



SPP

▲ *Insight*
▲ *Influence*
▲ *Impact*

MBS Datathon

Thoughts on analytics in
Sport

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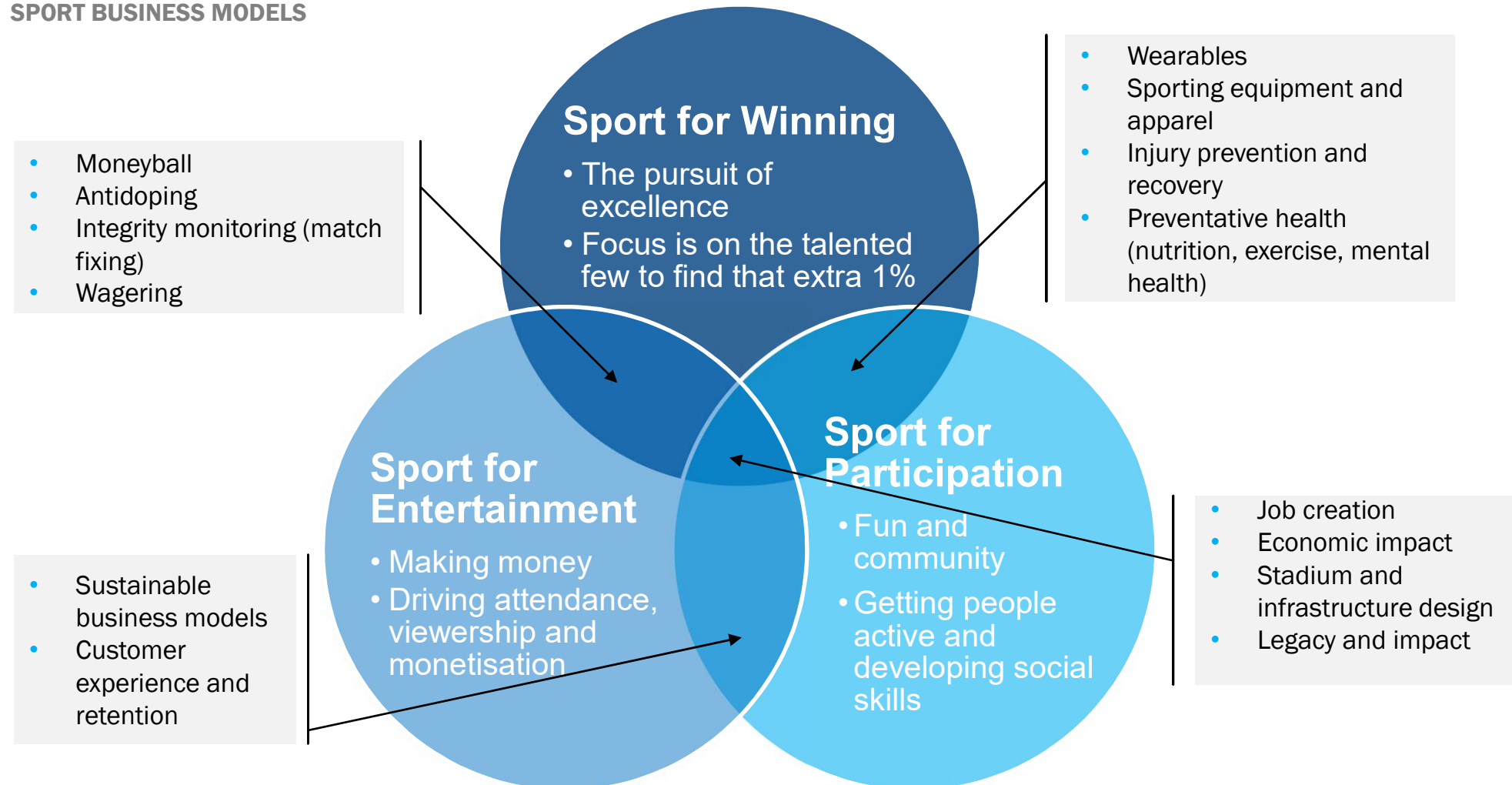
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SPP

Sport provides a rich environment for data analytics

There are three broad business models for sport, with the lessons learnt in sport having much broader application into external business sectors and community.

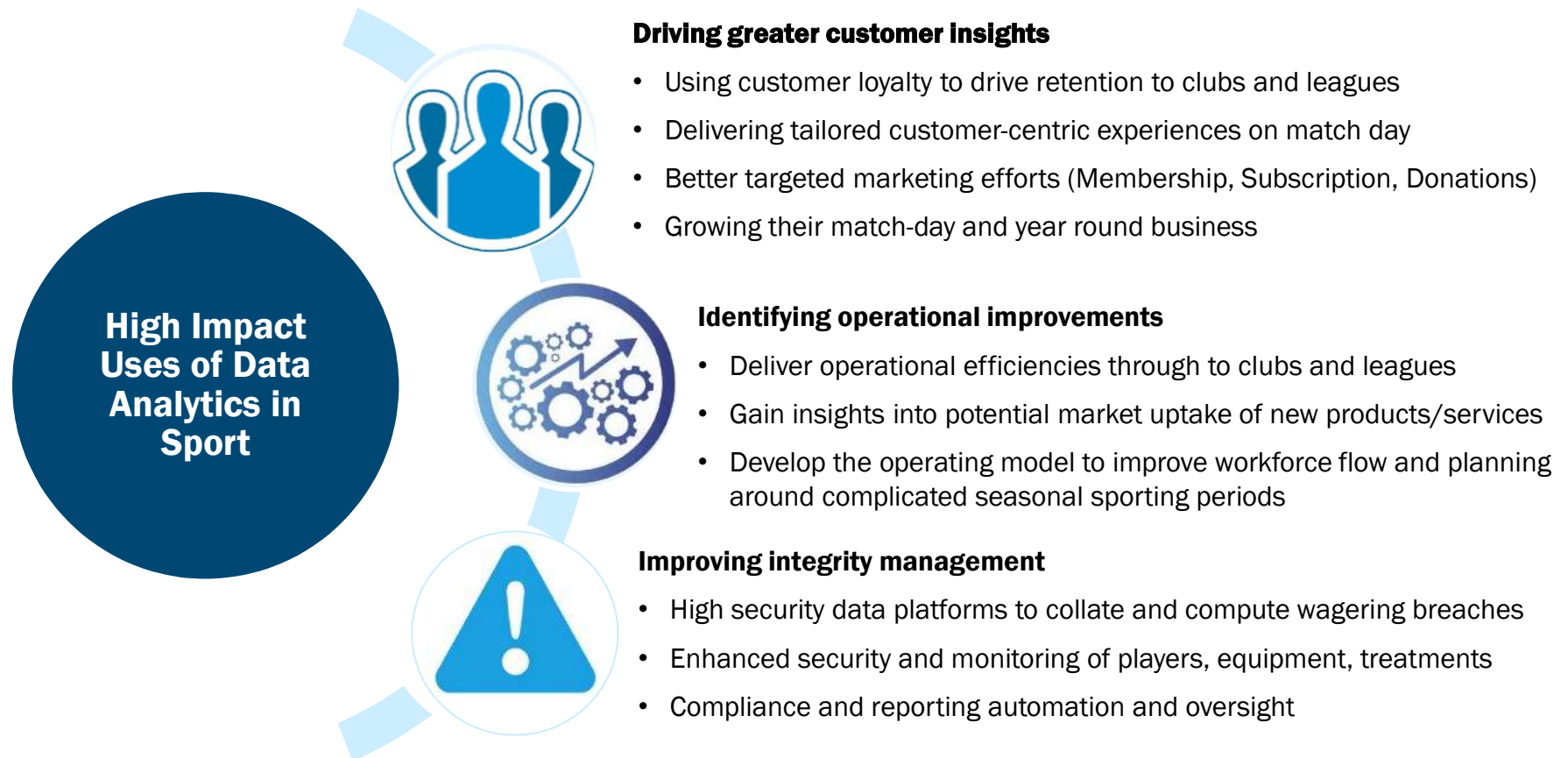
SPORT BUSINESS MODELS



Source: SPP Analysis

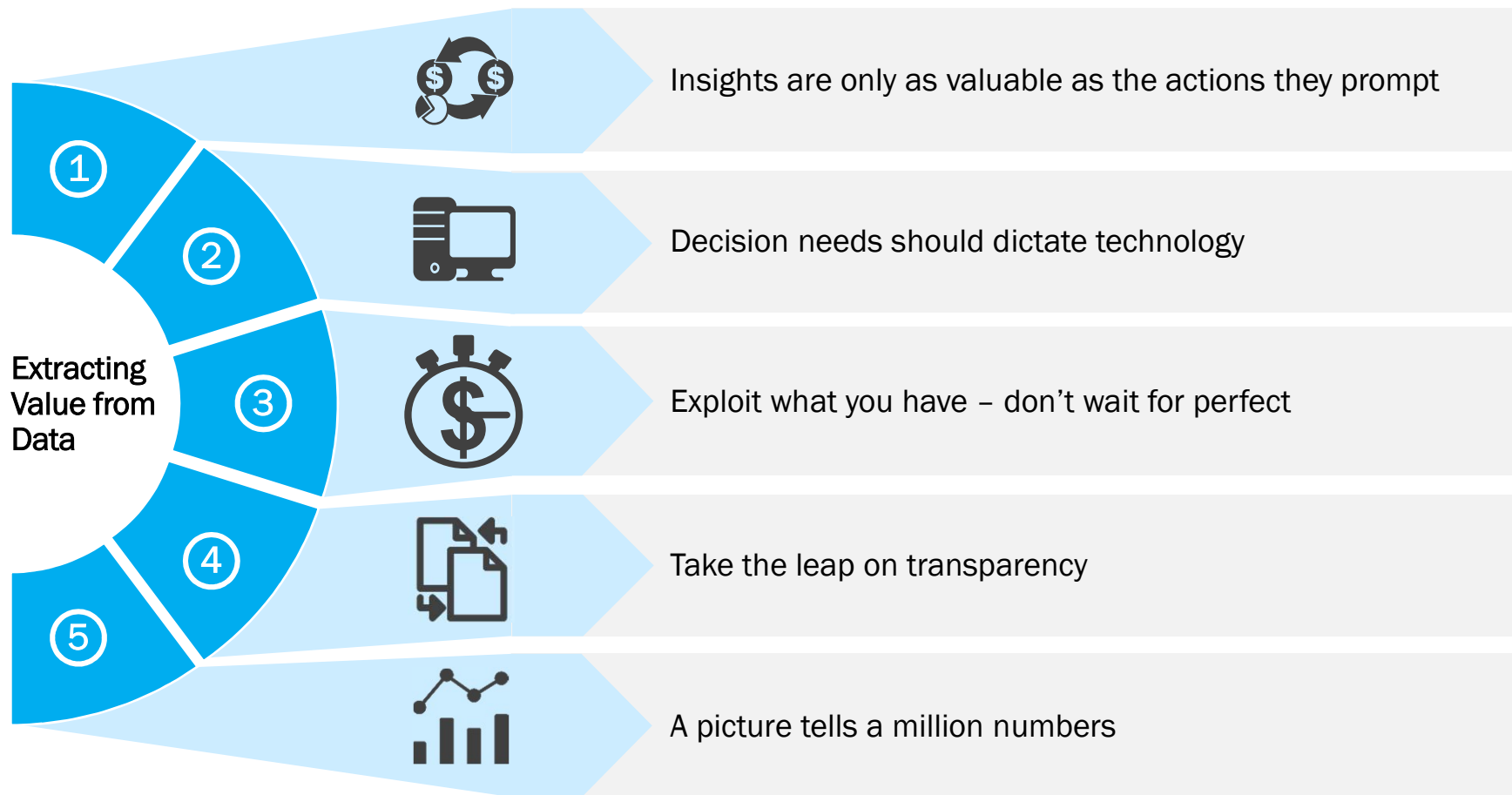
Practical examples highlight work happening today with analytics in sport

Some of the issues that we have seen clients grappling with, and using data to resolve, include:



Source: SPP Analysis, 2018

Five principles drive the generation of value from data assets



Source: SPP Experience on Projects

Formula 1 has demonstrated the ability of elite sport to have an impact *beyond sport*

Formula 1 provides an excellent example of the ‘trickle down effect’ through which investment and breakthroughs in elite performance can benefit the general population. The racing industry filters elite outcome technology findings to the customer.



Investment in Formula 1 racing has led to significant performance and safety improvements for the family car:

Breakthroughs from investment in Formula 1 have led to:

- Improved aerodynamics and fuel efficiency
- Improved driver safety
- Advancements in gearbox and engine technology
- Improved materials for use in car bodies, brakes and tyres

Source: SPP analysis

Appendix

Next steps

Good luck with your analysis!



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Our Sports practice is focused on strategy, data, and integrity

We support our commercial experience and capabilities in strategy consulting with a deep understanding of the value of data, and the crucial role of integrity across sport to offer clients an insightful and impactful toolkit.



Strategy & Commercial Advice

How do sports run better as businesses?

- Developing vision and mission
- Strategic planning
- Strategy execution
- Maximising commercial revenues
- Defining and developing governance and management structures
- Developing stronger business processes
- Investment planning including feasibility studies and business cases for capital works
- Diversification strategies (e.g. esports, event management)
- Competition design and expansion



Data Analytics & Insights

How do we use sports data to support better decision making?

- Data Strategy
- Benchmarking off-field performance
- Decision making support leveraging existing internal client data
- Leveraging external datasets (including banking transactional data) to:
 - Measure the economic impact of a major event
 - Measure the ROI of a spectator segment
 - Develop deeper spectator understanding for commercial growth (directly or via sponsor)



Integrity

How do we deliver on and maintain a fair playing field, participant welfare and social licence?

- Defining the scope and remit of integrity within an organisation
- Designing integrity function strategy, structure, roles and responsibilities
- Board readiness workshops and war gaming
- Efficiency and effectiveness reviews
- Identifying integrity performance metrics and KPIs

Source: SPP Approach, 2018