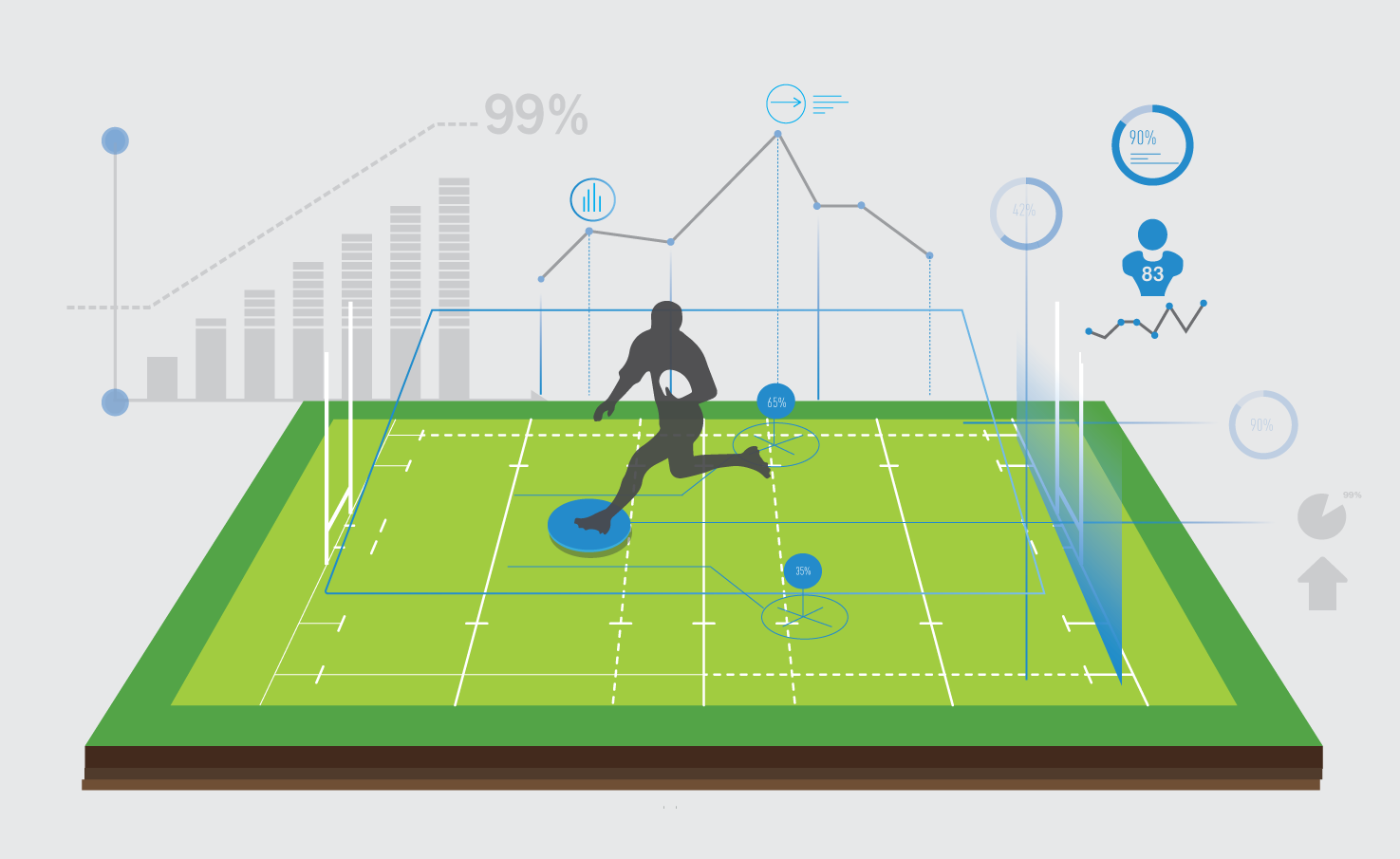
Sports Analytics --

A Selected Bibliography

“Information is a source of learning. But unless it is organized, processed, and available to the right people in a format for decision making, it is a burden, not a benefit.” -- William Pollard, Physicist



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# INTRODUCTION

It’s an exciting time to be an analytics professional in the sports industry. Improving player performance, predicting player value, determining team composition, exploiting opponents tendencies and weaknesses, maximizing (attendance, concessions, merchandising) revenue through fan engagement … these are just a few of the many ways that analytics is being used in sports. The opportunities for data-driven decisions are almost limitless. The purpose of this bibliography is to provide a starting point for students, hobbyists, and professionals to learn more about what others are doing in this lively field.

Most of the materials in this bibliography were published in the past few years, but some are a bit older. The number of books and articles published each year continues to grow. For your convenience, we have added ISBN at the end of each entry.

For additional information, please contact Dr. Scott Nestler, Associate Teaching Professor, Department of Information Technology, Analytics, & Operations (ITAO), Mendoza College of Business, University of Notre Dame, by sending an e-mail message to [snestler@nd.edu](mailto:snestler@nd.edu) or by phoning (574) 631-8117.

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# DATA SOURCES

See Google Sheets file “[Sports Analytics Data Sources](https://docs.google.com/spreadsheets/d/12VUm7GqW4nJeXD1M6fggy2xLfVTDBamgFqV4oCRhZNM/edit?usp=sharing)”