



Sports analytics
The three-minute guide





Why it matters now

Because instinct isn't everything

Most sports team selections, as well as business decisions, aren't made on 'gut instinct' anymore. Instead, many leaders rely on evidence-based insights.

It helps that teams have access to more data than in the past—a trend that is only expected to continue. Just as important, teams are able to use a wealth of tools and technologies to make sense of all this data.

The potential result? The ability to select the best possible team, using criteria that may never have even been considered before.

Why sports analytics?

Stay ahead of the game

In some parts of the business world, leaders are only just now realizing the true power of analytics—and many cite the progress made by sports teams as the spark that ignited their interest.

Putting data-driven insights at the heart of decision-making can make an important difference in performance. Today, it's an important part of how decisions are made.

In sports, it pays to stay a step ahead of the competition. Analytics is one of the most important new tools for getting there—and staying there.

The benefits

Make smarter decisions

Instincts are important in sports—but they may not be enough to make the right calls consistently. Supplement your instinct with evidence rooted in data.

Answer tougher questions

Data-based insights often open the door to questions no one ever thought to ask. That can be a recipe for startling new insights.

Generate new ideas

When more people have expanded access to more insights, new ideas tend to emerge.

What to do now

Set a clear goal

What does success with analytics really look like? Have a clear vision of the outcome you seek—along with a solid plan for getting there.

Ask the right questions

What questions are your team's managers asking today? Which ones should they be asking? Do you have access to the right data?

Pursue a culture of analytics

On a sports team, analytics shouldn't just be a tool for managers. The insights that come from analytics have wide relevance to everyone in the organization, from the management to the players. Make sure those insights don't stop at the coaches' doors.

Challenge the accepted wisdom

The cycle of analysis, challenge, and change backed by data-driven insights will test previously held assumptions and can open the door to new ideas.

Time's up



Game on

If you're reading this, there's a good chance that you already have some analytics capabilities in place. We can help identify gaps and take your analytics to the next level—along with your game.

Here's where to get started.

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