

COMPUTER VILLAGE



INSPIRED BY STL JOBS CLINTON PEABODY
"Where People and Technology Come Together"

NEWSLETTER

JANUARY 2020
ISSUE #1-VOLUME 3



Sports Analyst: The New Superstar

Sports today is a multi-billion-dollar industry. The NFL (\$13 billion), NBA (7.4 billion), and MLB (10 billion), and NHL (4.43 Billion) combined grossed over \$34.83 billion in 2017. Today's game has transcended from just athletically inclined, to understanding

strengths and weaknesses of performance and player. This has created a new dynamic called "sports analytics". We are going to look at this data science and how it has created the Steph Curry and Patrick Mahomes of sports today.

What Is a Sports Analytics?

Sports analytics are a collection of relevant, historical, statistics that when properly applied can provide a competitive advantage to a team or individual. Through the collection and analyzation of this data, sports analytics inform players, coaches and other staff in order to facilitate decision making both during and prior to sporting events. The term "sports analytics" was popularized in mainstream sports culture following the release of the 2011 film, *Moneyball*, in which Oakland Athletics General Manager Billy Beane (played by Brad Pitt) relies heavily on the use of analytics to build a competitive team on a minimal budget.

-From Wikipedia

According to the website ***sports management degrees.com***, the categories of analytics that sports teams focus:

1. On Field Applications
 - a. Managing individual and group performance
 - b. Coaches can use data to optimize exercise programs for their players and develop nutrition plans to maximize fitness.
 - c. Develop tactics and team strategies with thousands of games worth of data to study, analysts can look for patterns across a broad sample size regarding formation, counter strategies and other key variables.
2. Uses in Team Management
 - a. Teams are always seeking ways to improve sales and reduce expenses across their organization.
 - b. Sports analysts specifically focus on issues regarding the marketing and sale of sports tickets and team merchandise.
 - c. Modern marketing and fan outreach efforts also rely heavily on analytics to predict their consumer base and identify opportunities to increase brand engagement.

Careers in Sports Analysis

On a professional level, sports analyst falls under the umbrella of a statistician and other analytical fields. Overall, statistician careers in the US are projected to rise significantly through 2022, with a current median annual wage of roughly \$80,000 across the profession, according to the U.S. Bureau of Labor Statistics.

TOOLS OF THE TRADE

Baseball

Sabermetrics is the empirical (verified observation) analysis of baseball, especially baseball statistics that measure in-game activity. Sabermetricians collect and summarize the relevant data from this in-game activity to answer specific questions. The term is derived from the acronym SABR, which stands for the Society for American Baseball Research, founded in 1971. The term "sabermetrics" was coined by Bill James, who is one of its pioneers and is often considered its most prominent advocate and public face.

Hockey

Corsi is an advanced statistic used in the National Hockey League to measure shot attempt differential while at even strength play. This includes shots on goal, missed shots on goal, and blocked shot attempts towards the opposition's net minus the same shot attempts directed at your own team's net.

Basketball

SportVU is a camera system hung from the rafters that collects data at a rate of 25 times per second and follows the ball and every player on the court. SportVU provides in-depth statistics, including real-time player and ball positioning through sophisticated software and statistical algorithms. SportVU's speed, distance, and possession data provide key insights and analysis points. SportVU player tracking delivers statistical information via real-time X, Y positioning of players and X, Y, Z positioning of the ball. By leveraging this data, STATS is able to present performance metrics for players and teams to leverage.

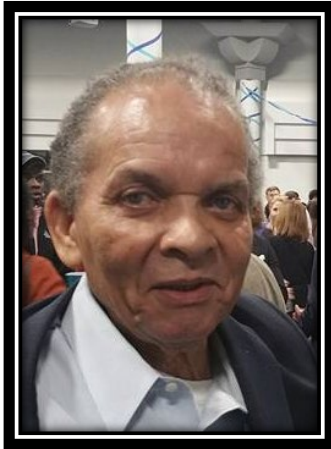
Football

Football uses multiple computer programs to measure every position on the field. From a quarterbacks throwing habits to how linemen block. Here are links to some of the sites:

- <https://www.sharpfootballstats.com/> provides customizable diagrams, blogs visualization.
- <https://www.statsperform.com/team-performance/american-football/> they provide professional, customized programs for media & tech, betting and Fantasy, overall team performance.
- <https://thepowerrank.com/top-analytics-articles/> this site provides resource guides and articles about the analytics of NFL data.

Sports Gambling

Sports analytics have had significant impact on the field of play, sports analytics have contributed to the growing industry of sports gambling. It accounts for approximately 13% of the global gambling industry. Valued somewhere between \$700-\$1,000 billion, sports gambling is extremely popular among groups of all kinds, from avid sports fans to recreational gamblers, you would be hard pressed to find a professional sporting event with nothing riding on the results. Today sports gambling is legal in all 50 states.



Computer Village
Executive Director - Don Holt

Don has been on the battle field for youth development and education for over 30 years. Retirement from Xerox only gave him more time for his passion. Don Holt is an “Unsung Hero” and advocate for youth, education and the black community. “Don continues to stress the importance of IoT as a major component for the growth of young people associated with job stability and economic success in our community.”



Don Holt
Executive Director
E: don.holt-cv@att.net
E: cvillagestl@gmail.com
Home: 314-741-4854
Mobile: 314-537-0274
5404 Sun Trail Drive
Florissant MO 63033