



# BIG data In Sports

ALY6000: Introduction to Analytics

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Heejae, Roh



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To Analysts

01 Change  
By Bigdata

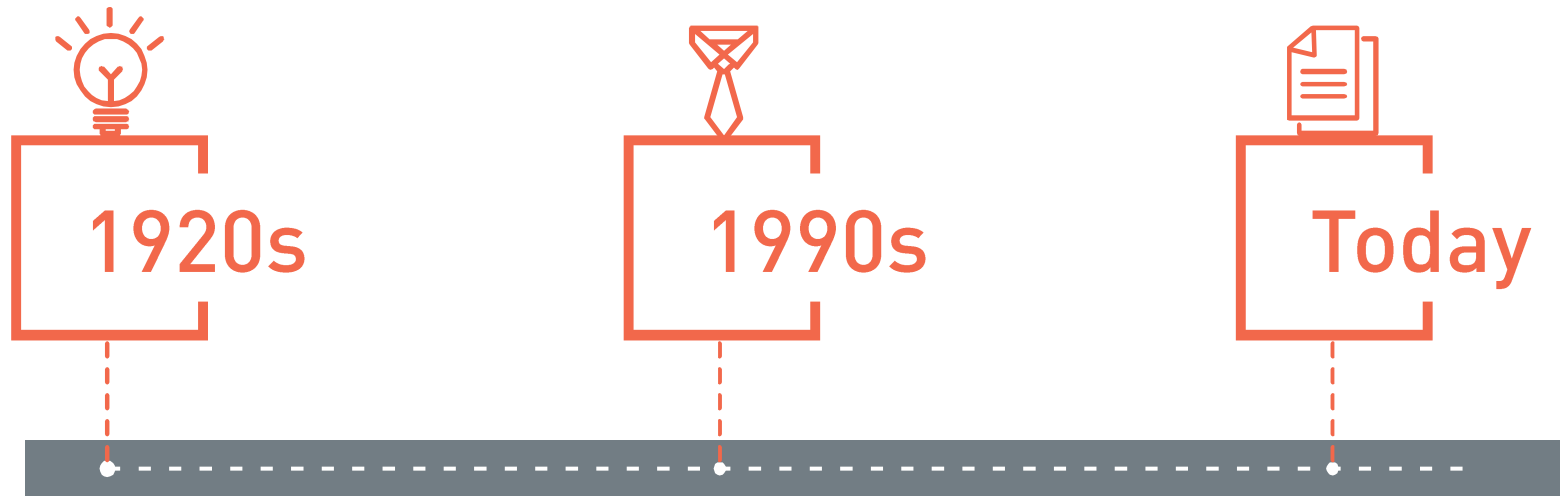
02 Role of  
Analyst

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the future

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# Changes by Big Data

Sports Analytics



## Start tracking stats

- Measure stats for A player's success
- Stats to measure A player's success

## Introduction of data analytics

- Enhance athletic performance
- Marketing and branding strategies

## More competitive & compelling

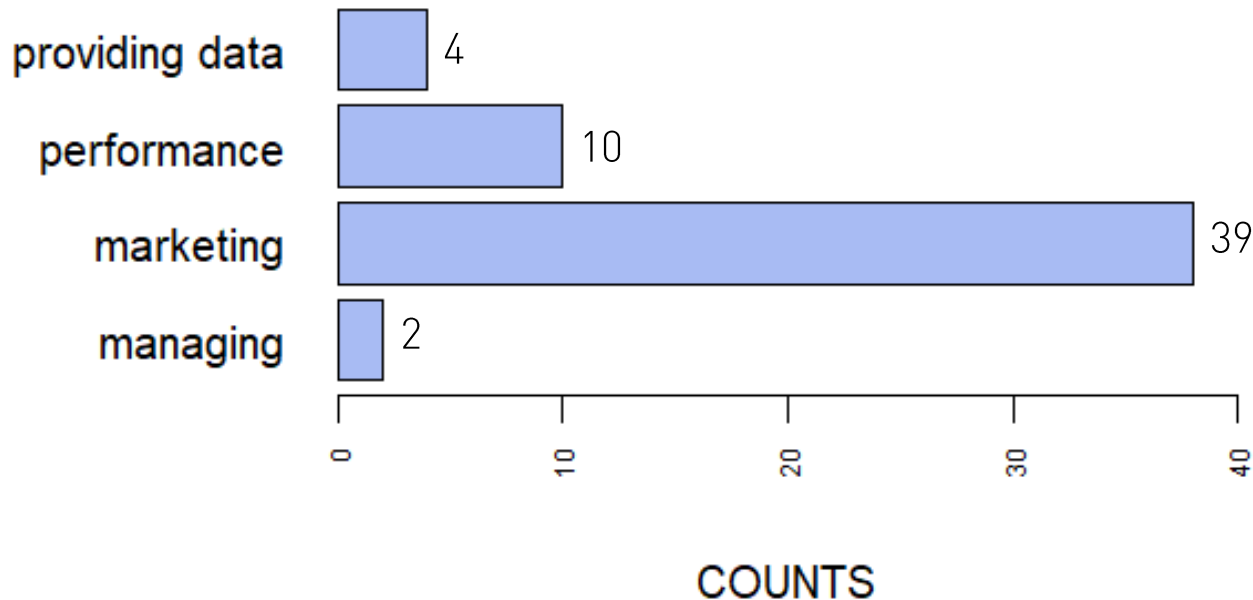
- Real-time data
- Coach tactics
- Fan engagement

# Number about big data in sports industry

R o l e   &   J o b   F u n c t i o n

From 55 posting LinkedIn  
Sports company & Analyst

## Category of Sports Analyst



| Data scale   | Freq |
|--------------|------|
| Cloud(C)     | 8    |
| Warehouse(W) | 7    |
| Big data(B)  | 2    |
| C & W        | 2    |
| B & C & W    | 1    |

| New tech | Freq |
|----------|------|
| iPad     | 1    |
| VR       | 1    |

# Role about Sports Analyst

01



Team's  
Performance  
Analyst

02



Entertainment  
Providing data  
To fans

03



Use data  
To drive Sales  
& Marketing



CFB PLAYOFF SEMIFINAL

ESPN COMMAND CENTER

OHIO STATE 0 CLEMSON

| OHIO STATE | CLEMSON            |
|------------|--------------------|
| 132        | RUSH YARDS132      |
| 120        | PASS YARDS120      |
| 252        | TOTAL YARDS252     |
| 5/35       | PENALTY/YARDS5/35  |
| 1          | TURNOVERS1         |
| 13         | FIRST DOWNS13      |
| 12/13      | 3RD DOWN CONV12/13 |

CLEMSON Drive: 9 Rush, 3 Pass, 56 Yds, 3:36 | Wayne Gallman rush for 1 yd



# What Could be The future

Cloud data

- Easy Access and Archiving



More AR and maybe VR

- Engagement of fans



# Summary

Changing and Adaptation





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