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BAN502

Module 1 Assignment 1

Predictive analytics is utilized widely in the sports industry for professional ball as well as high school and college. One area that can utilize predictive analytics is little league ball including both baseball and softball placing the focus on process instead of results. The three areas of measurable focus would be First-Pitch Strikes, Hard-Hit Ball Percentages, and Quality At-Bats. These statistics that can be provided by Gamechanger, can provide data that can be analyzed to provide coaches this measurable information to look at player improvement and overall process that would aid the coach in making future decisions on what things each player needs to focus on during practice and will aid the coach in making decisions on where the players should play in the field as well as batting position. Utilizing these factors is more indicative of determining if a player is improving, building upon the foundation of teamwork, leadership, and perseverance that continues after the kid no longer is playing, while less focus is placed on winning and losing.

<https://www.littleleague.org/university/articles/the-3-stats-every-coach-should-be-using/>