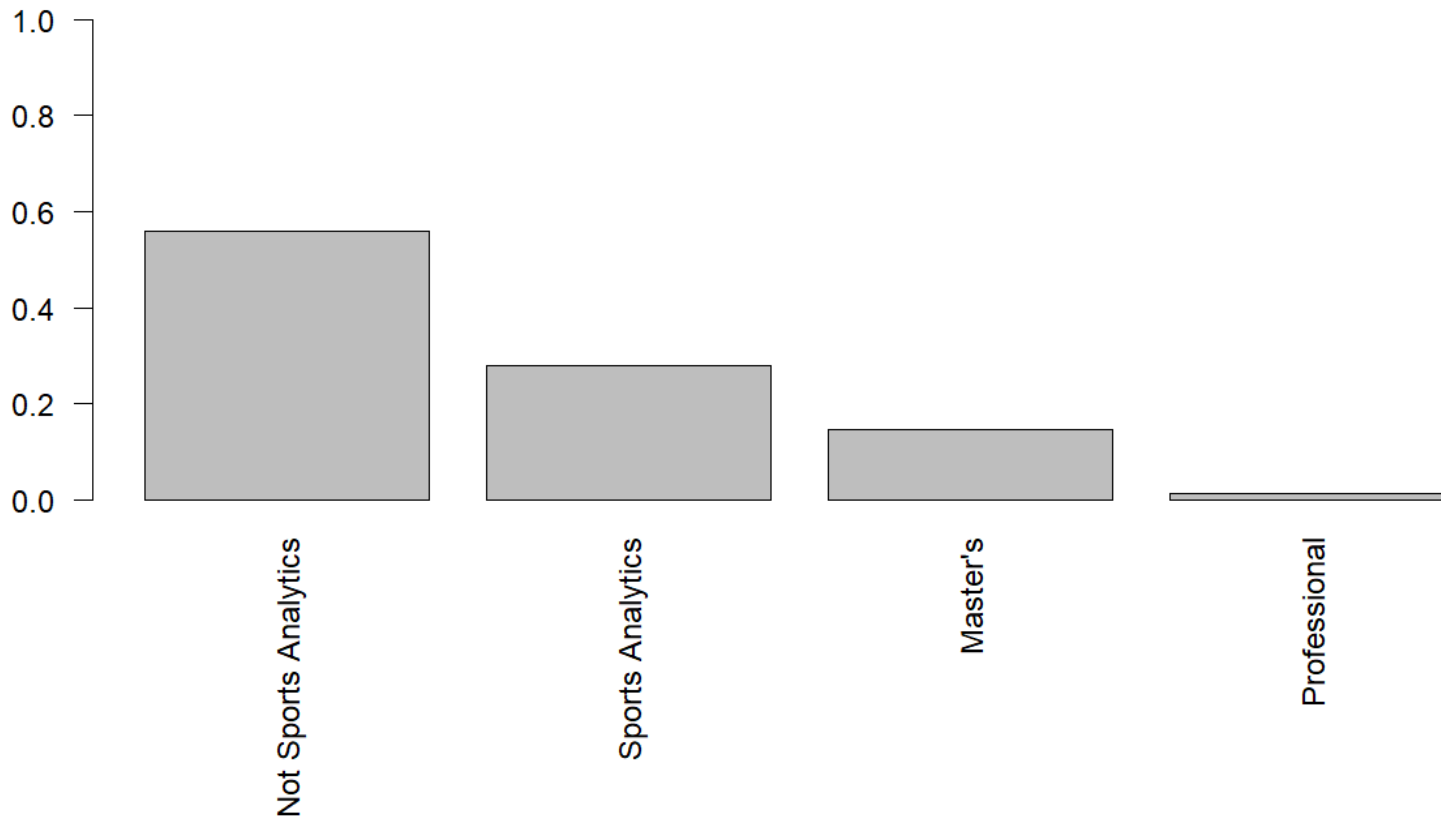
Survey Results: R Experience

R Experience



Survey Results: Goal After Graduation

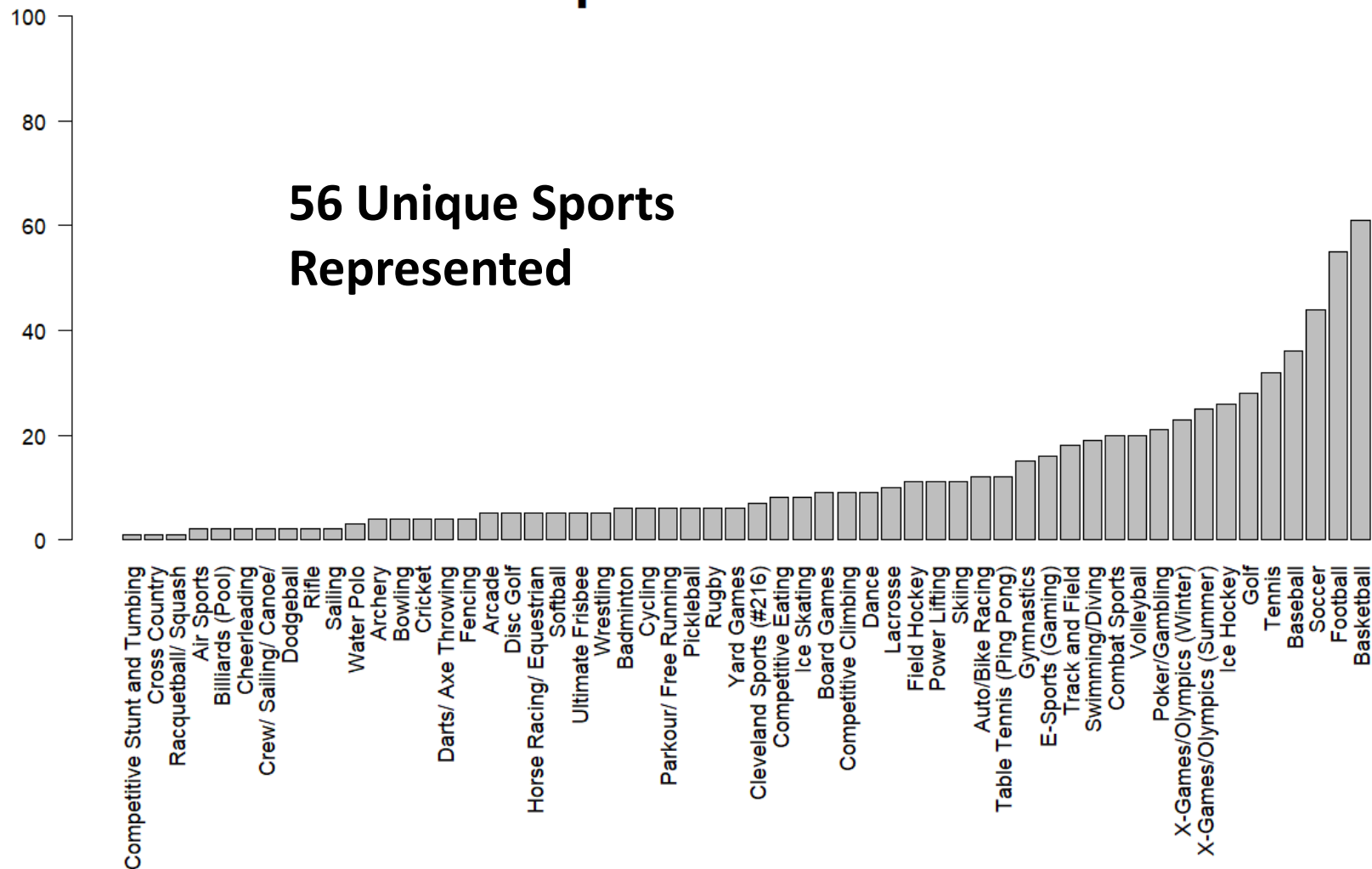
Graduation Goal



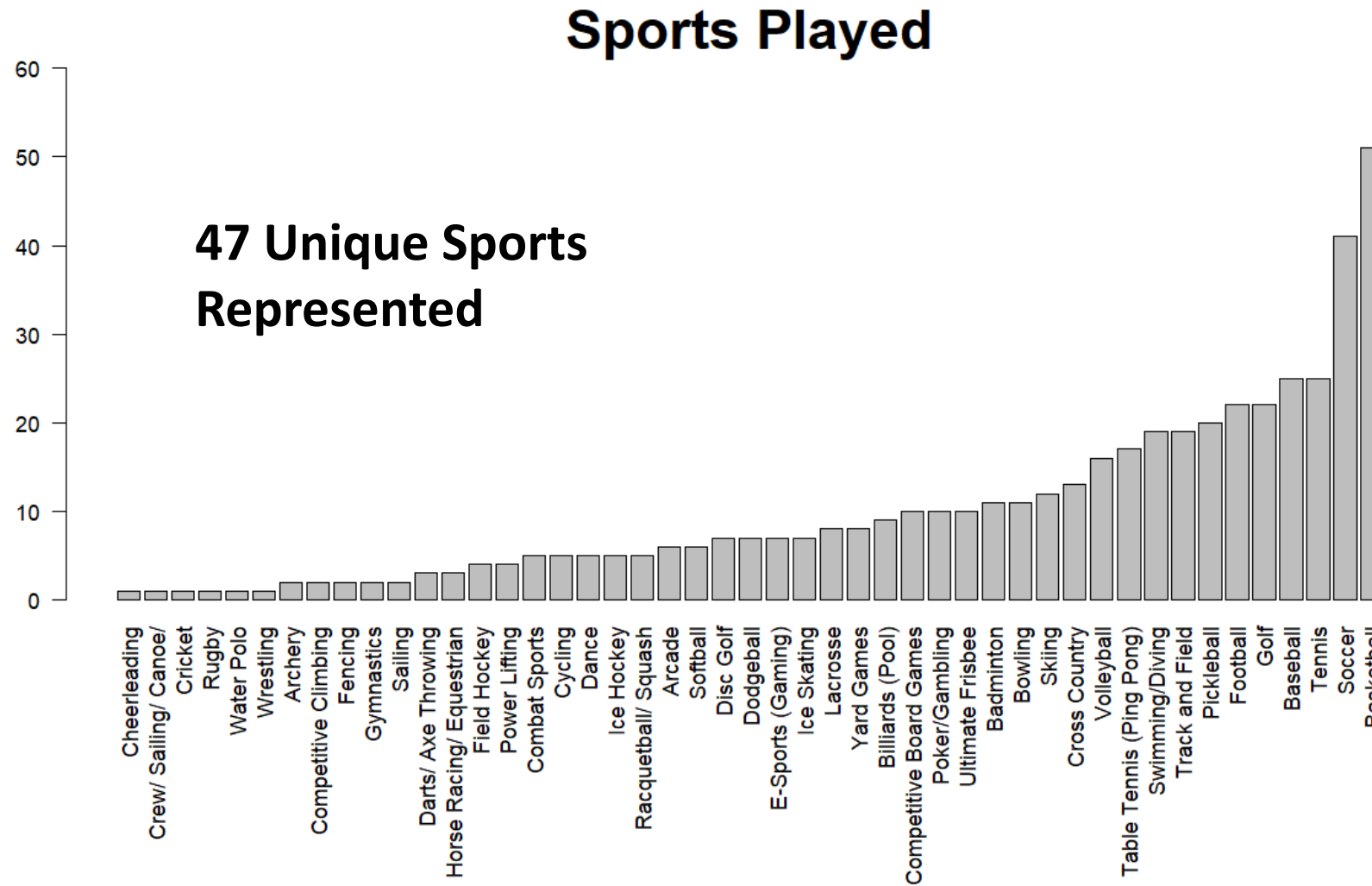
Survey Results: Watched

Sports Watched

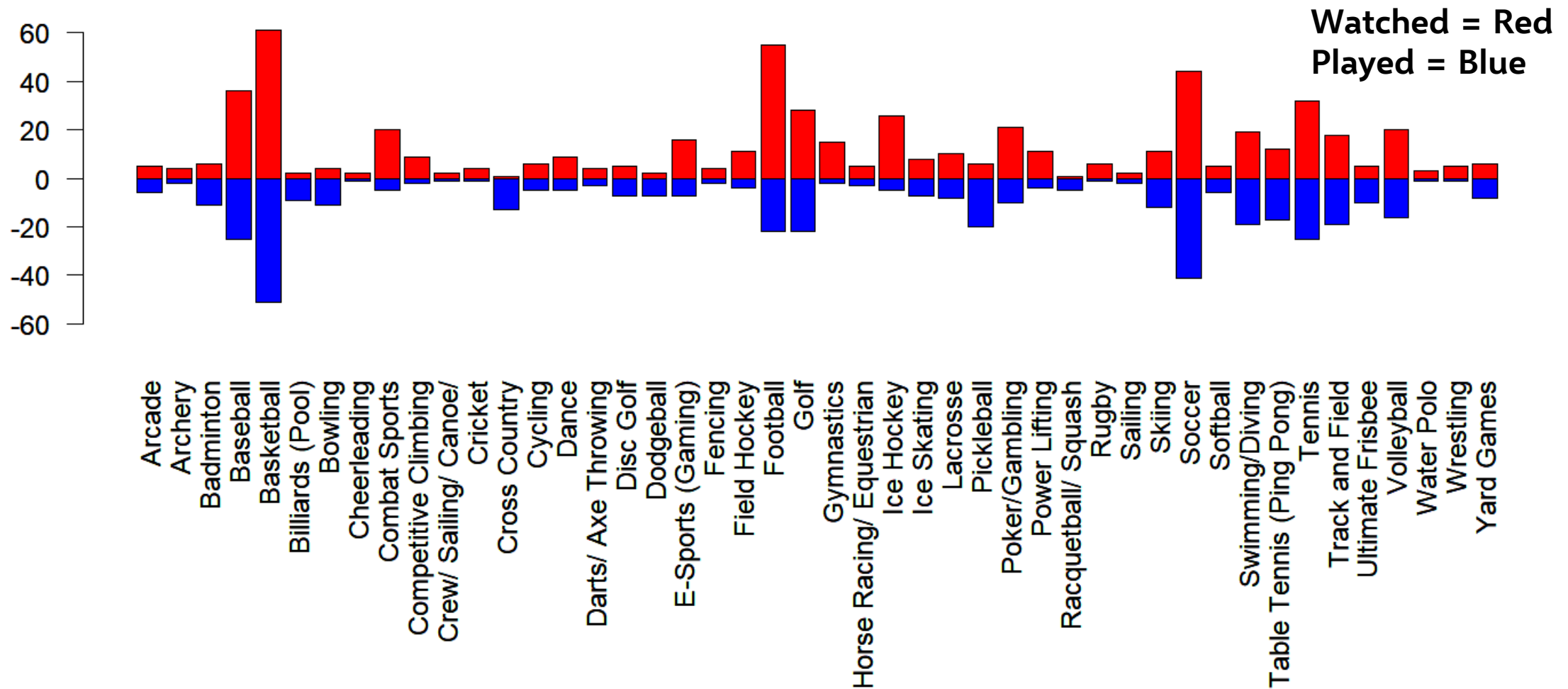
56 Unique Sports
Represented



Survey Results: Played



Survey Results: Combined



Current Landscape of Sports

- Most Popular World Sports (sportsmonkie.com)

- Based on 14 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
 - Gender equality
 - Access to the General Public
 - Number of Amateurs
 - Prominence in Headlines



Current Landscape of Sports

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

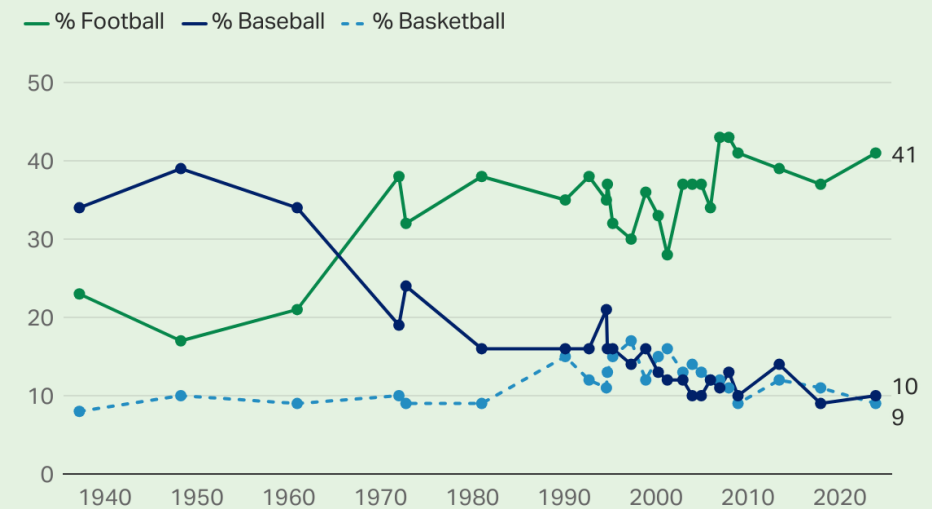


Current Landscape of Sports

- Most Popular US Sports (Gallup.com)
 - 41% of US Adults Say Football is “Favorite”
 - Football has been “Favorite” Since 1972
 - Not True with Young Adults (Basketball)
 - Soccer is Interesting
 - <2% Prior to 2004
 - Consistently Above 2% Since 2008 (High of 7%)
 - Updated to 2024



What is your favorite sport to watch?



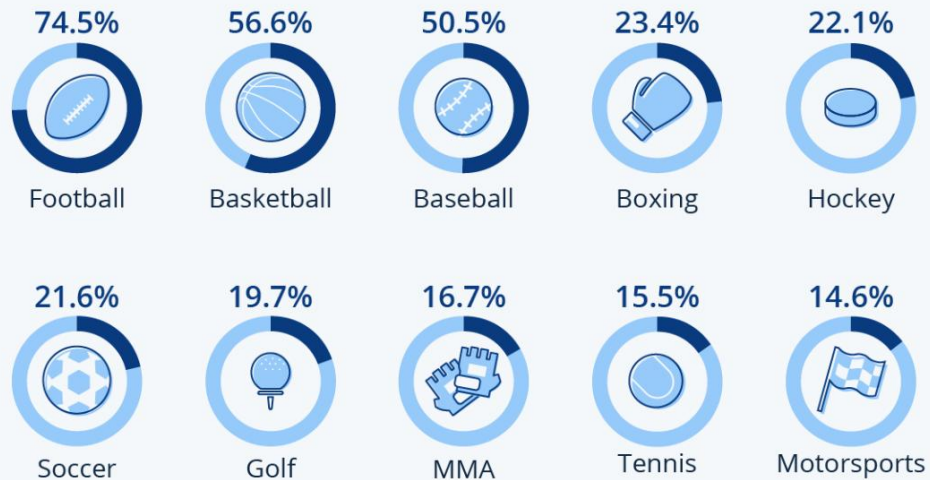
Trend for the top three sports

Current Landscape of Sports

- Infographic About US Sports (Statista.com)

Which Sports Do Americans Follow?

Share of U.S. sports fans saying they follow these professional sports

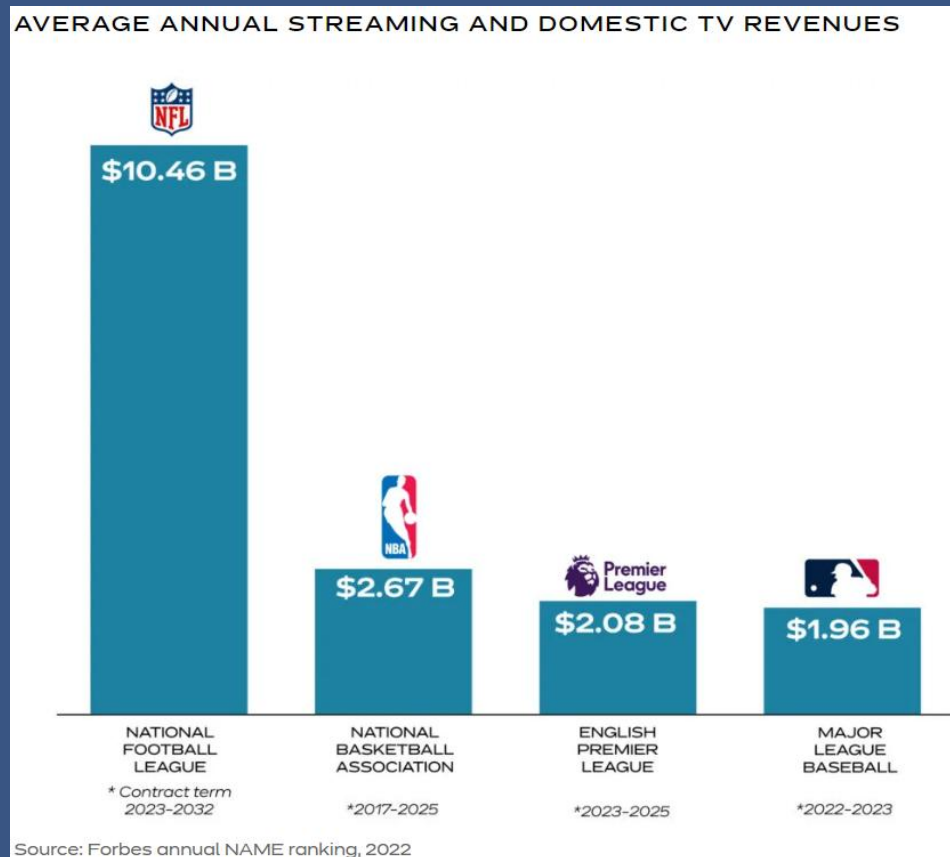


7,962 U.S. adults who follow sports surveyed between Jul 2021 and Jun 2022
Source: Statista Global Consumer Survey



Current Landscape of Sports

- Revenue in Sports Leagues (Forbes 2022)



Current Landscape of Sports

- Revenue in Sports Leagues (Forbes 2022)



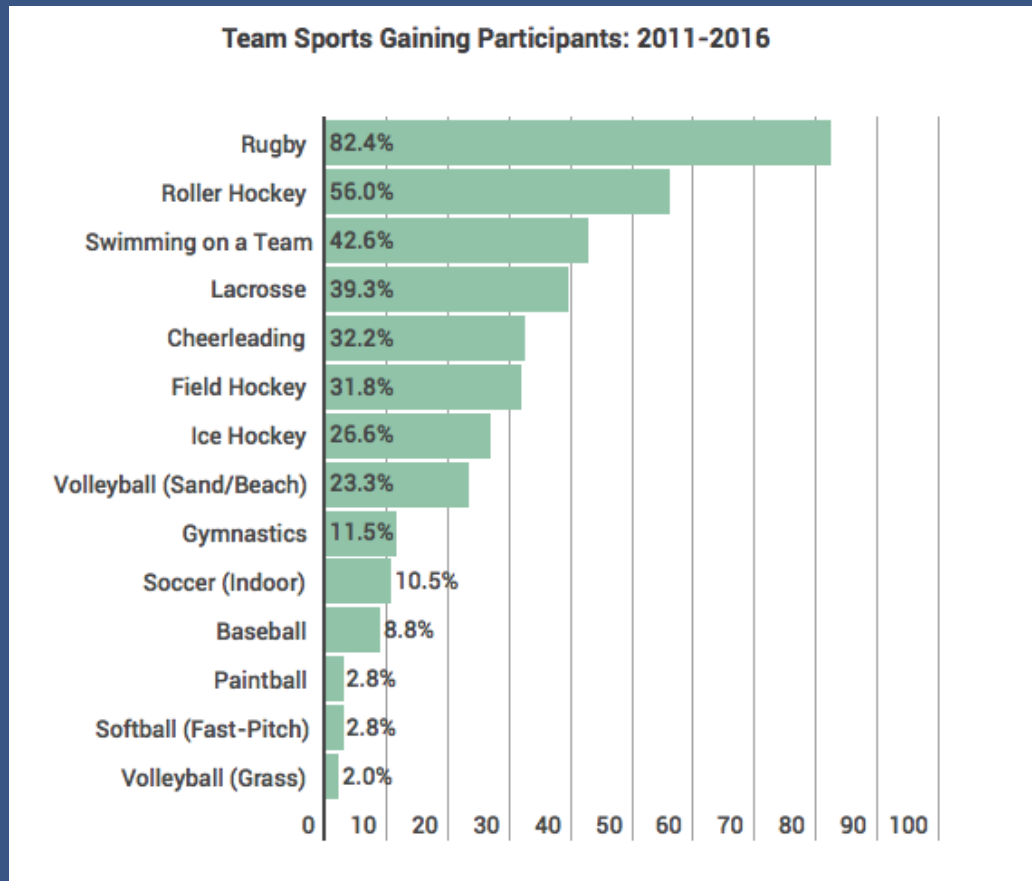
Current Landscape of Sports

- Revenue in Sports Leagues (Wikipedia)
 - List Based off Most Recent Data (in Euro)
 - NFL (American Football, 18.027 Billion)
 - MLB (Baseball, 10.07 Billion)
 - NBA (Basketball, 9.951 Billion)
 - EPL (Soccer, 6.442 Billion, England)
 - NHL (Hockey, 1.4 Billion)
 - La Liga (Soccer, 4.443 Billion, Spain)
 - Bundesliga (Soccer, 3.610 Billion, Germany)
 - Serie A (Soccer, 2.927 Billion, Italy)
 - Ligue 1 (Soccer, 2.407 Billion, France)
 - NPB (Baseball, 1.506 Billion, Japan)
 - Compare Revenue Per Team and Revenue Per Match



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 (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 Ages 6-12 Increased 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%)
 - Team Sports Increased by 8 Million from 2022 to 2023
 - Sport Per Participant Continues a Downward Trend
 - Mean = 1.73 (Lowest in the Decade)

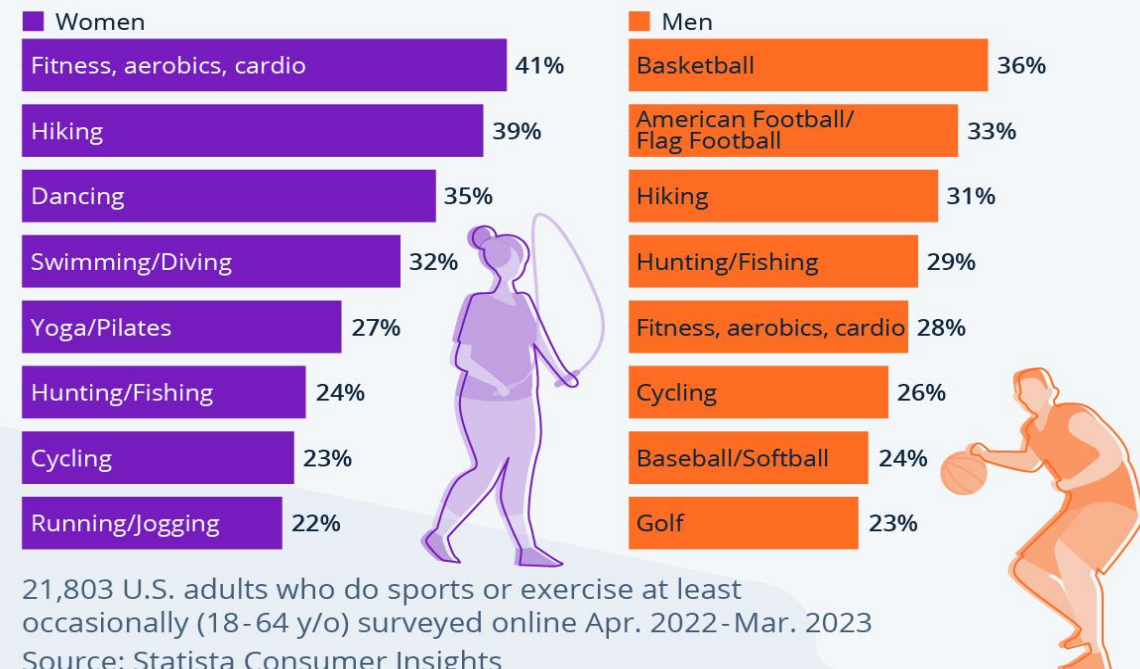


Current Landscape of Sports

- Article by Florian Zandt (Statista.com)
 - 96% of Americans Spent Time on Sports and Leisure Activities in 2021 (US BLS)
- Number Consistent Along the Gender Divide
- Article Focuses on Differences Between Men and Women Respondents

Men Sweat on Fields, Women in the Gym

Share of respondents who do the following sports at least occasionally



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.

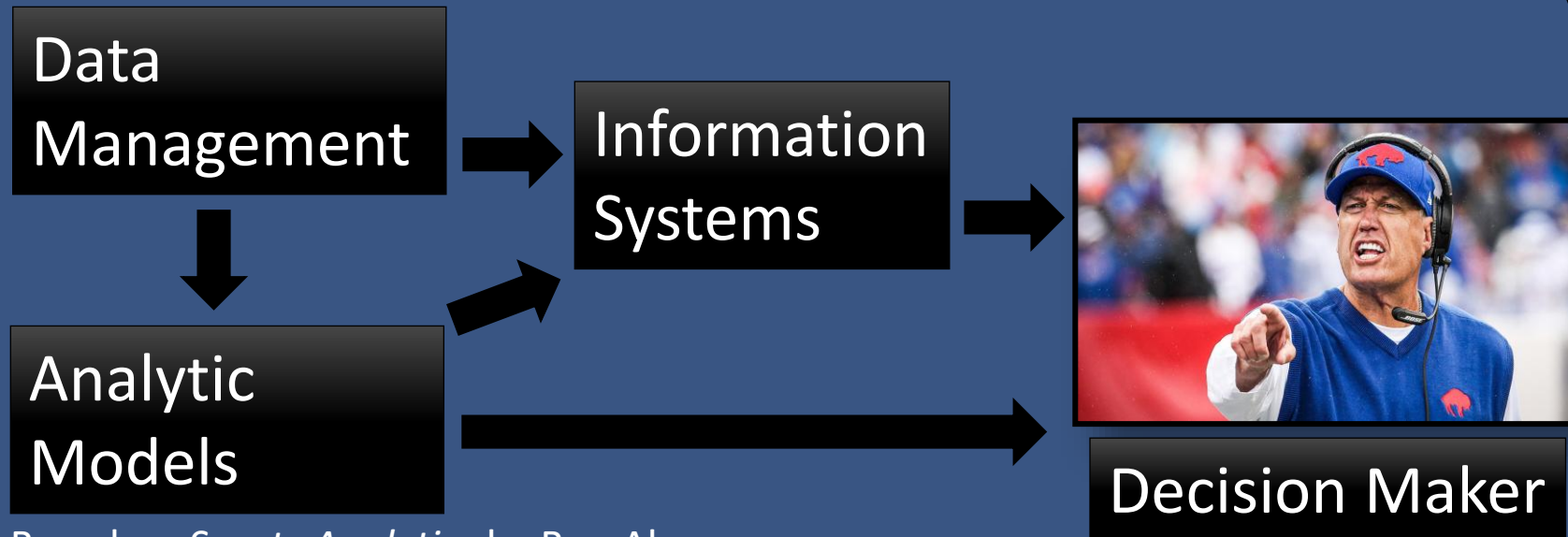
How you gather, manage, and use information will determine whether you win or lose.

- 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
- Attributes of 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