Sports Analytics I

Produced by Dr. Mario
UNC STOR 538

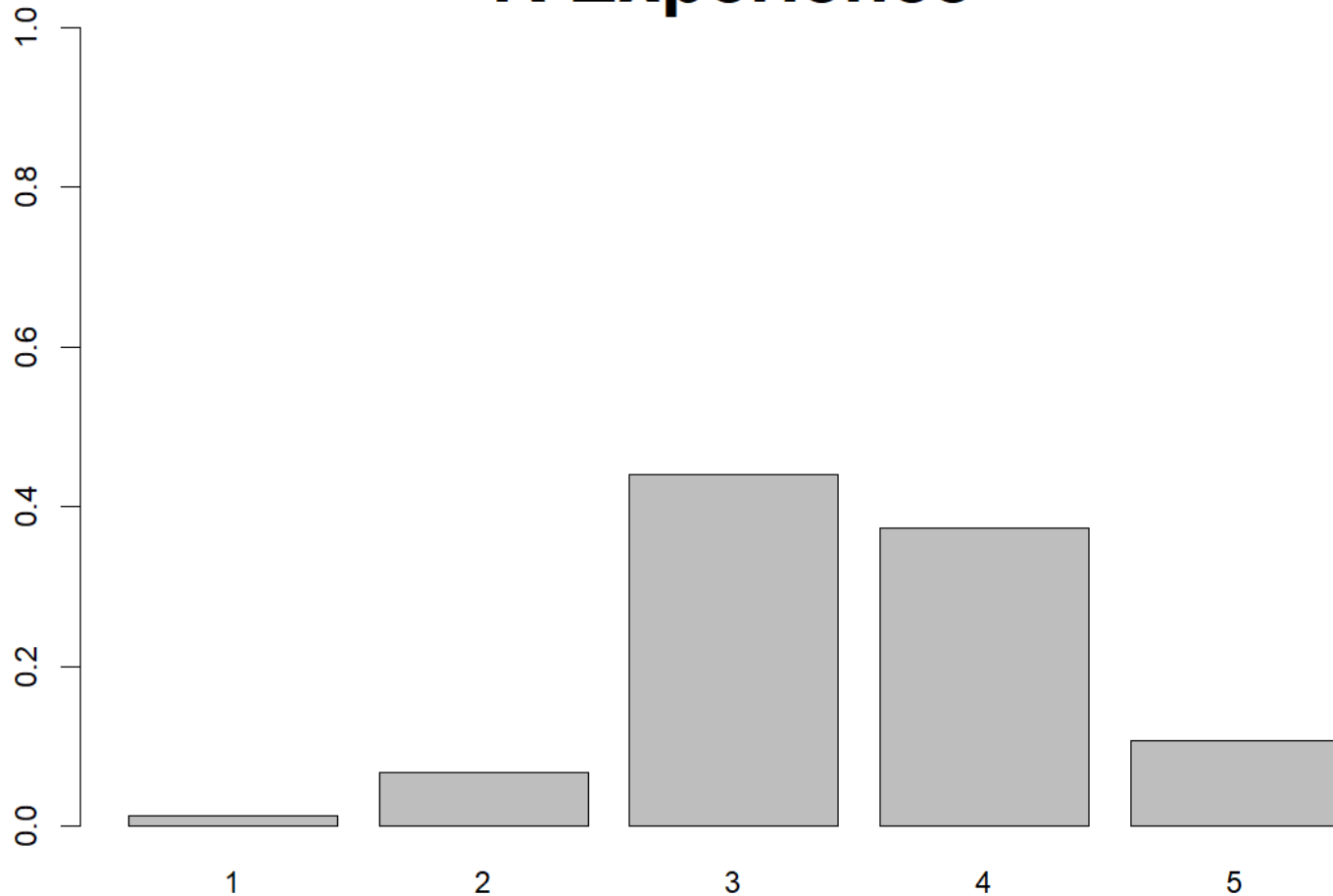# Survey on Sports

Complete the ...

[Survey](#)

Survey Results: Demographics

- 75 Responses (Thank You!!)

- Majority are Seniors (43/89)

- Others are Juniors (25/89)

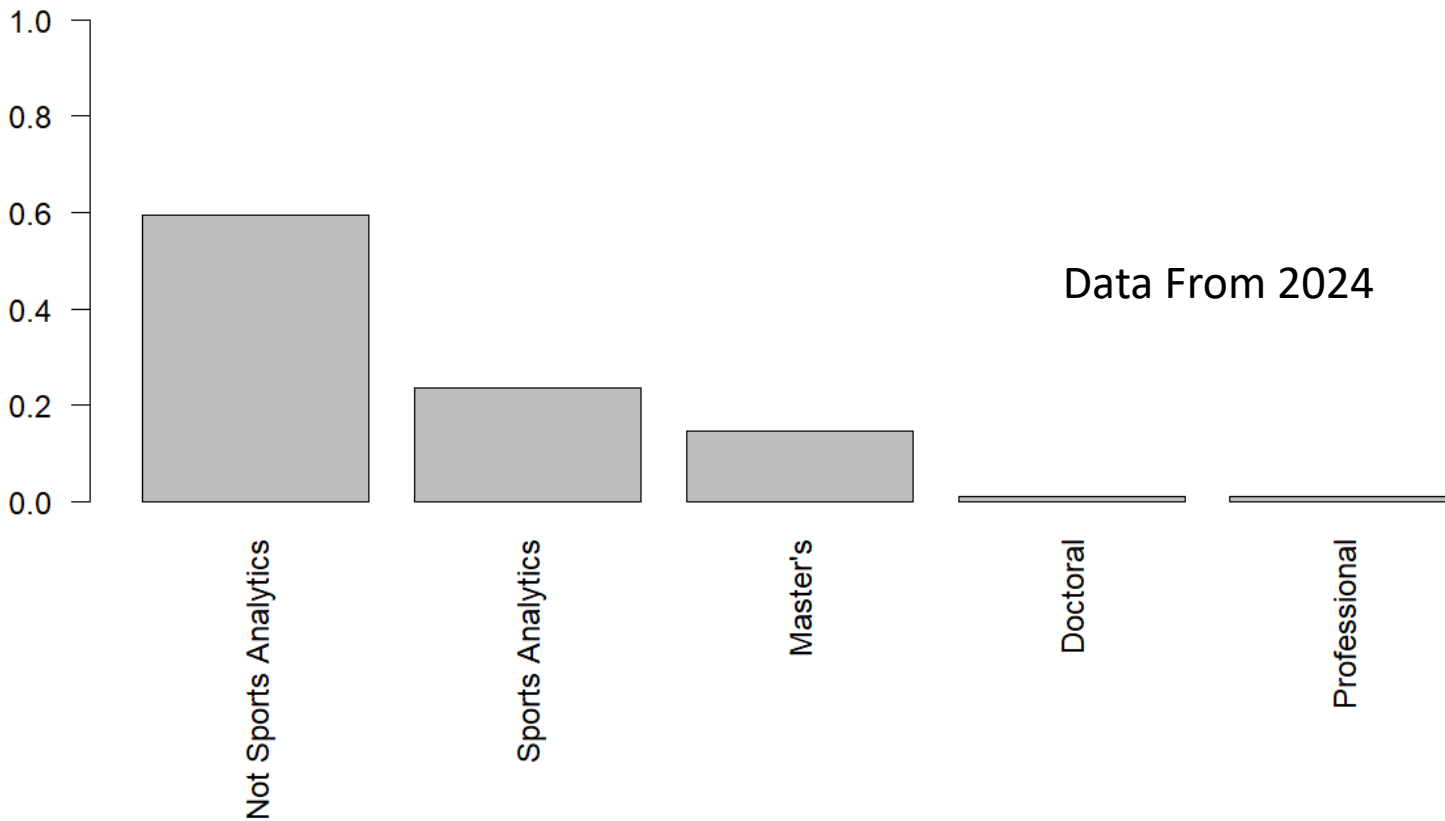- Some are Sophomores (6/89)

- Other = 1

Survey Results: R Experience

Survey Results: Goal After Graduation

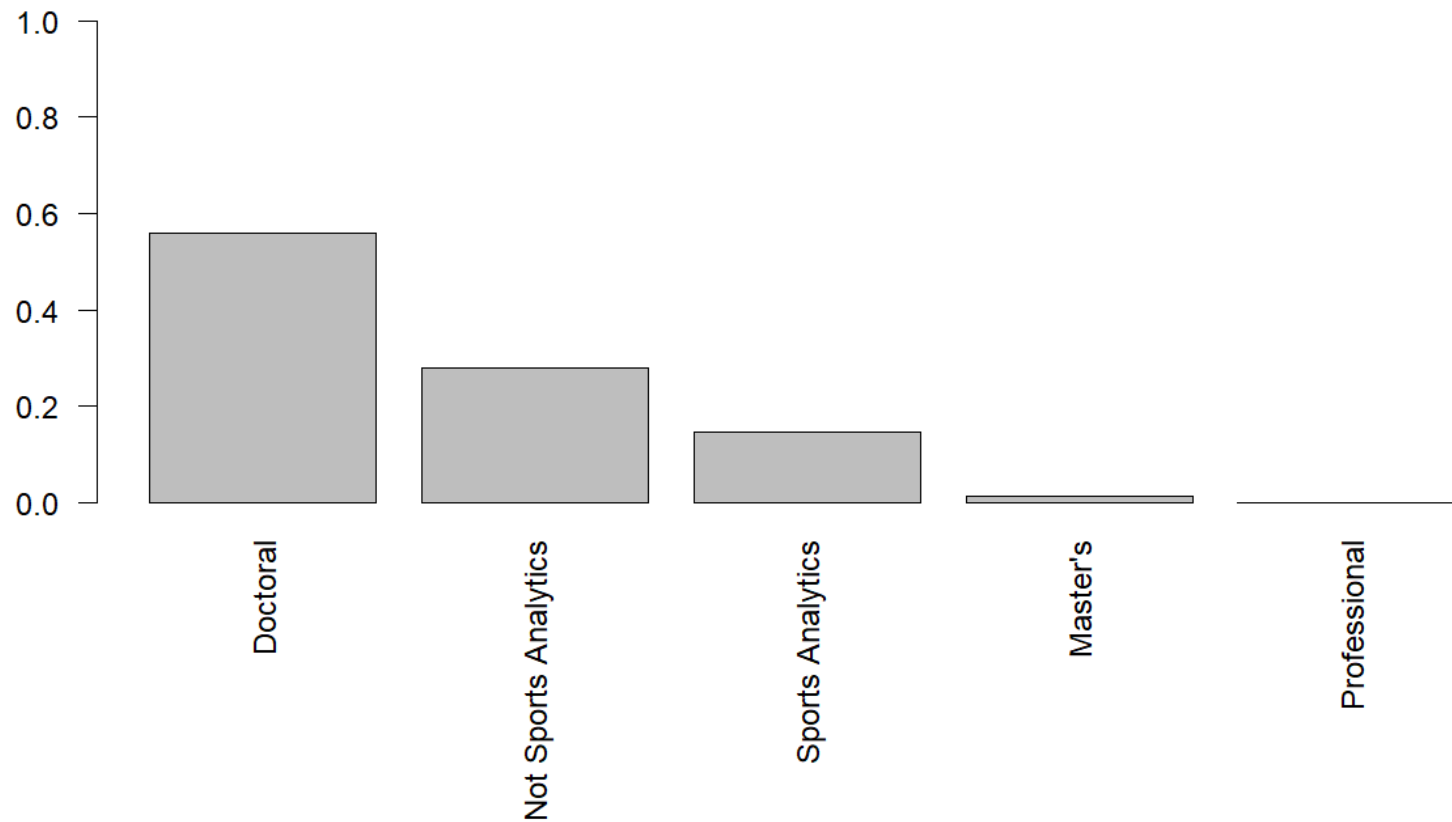# Survey Results: Goal After Graduation

Survey Results: Watched

Sports Watched

56 Unique Sports Represented

Survey Results: Played

Sports Played
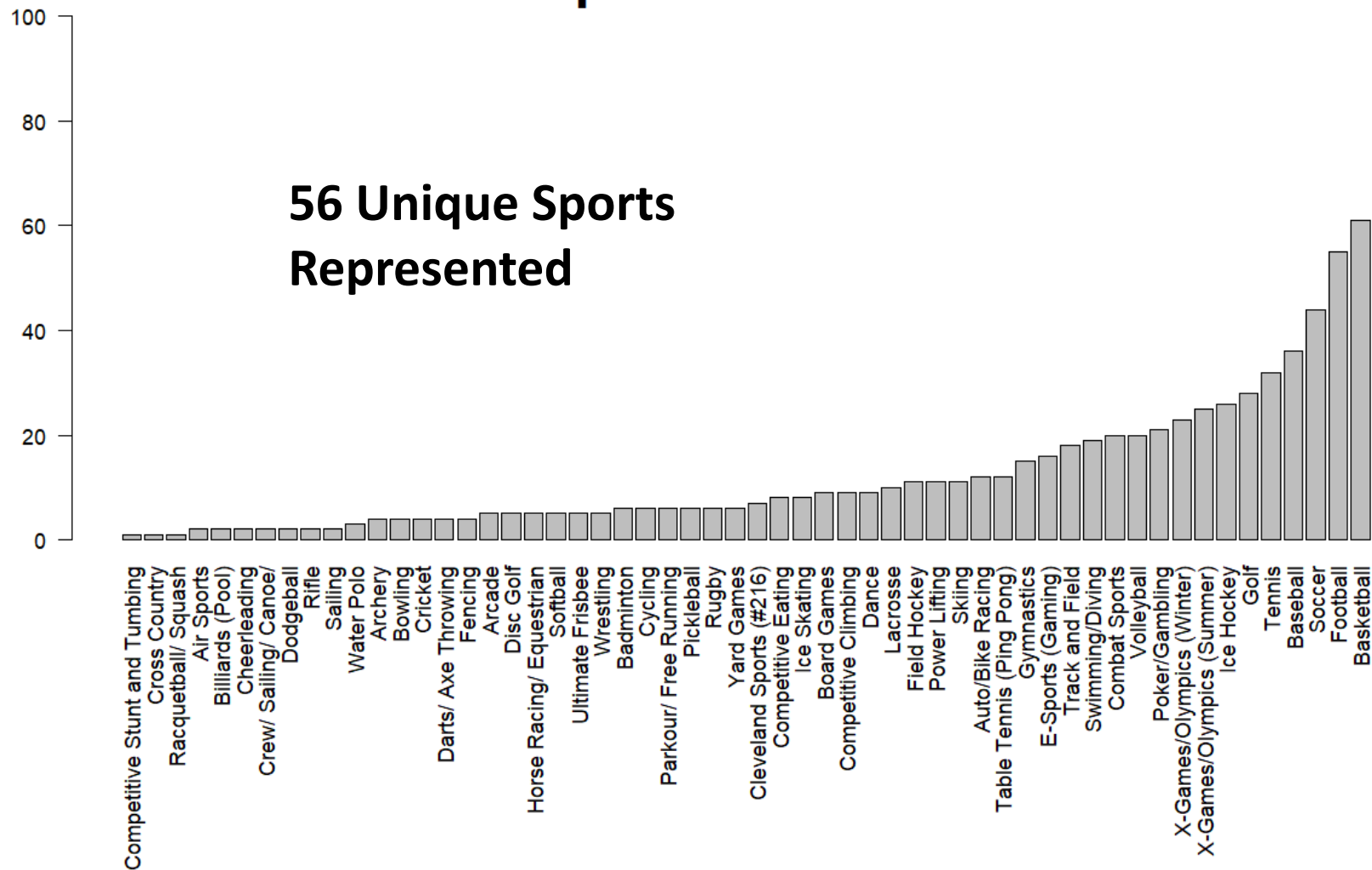
47 Unique Sports Represented
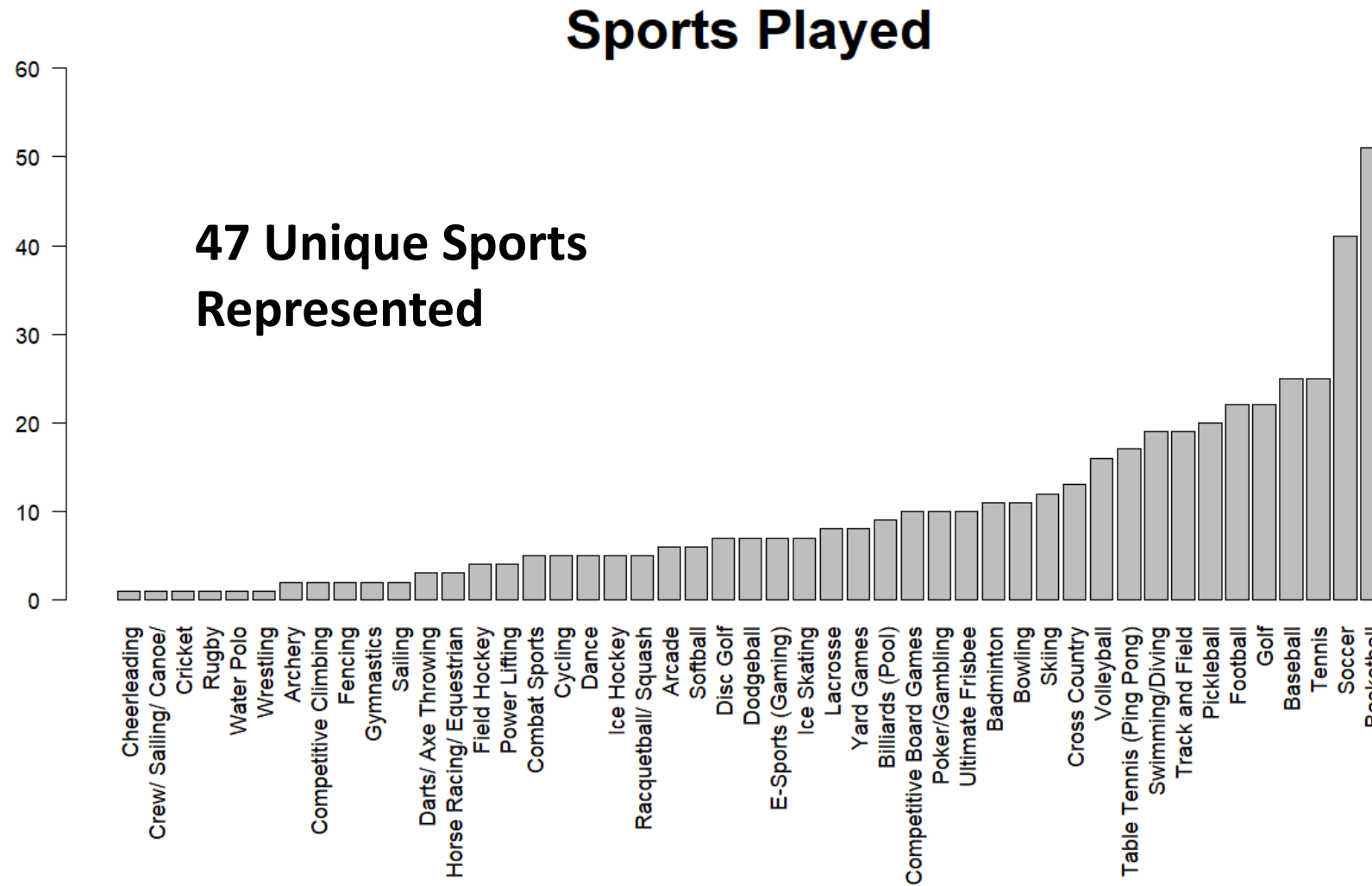
Survey Results: Combined
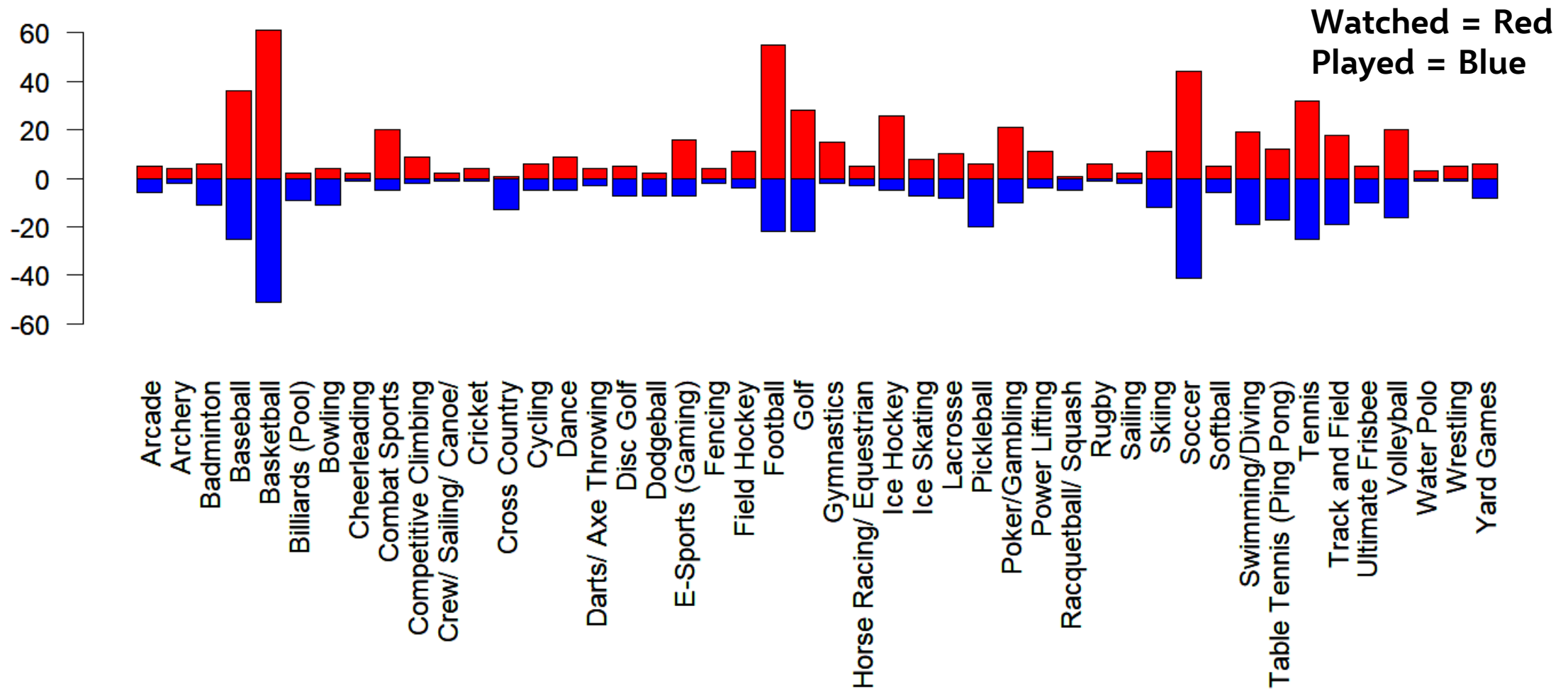
Current Landscape of Sports

- **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?

— % Football   — % Baseball   -- % Basketball
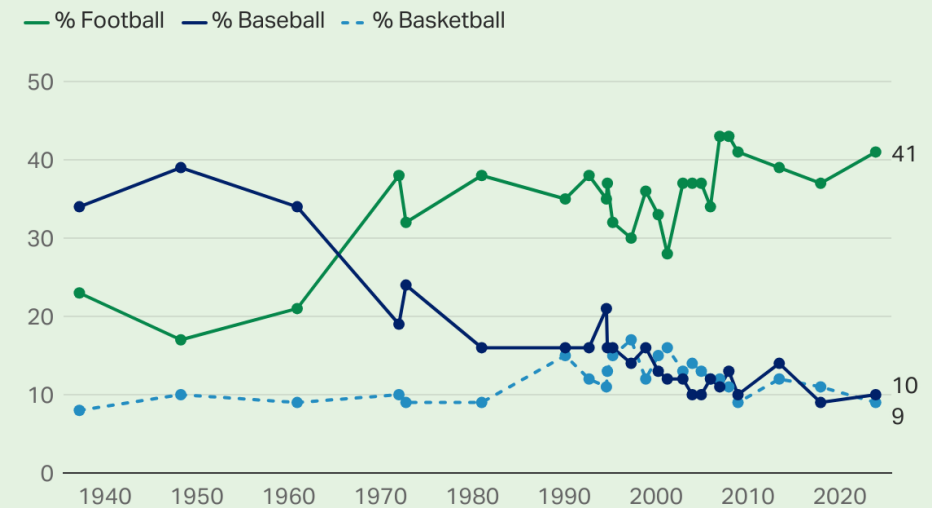
Trend for the top three sports

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

| 74.5% | 56.6% | 50.5% | 23.4% | 22.1% |
| Football | Basketball | Baseball | Boxing | Hockey |

| 21.6% | 19.7% | 16.7% | 15.5% | 14.6% |
| Soccer | Golf | MMA | Tennis | Motorsports |
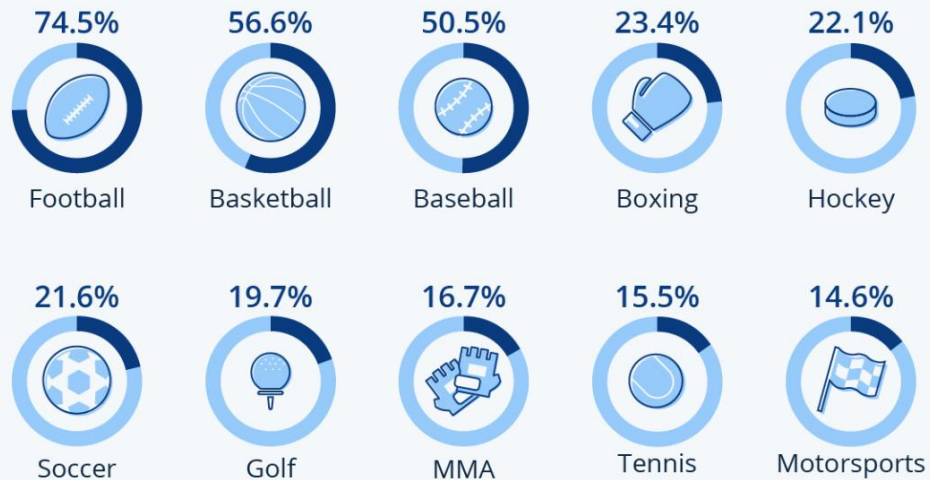
7,962 U.S. adults who follow sports surveyed between Jul 2021 and Jun 2022
Source: Statista Global Consumer Survey

Current Landscape of Sports
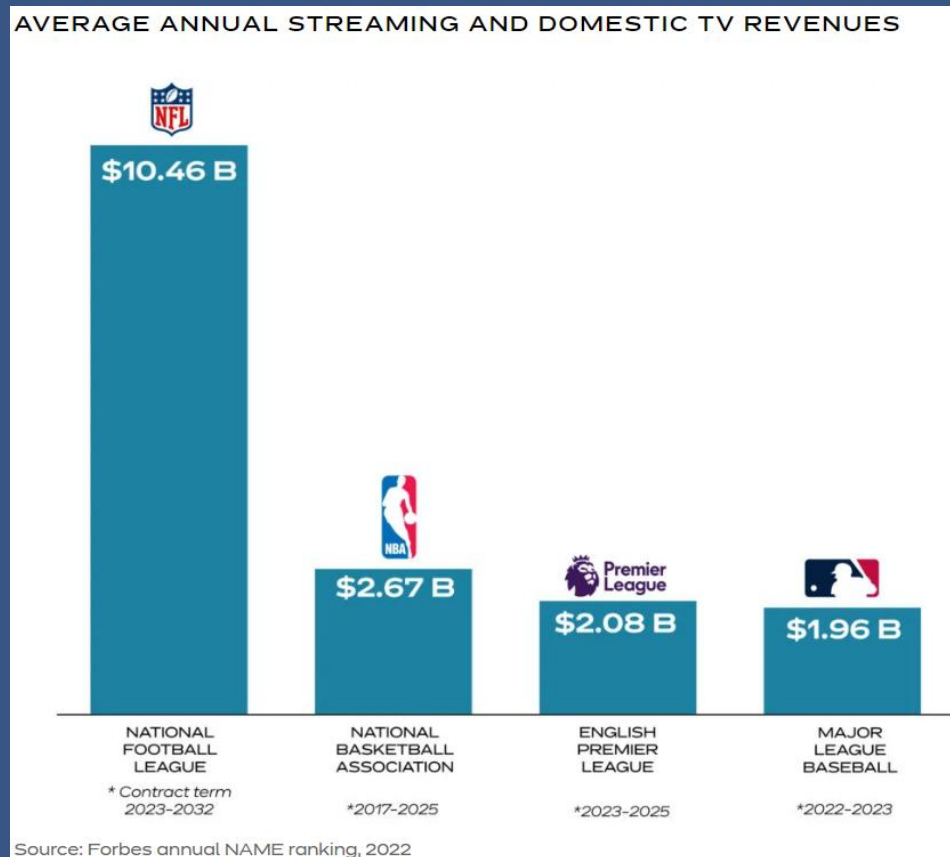
- **Revenue in Sports Leagues (Forbes 2022)**

AVERAGE ANNUAL STREAMING AND DOMESTIC TV REVENUES

NFL $10.46 B
NBA $2.67 B
Premier League $2.08 B
MLB $1.96 B

NATIONAL FOOTBALL LEAGUE
*Contract term 2023-2032

NATIONAL BASKETBALL ASSOCIATION
*2017-2025

ENGLISH PREMIER LEAGUE
*2023-2025

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

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

Source: Forbes annual NAME ranking, 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)**

Team Sports Gaining Participants: 2011-2016

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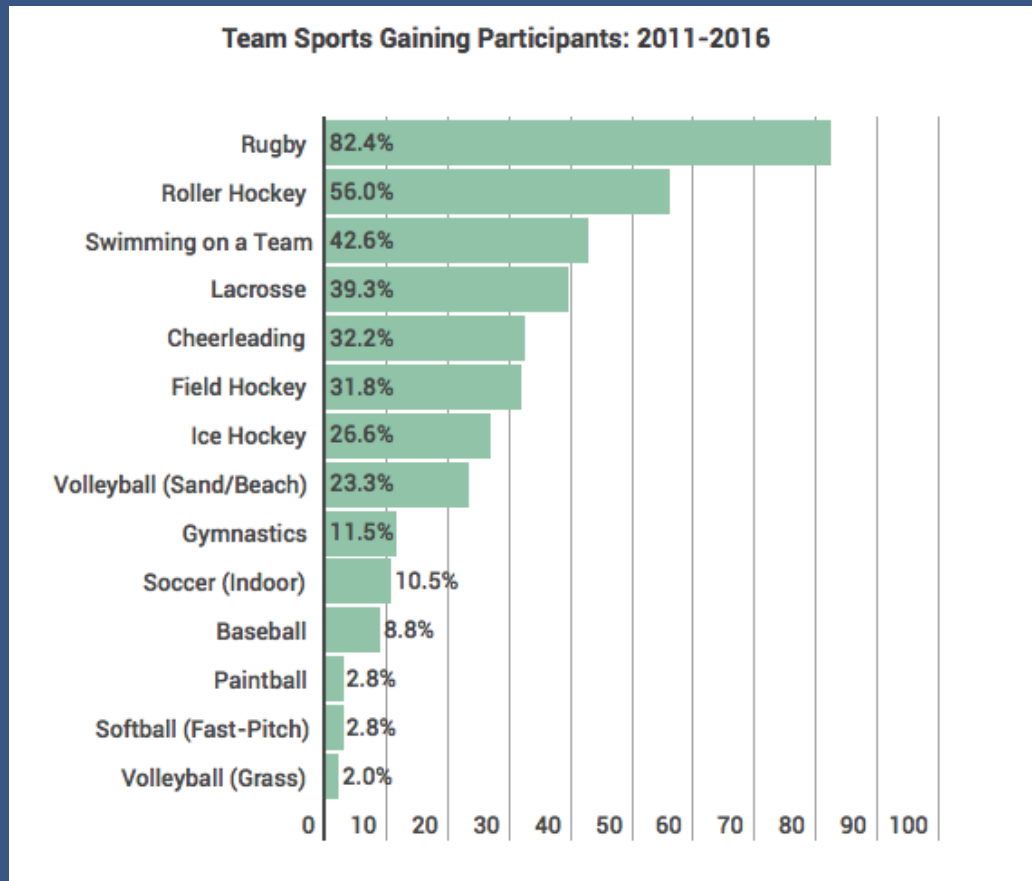
Based on 2017 Annual Report
On US Trends in Team Sports
By Sports & Fitness Industry
Association (SFIA)

Current Landscape of Sports

- **Growth in Team Sports (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**
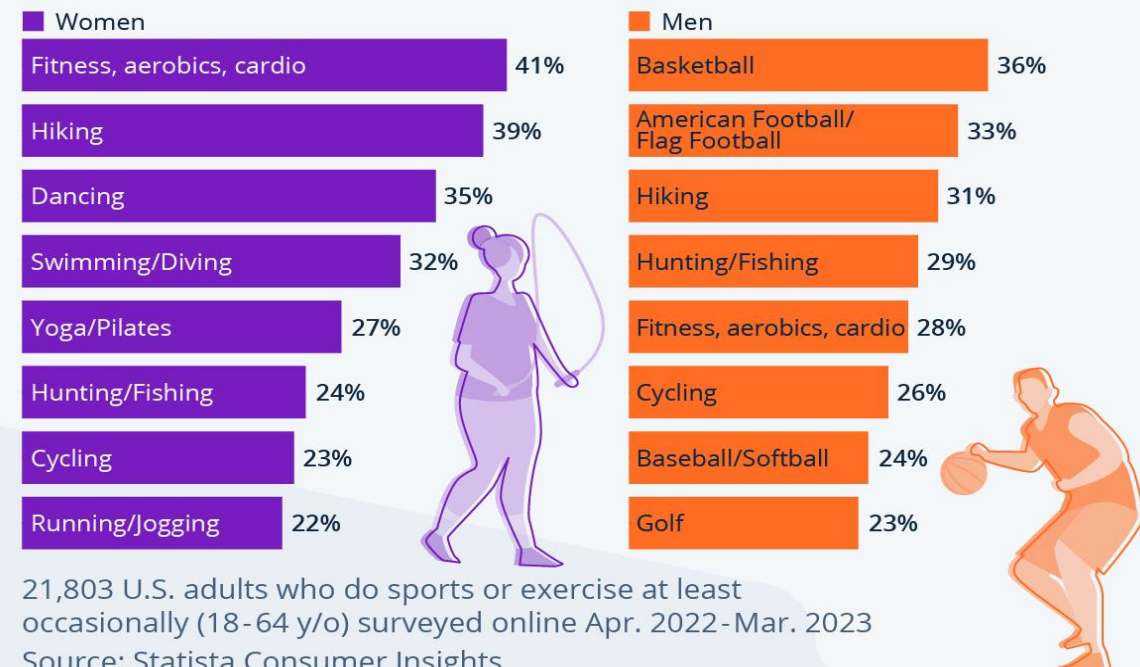   - Mean = 1.73 (Lowest in the Decade)

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

Women

Fitness, aerobics, cardio	41%
Hiking	39%
Dancing	35%
Swimming/Diving	32%
Yoga/Pilates	27%
Hunting/Fishing	24%
Cycling	23%
Running/Jogging	22%

Men

Basketball	36%
American Football/ Flag Football	33%
Hiking	31%
Hunting/Fishing	29%
Fitness, aerobics, cardio	28%
Cycling	26%
Baseball/Softball	24%
Golf	23%

21,803 U.S. adults who do sports or exercise at least occasionally (18-64 y/o) surveyed online Apr. 2022-Mar. 2023
Source: Statista Consumer Insights

statista

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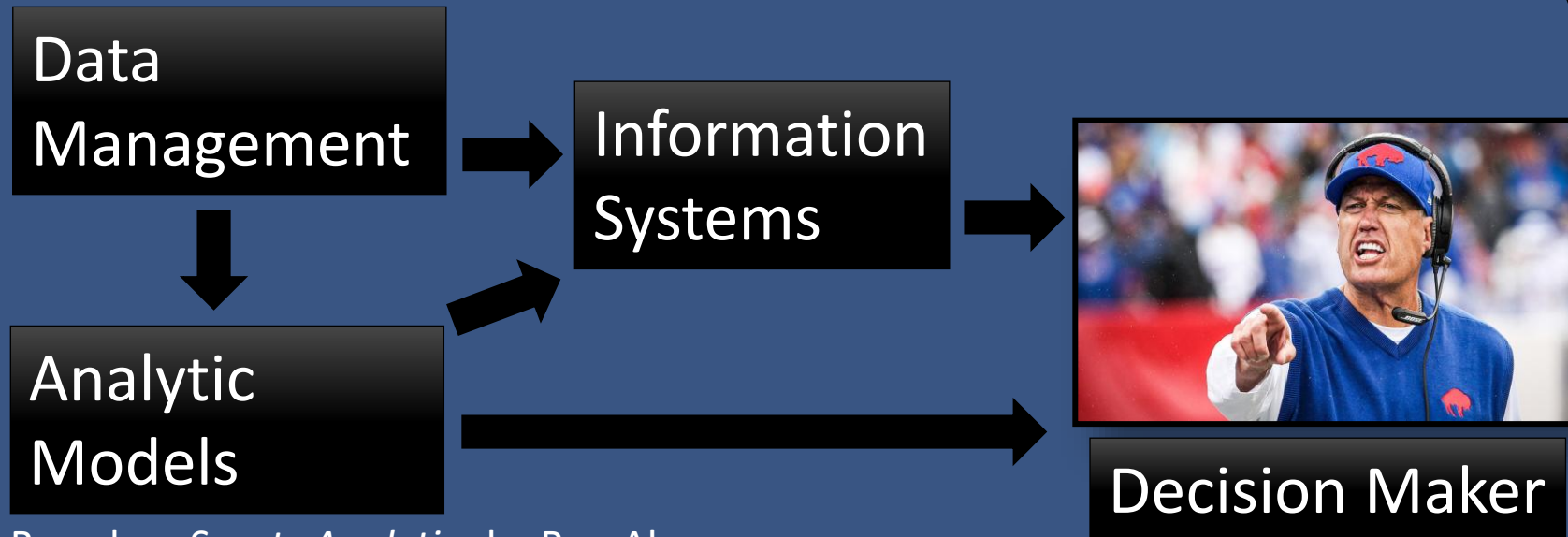
How you gather, manage, and use information will determine whether you win or lose.

- Bill Gates

What is Sports Analytics?

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

Data Management → Information Systems → Decision Maker

Analytic Models →

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**