

How SPORTS ANALYTICS Changes The Game

Sports industry's transformation is ongoing - clubs, leagues, broadcasters, venue operators, and professional players increasingly see the value of advanced analytics to identify metrics and patterns

The global sports analytics market size expands at a
CAGR of 31.2%
and is expected to reach
\$4.6 billion by 2025*



Why Sports Analytics?

Technological advancements transform how athletes train, compete and manage their careers.

New layers of positional, biometric, and biomechanical data create hundreds of new metrics to feed into decision-making.

However, a massive increase in data volume cannot be useful without the correct interpretation.

The reliance on sports analytics will increase manifolds with the emergence of advanced tracking devices and data collection set-up.

Some of the emerging areas where Sports Analytics is used include Wearable Devices Industry, Medical Industry, Insurance, and the Gaming Industry.

The use of analytics in sporting events helps various stakeholders, including sportsperson, associations, and fans, to gain in-depth insights on live in-game activity and past game events.

Advanced Analytics In Sports



Injury Prediction

Deep learning algorithms like Convolutional Neural Networks (CNNs) models could be built to understand better any deviation in an athlete's posture and technique.



Player Scouting

Player scouting becomes a lot easier with the use of Machine Learning techniques such as clustering and statistical analysis.



Strategy

Data science in sports can help maximize wins by offering trusted insights on what will likely happen after each decision to extract the best performance.



Season Ticket Churn

Churn prediction models using logistic regression can identify the season ticket holders that are likely to churn. Statistical techniques such as hypothesis testing using Paired T-tests can be conducted to help understand the impact of a campaign on a customer.



Player Valuations & Development

Training regimes and strategies can be created through analysis which can increase player value.



Pricing

A ticket pricing model can help maximize revenue by evaluating the ticket price based on historical data.

Interested in knowing more about the data analytics solutions we offer?

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