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BAN 502

Module 1 Assignment 1

Predictive Analytics Application

In the game of softball, predictive analytics can help identify how a specific player or team will perform in different scenarios. In this example, we can narrow it down to one position. A pitcher has different types of pitches that move at different speeds and with different spins. There are tools in the sports world that can easily track spin rates and speeds of pitches thrown by a pitcher. One tool that is used by many teams is Rapsodo. After a pitch is thrown, instant feedback is displayed on a screen. This data can be tracked to compare to how they performed in a game. Coaches can see which pitches were hit, how they were spinning, and what speeds they were thrown to help pitches understand their performance and predict how they will do against certain match ups in the future.

To apply this analytical approach in a predictive way, we can look at how coaches choose which players to pitch certain games. In softball, we can look at how the opposing team’s hitting statistics compare to different pitching styles. If teams perform better off drop ball pitchers, we can compare this to the data collected by Rapsodo to predict how the different pitchers on a team will do and help select who should throw against the opposing team. You can then approach this in so many more ways. What are the best matchups for relief pitchers? Where should the defense be positioned based on the spin of the ball being thrown? Predictive analytics is crucial in sports, especially in the game of softball which has so many moving parts to it.

[Technology Is Transforming The Game Of Softball (softballamerica.com)](https://www.softballamerica.com/stories/technology-is-transforming-the-game-of-softball/)

[Softball Pitch Tracker Technology | Champions Trust Rapsodo®](https://rapsodo.com/pages/softball-pitching)