Main Page Section 1 – Congratulations you have a Job!

**(ML) AI Section 1: Congrats you have a job!**

**If you want to follow along, please download [name of file]: [hyperlinked file]**

**Objectives**

* Understand how AI is used in analytics for sports and music A & R to find new talents.
* Learn about the background on careers in analytics and the average salary and educational requirements.
* Learn about some of the data bases used to analyze sports and entertainment.

**Main Learning Goal**

Being able to identify and recruit new talent is a billion dollar industry in sports and entertainment. From the next Beyonce to the next Mohamed Salah, entertainment and sports analysts are always trying to find new talent. The use of artificial intelligence to comb through huge data sets to identify talent based on important parameters you can set can help speed up the process of finding talented artists and players.

**Focus Question**

How is AI used in analytics to identify new talent?

**Elicit**

**Watch this video on AI in sports (47 seconds)**

[Revolutionizing Sports Analysis with AI Technology (youtube.com)](https://www.youtube.com/watch?v=53JoAlv1RPM&t=8s)

Or this one 2.37 minutes

[How Artificial Intelligence is being used to scout new footballers for professional clubs | ITV News (youtube.com)](https://www.youtube.com/watch?v=lMNaFQhtDLo)

What do you think the value of AI in sports is? What are predictive analytics? How might they be used by teams to recruit great players?

How do you think AI could be used to analyze data for musicians and to identify possible new talent?

**Develop**

1[. Understand types of jobs in entertainment and sports that use data.](https://ufl.instructure.com/courses/495296/assignments/6123522)

2. [Understanding the role of data in A & R /Sports analytics](https://ufl.instructure.com/courses/495296/assignments/6123523)

3. [Understanding the role of AI in A & R/Sports analytics](https://ufl.instructure.com/courses/495296/assignments/6123524)

**Deploy**

Understanding your job for this camp

As we work through the material for the camp, you will decide if you want to focus on Entertainment or Sports. Your job is to use and write an AI program that will analyze data and make some predictions