

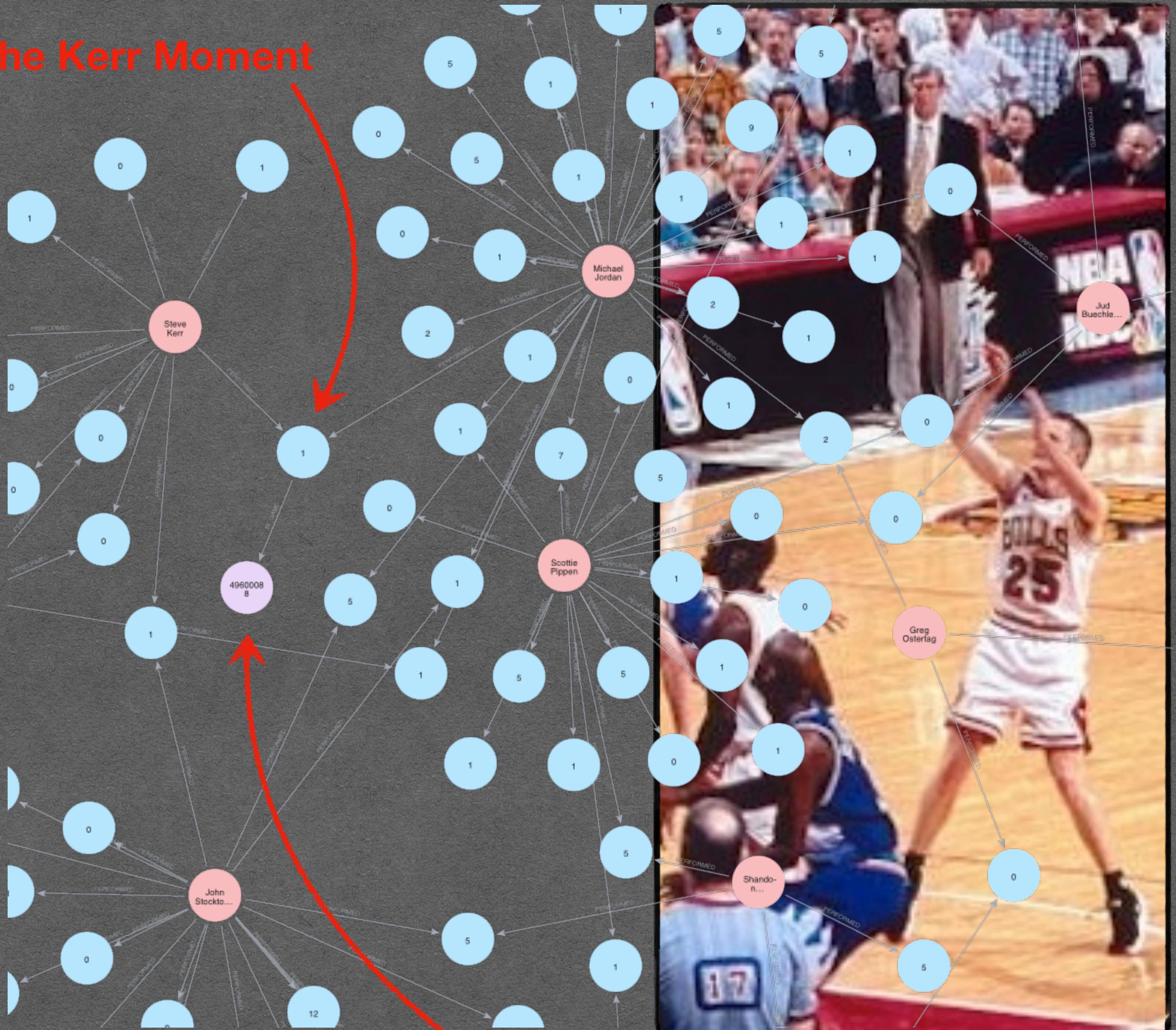
# Kerr Shot - Retrieving a Moment of Greatness



*How Graph-RAG surfaced Kerr's shot – and why business semantics matter in retrieval.*

# RAG retrieves data. Graph RAG retrieves the story.

## The Kerr Moment



## 1997 NBA Finals, Game 6

```
// Step 1: Find Kerr's clutch event
MATCH (kerr:Player {name: "Steve Kerr"})-[:PERFORMED {role:"PLAYER1_ID"}]->(target:Event {is_clutch: true})-[:IN_GAME]->(g:Game)

// Step 2: Find all events in same game and period ± d in time
WITH target, g, target.period AS period, target.seconds_left_period AS sec_left
MATCH (e:Event)-[:IN_GAME]->(g)
WHERE e.period = period AND abs(e.seconds_left_period - sec_left) <= 525 // seconds window
WITH e ORDER BY e.seconds_left_period DESC

// Step 3: Connect players to events
OPTIONAL MATCH (p:Player)-[r:PERFORMED]->(e)

// Step 4: Return the graph
RETURN e, p, r
```

# Clutch Moments Discovery

## 1. Ask in Plain English

*“Give me the games where in the last 30 seconds someone scored and provided a last moment victory”*

## 2. LLM Graph DB translation

```
CYTHON (read-only):
MATCH (e:Event {is_clutch: true, event_type: 1})-[:IN_GAME]->(g:Game)
WHERE e.seconds_left_game <= 30
RETURN g.game_id AS game, e.period AS period, e.seconds_left_period AS sec_left,
       e.score AS score, e.score_margin AS margin,
       coalesce(e.home_desc, e.visit_desc) AS desc
ORDER BY e.seconds_left_period ASC
```

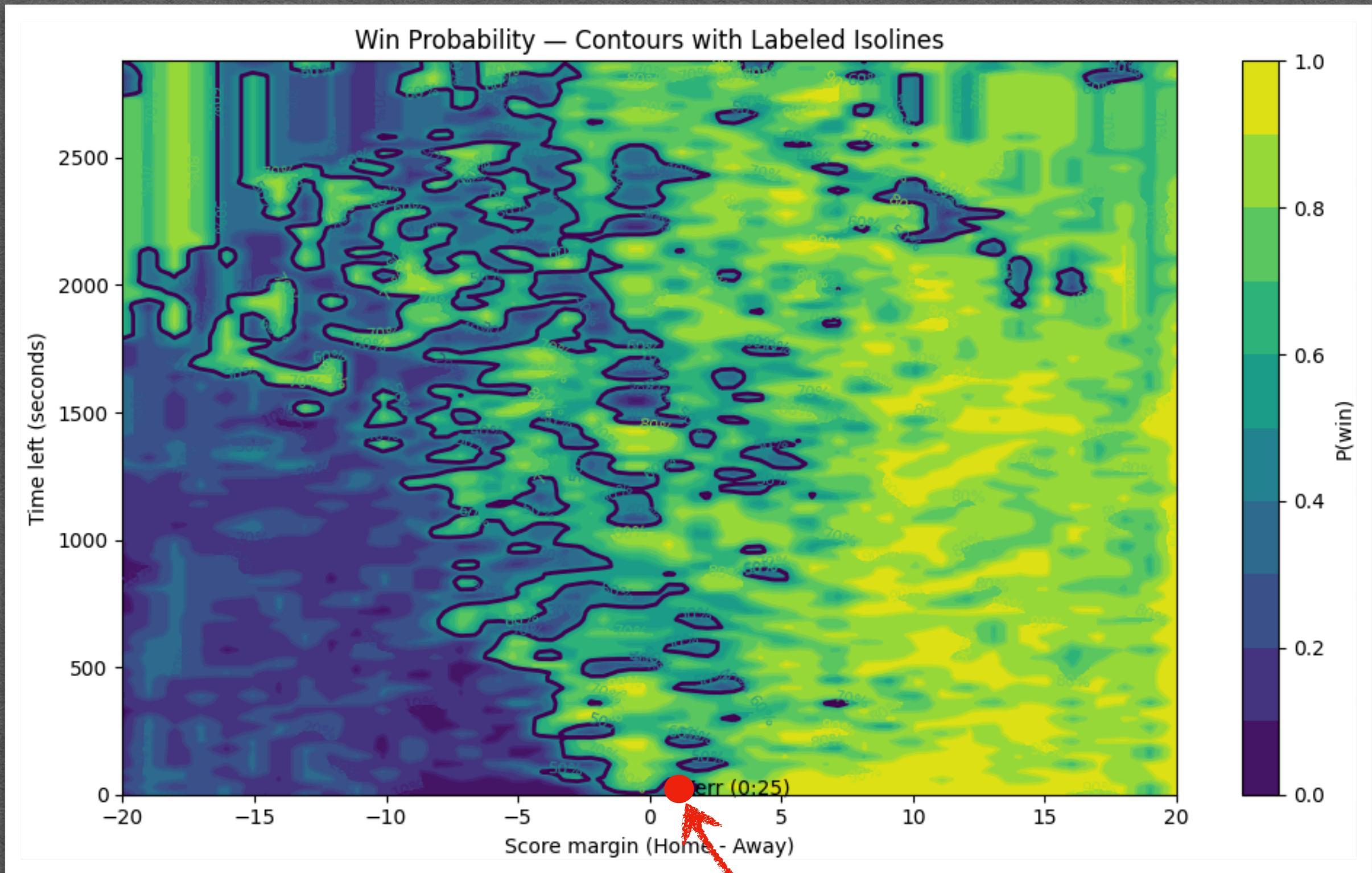
## 3. Data Retrieval

GAME	PERIOD	SEC_LEFT	SCORE	MARGIN	DESCRIPTION
49600083	4	0	82 - 84	2.0	Jordan 19' Jump Shot (31 PTS)
49600088	4	5	86 - 88	2.0	Kerr 14' Jump Shot (9 PTS) (Jordan 4 AST)
49600087	4	15	88 - 87	-1.0	Ostertag Layup (13 PTS) (Stockton 5 AST)

## 4. GenAI Summarization

- In game 49600083, Jordan scored a jump shot with no time left, resulting in a final score of 82-84.
- In game 49600088, Kerr made a jump shot with 5 seconds remaining, bringing the score to 86-88.
- In game 49600087, Ostertag scored a layup with 15 seconds left, making the score 88-87.

# The Real Game Changer: Business Semantics



*Strategy take - the clutch definition*

Simple definition: 4th quarter,  $\leq 30$  seconds remaining, score margin within  $\pm 3$  – already surfaces magic.

Advanced definition: Win Probability Added (WPA) =  $P(\text{win after}) - P(\text{win before})$ . A data-driven way to see how moments shift the odds – as Kerr's shot does perfectly in the chart.

**The key is the semantics you own – definitions, signals, and sequences that reflect how your business truly works.**