

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?

manage their careers.

Technological advancements transform how athletes train, compete and

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

correct interpretation.

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

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 reliance on sports analytics will increase manifolds with the emergence of

The use of analytics in sporting events helps various stakeholders, including

sportsperson, associations, and fans, to gain in-depth insights on live in-game

Advanced Analytics In Sports



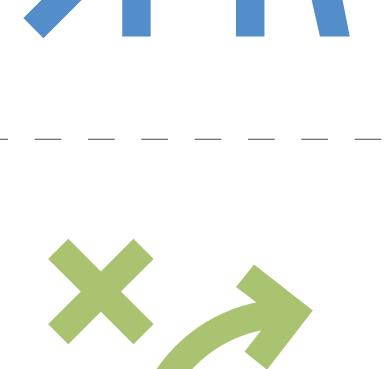
models could be built to understand better any deviation in an

Injury Prediction

activity and past game events.

athlete's posture and technique. **Player Scouting**

Deep learning algorithms like Convolutional Neural Networks (CNNs)

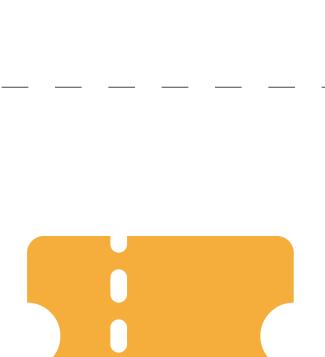


best performance.

Strategy Data science in sports can help maximize wins by offering trusted

Player scouting becomes a lot easier with the use of Machine

Learning techniques such as clustering and statistical analysis.



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.

insights on what will likely happen after each decision to extract the



which can increase player value.

Player Valuations & Development Training regimes and strategies can be created through analysis



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

CONTACT US

or

write to us at marketing@latentview.com

solutions we offer?

*Sources: Grand View Research, Inc.

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