

# Data Analytics Case –

Introduction



# Who is Tim Chittenden-Swift?

Statistician Network Coordinator – UK & Ireland

## Remote Worker

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Bude,  
Cornwall, England  
Offices in London

## 5 years, 11 months

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Sports Statistician  
Assistant Country Manager  
Country Manager  
Network Coordinator

## Sports Fan

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Tottenham Hotspur  
International Cricket  
Tennis

## Duties

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Recruitment and onboarding  
Game allocations  
Quality assurance

# Who is Genius Sports?

Sports data and technology company

## Where does the data go?

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- Clubs, leagues, federations
- Sportsbooks
- Media outlets

## How do we collect data?

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- Sports Statisticians – inside the stadium or TV local
- Dragon Technology
- TV Office

## What do Sports STs do?

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- Use a mobile interface to record key events throughout the match
- Report accurately and quickly

## What events?

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- MAJOR – KOs, Goals, Red Cards, Penalties
- MODERATE – Yellow Cards, Cards
- MINOR – player data
- OTHER

# The problem:

Reporting of moderate events (yellow cards and corners)



## Target

Moderate event errors (yellow cards and corners)

**< 2%**

Errors can occur through delays (over 3 seconds), mixed teams, confirmed/cancelled events, missed



## Scotland

**2022**

896 games  
Moderate mistakes @ 2.79% (25)

**2023**

1248 games  
Moderate mistakes @ 3.93% (49)

**2024**

1240  
Moderate mistakes @ 3.55% (44)



## England

**2022**

4393 games  
Moderate mistakes @ 3.39% (149)

**2023**

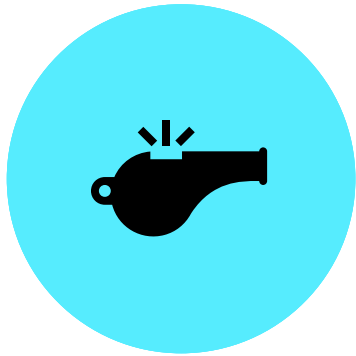
4843 games  
Moderate mistakes @ 2.97% (144)

**2024**

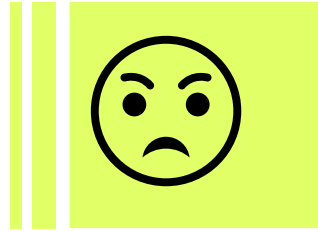
5274 games  
Moderate mistakes @ 3.34% (176)

## The question: WHY?

Are there more events that Statisticians have to report on and therefore is the chance of making an error also increasing? And why are there more events...



Officiating changes



Player behaviour



Attacking style

## What we need:

A comparison of Statistician Network reporting data with stats from English and Scottish football surrounding yellow cards and corners.

# Thank you.

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