



# KCA Sports Consulting

Creating Competitive Advantages through *Data Driven* Research

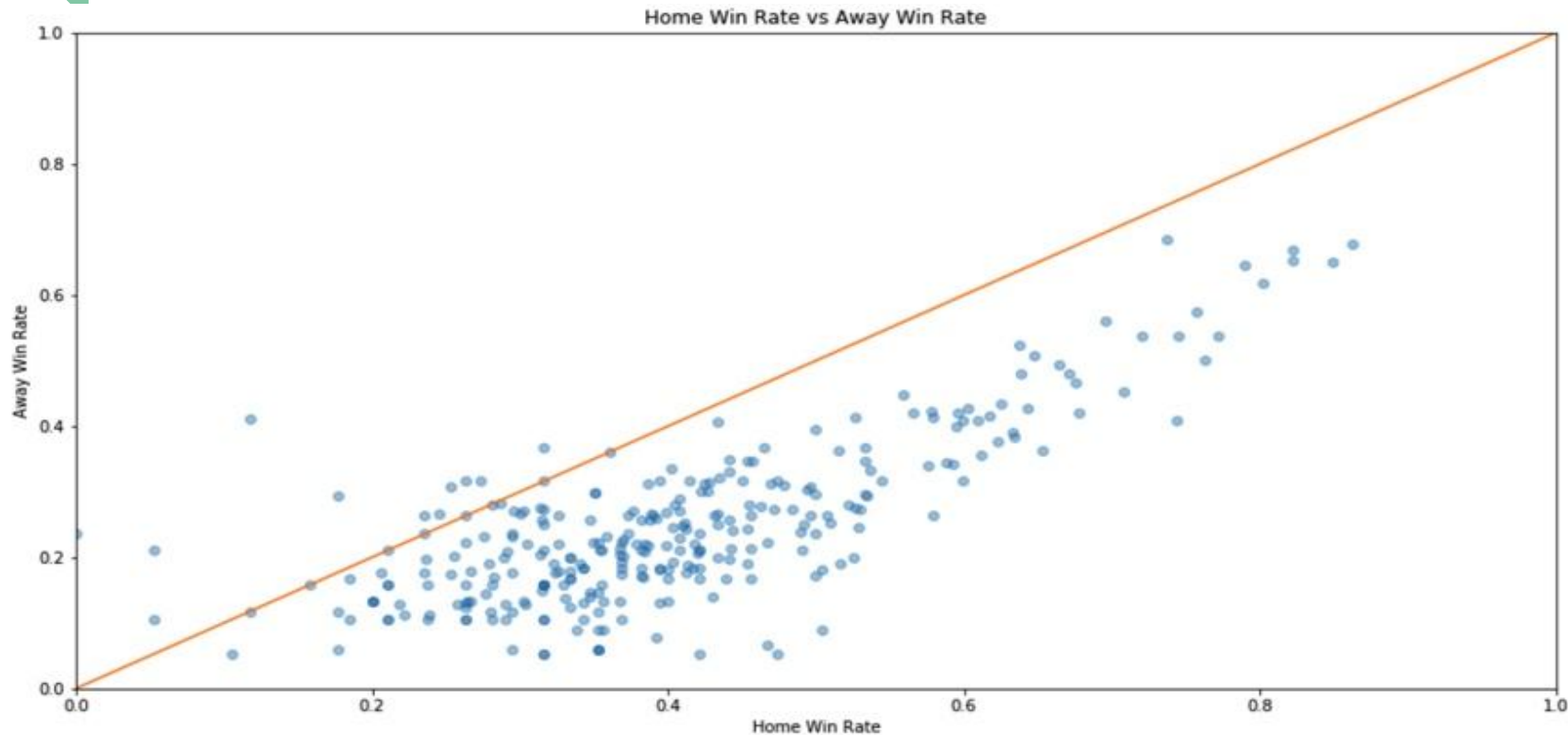
Connor Anderson  
Kevin Velasco  
Alex Shropshire



# Plan of Action

- Maximize Home Field Advantage
- 4-4-2 as a Flexible Blueprint Formation
- TeamBuilder™

# Home Field Advantage Is Real



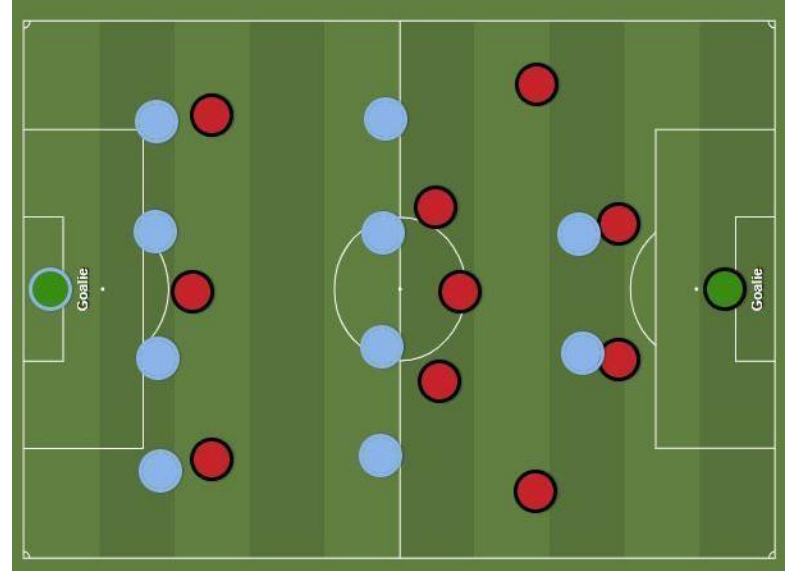
# Maximize Home Field Advantage



- Significant Statistical Difference between Avg. Home Win Rate and Avg. Away Win Rate
  - 17 % Higher Chance of Winning at Home vs Away, so let's ensure we're set up to take all 17%
- Poor Climate
  - Opponents are caught off guard by our poor weather conditions. We train in it.
- Loyal Fans
  - Record attendance every year with a sub .500 record means fans are dedicated
  - Incentivize loyalty and intimidating stadium atmosphere

# 4-4-2: An Optimal Blueprint

- Approach the transfer market and youth academy development around a depth chart that enables a 4-4-2
- Regardless of opposition's formation, the 4-4-2 provides an optimal, customizable balance between attacking and defending
- Our analysis of historical matches reveals that *win rates* are higher for teams that play this formation





# TeamBuilder™

- The case for data science vs. a limited club budget
  - How do we build the most effective team per club dollar spent?
  - Data-driven research can tell us what player and team factors to invest in to maximize wins
- Initial TeamBuilder™ Learnings:
  - Aggressive, Strong Defenders
    - Invest in physically strong, well-built, aggressive defenders
    - Will increase competitiveness in league play and provide a core advantage when facing European opponents abroad
  - Well- Positioned, Creative Forwards
    - Sign aggressive, high volume forwards and a backfield that is empowers them
    - Coach players to to maximize shot production through optimized positioning



# Next Steps

- Build out club's data science team
- Ensure data understanding & collaboration with coaching staff
- Train and optimize TeamBuilder™ patented technology, and deploy/encourage adoption across club departments
  - Finance, Marketing, Scouting, Ticketing, Merchandising