



Sports Analytics I

Produced by Dr. Mario
UNC STOR 538

Survey on Sports

Complete the ...

Survey



Survey Results: Demographics

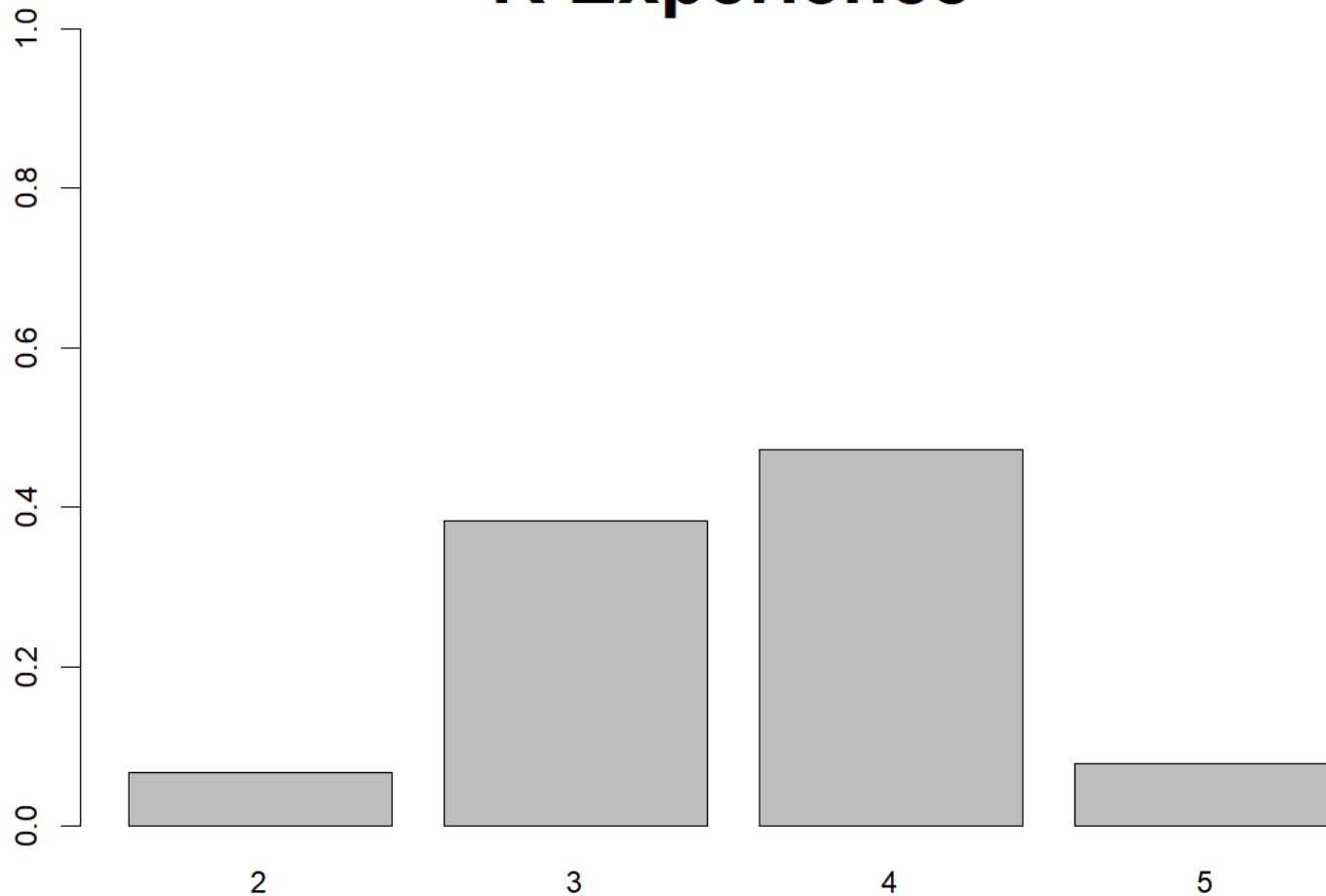
- 89 Responses (Thank You!!)
- Majority are Seniors (60/89)
- Others are Juniors (29/89)

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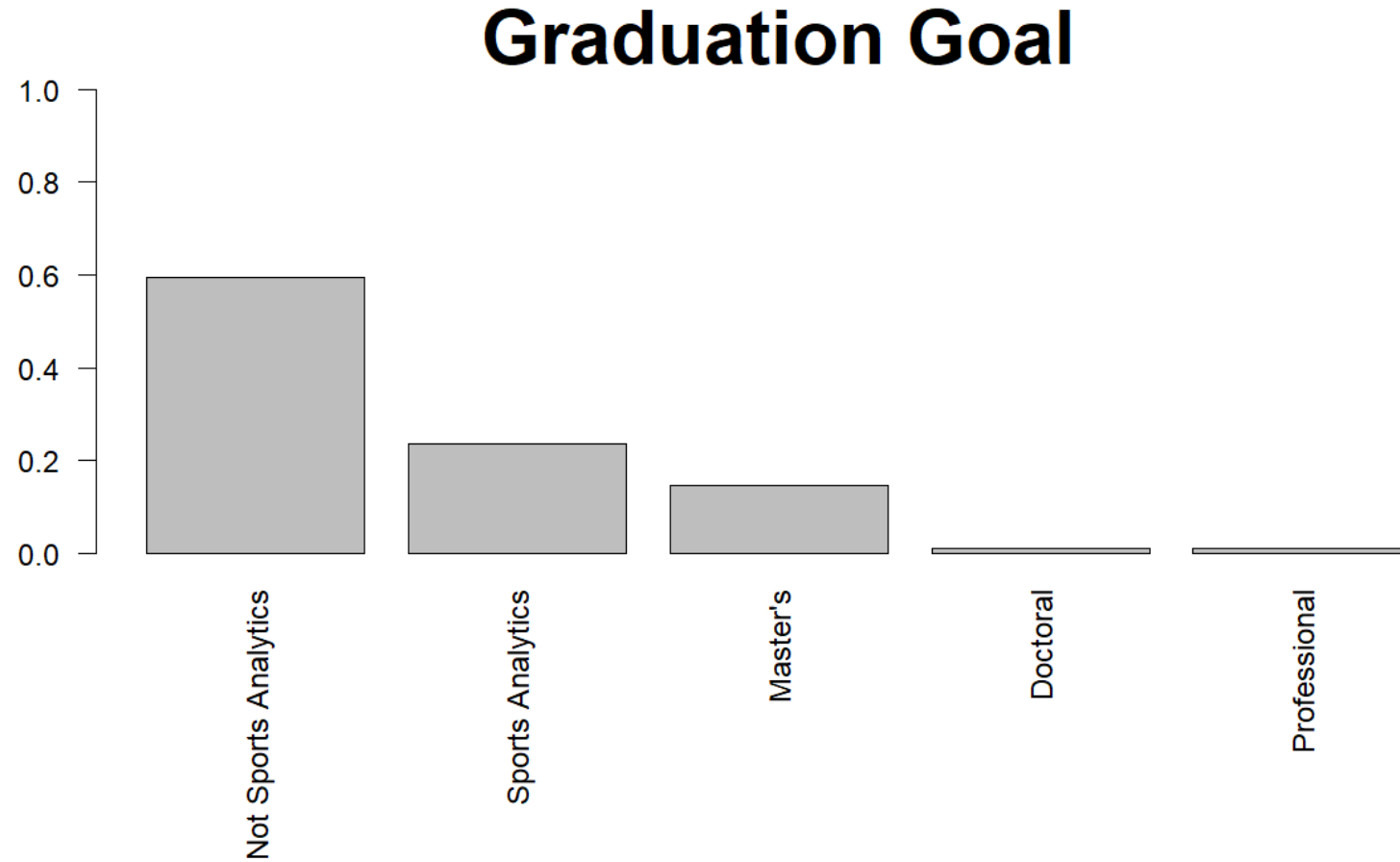


Survey Results: R Experience

R Experience

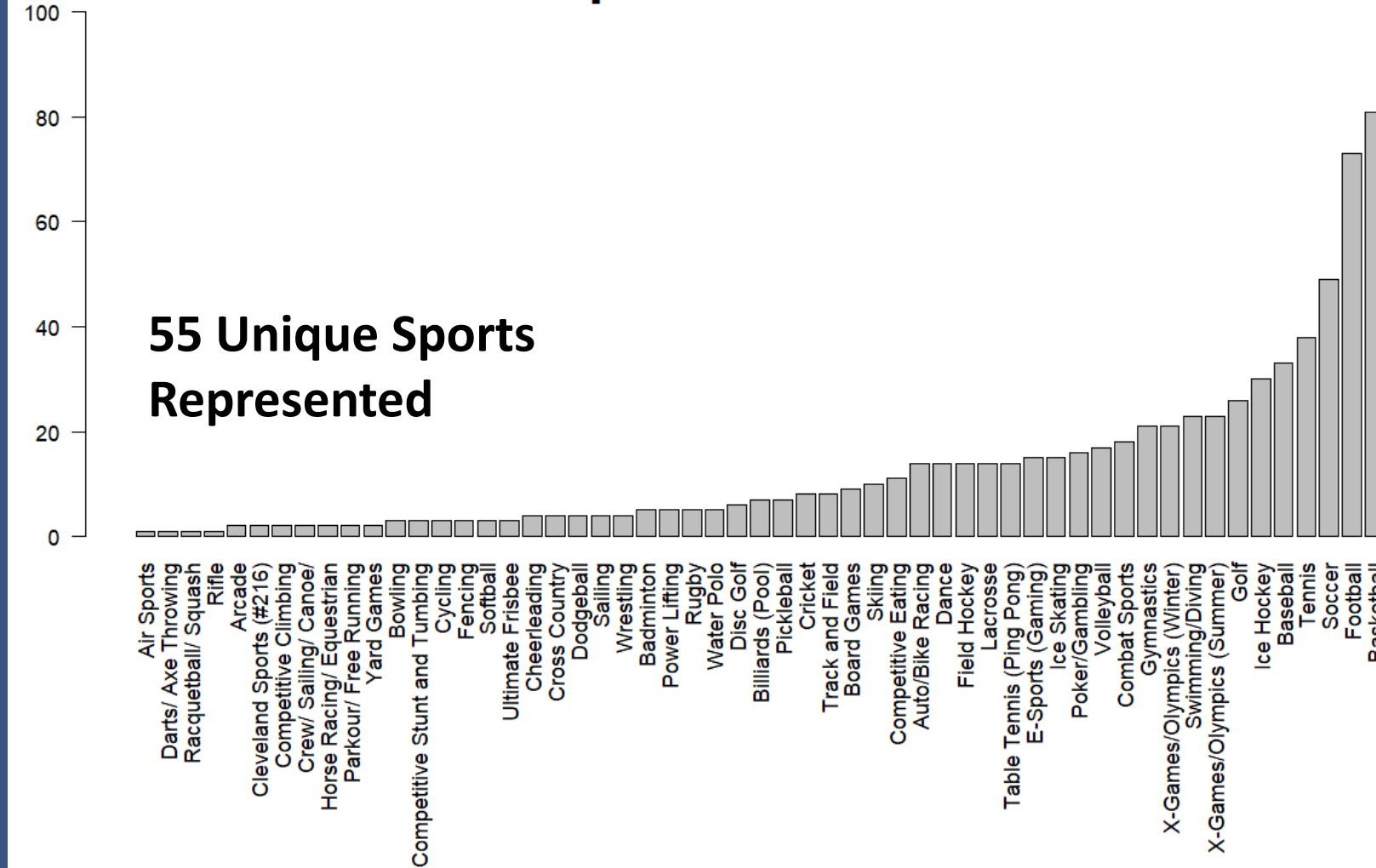


Survey Results: Goal After Graduation

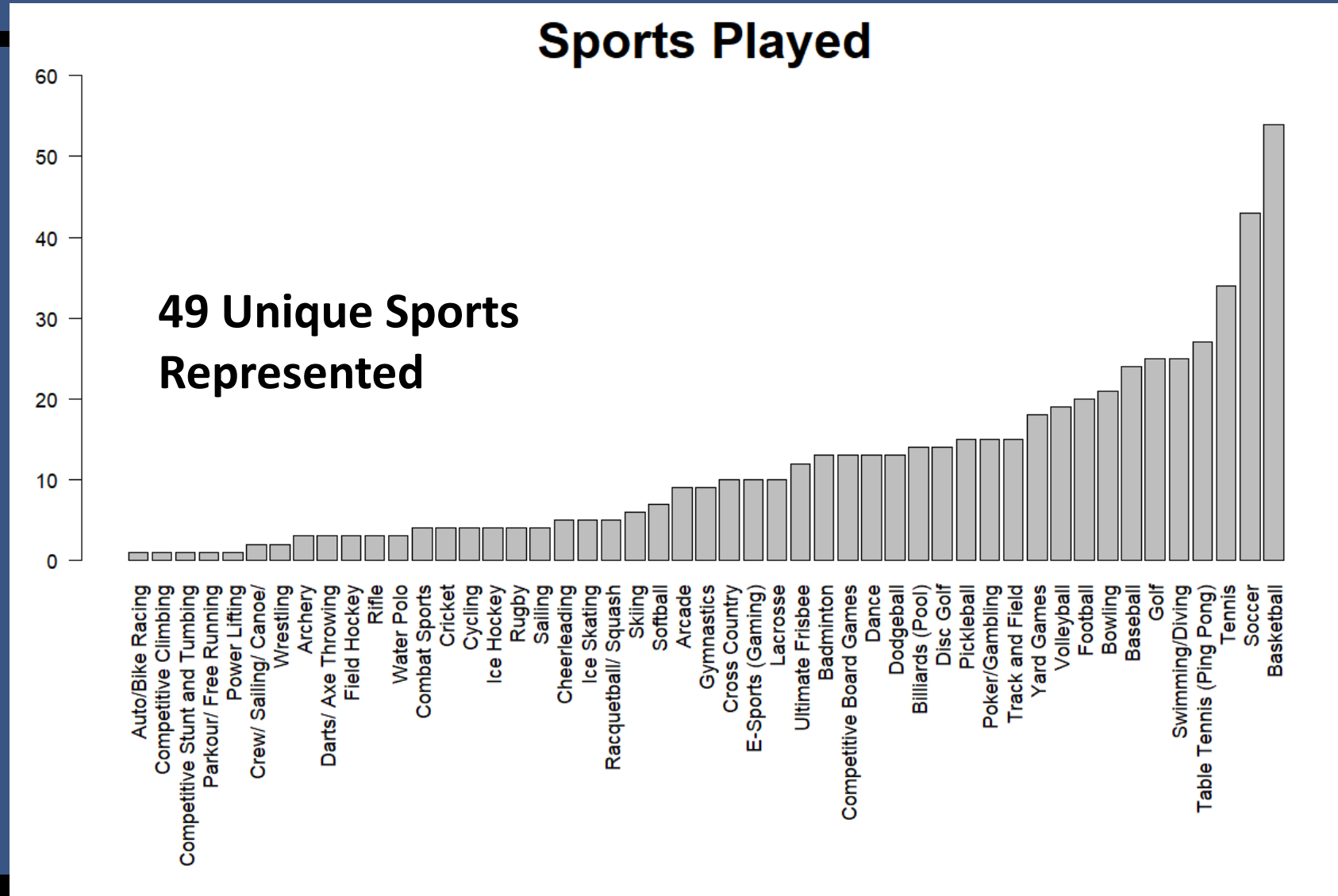


Survey Results: Watched

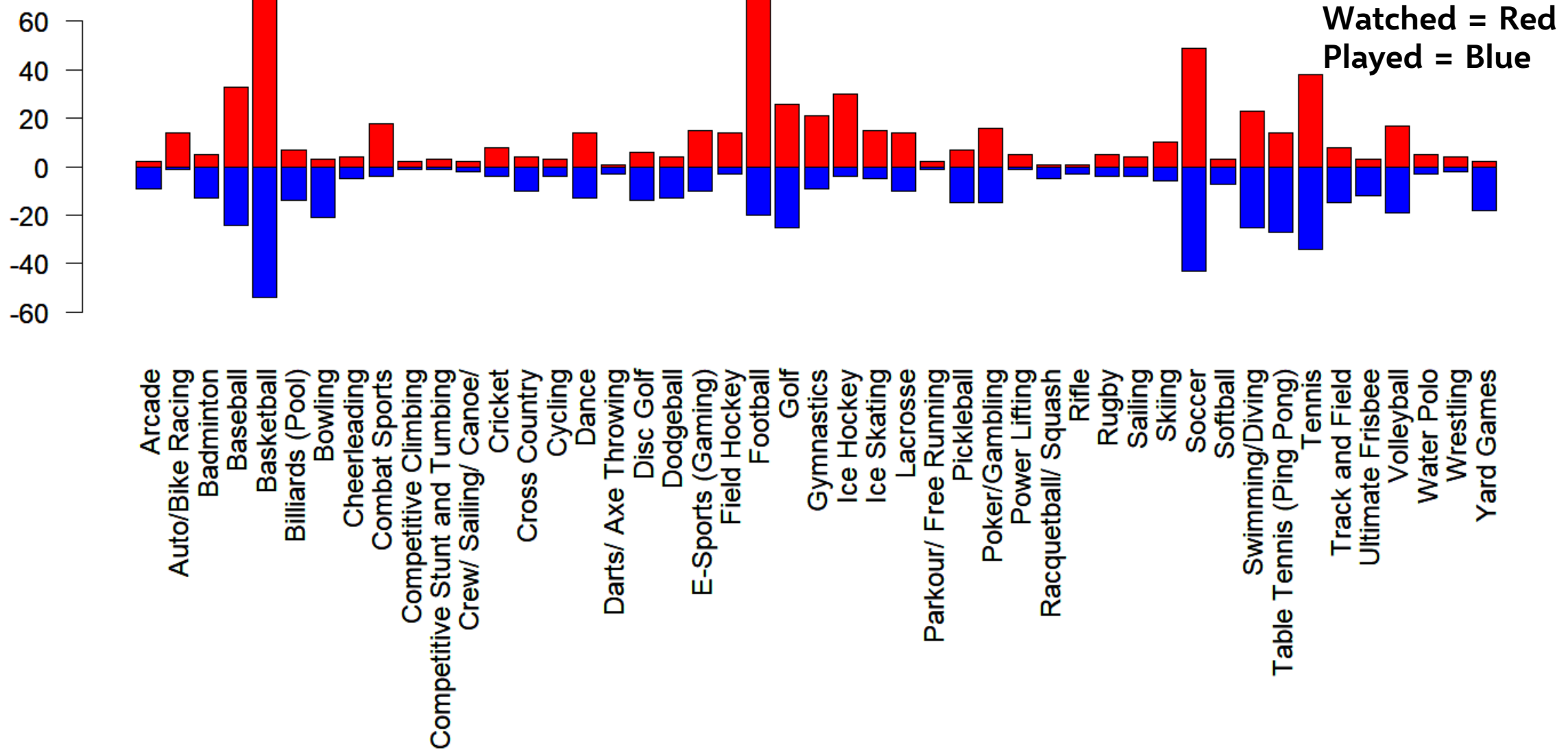
Sports Watched



Survey Results: Played



Survey Results: Combined



Current Landscape of Sports

- Most Popular World Sports (sportsmonkie.com)
 - Based on 15 Criteria
 - Global Fan Base
 - Viewership on TV
 - TV Rights
 - Internet Popularity
 - Social Media Presence
 - Number of Professional Leagues
 - Average Salary of Athletes
 - Sponsorship
 - Number of Countries
 - Biggest Competition
 - Relevancy Throughout the Year
 - Gender equality
 - Access to the General Public
 - Number of Amateurs
 - Prominence in Headlines



Current Landscape of Sports

- Most Popular World Sports (sportsmonkie.com)
 - Listed from Most to Least Popular
 - Soccer
 - Cricket
 - Basketball
 - Field/Ice Hockey
 - Tennis
 - Volleyball
 - Table Tennis
 - Baseball
 - American Football/Rugby
 - Golf

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Current Landscape of Sports

- Most Popular US Sports (BiglySports)
 - Listed from Most to Least Popular
 - Football (139.1M Fans, 70% of Sports Fans)
 - Basketball (121.2M Fans, 61% of Sports Fans)
 - Baseball (113.3M Fans, 57% of Sports Fans)
 - Soccer (97.4M Fans, 49% of Sports Fans)
 - Ice Hockey (73.5M Fans, 37% of Sports Fans)
 - Boxing
 - Golf
 - Tennis
 - Motorsports
 - Wrestling

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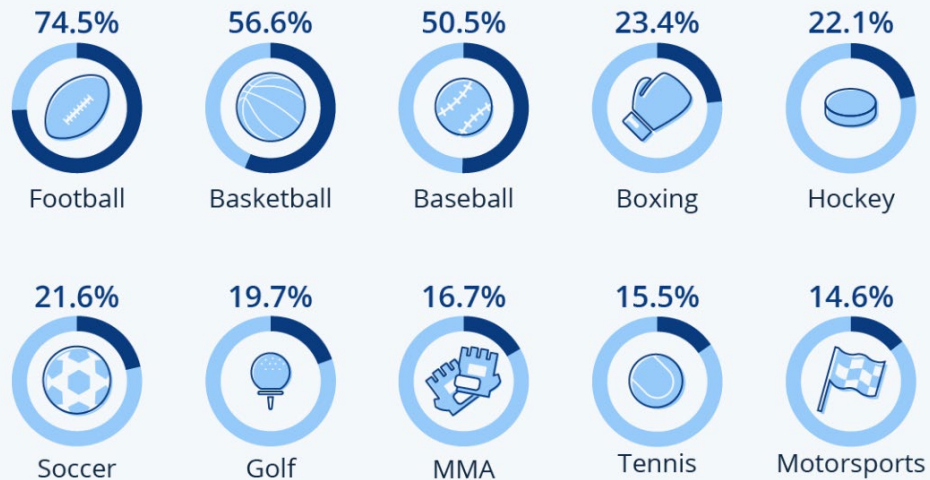


Current Landscape of Sports

- Infographic About US Sports (Statista.com)

Which Sports Do Americans Follow?

Share of U.S. sports fans saying they follow these professional sports

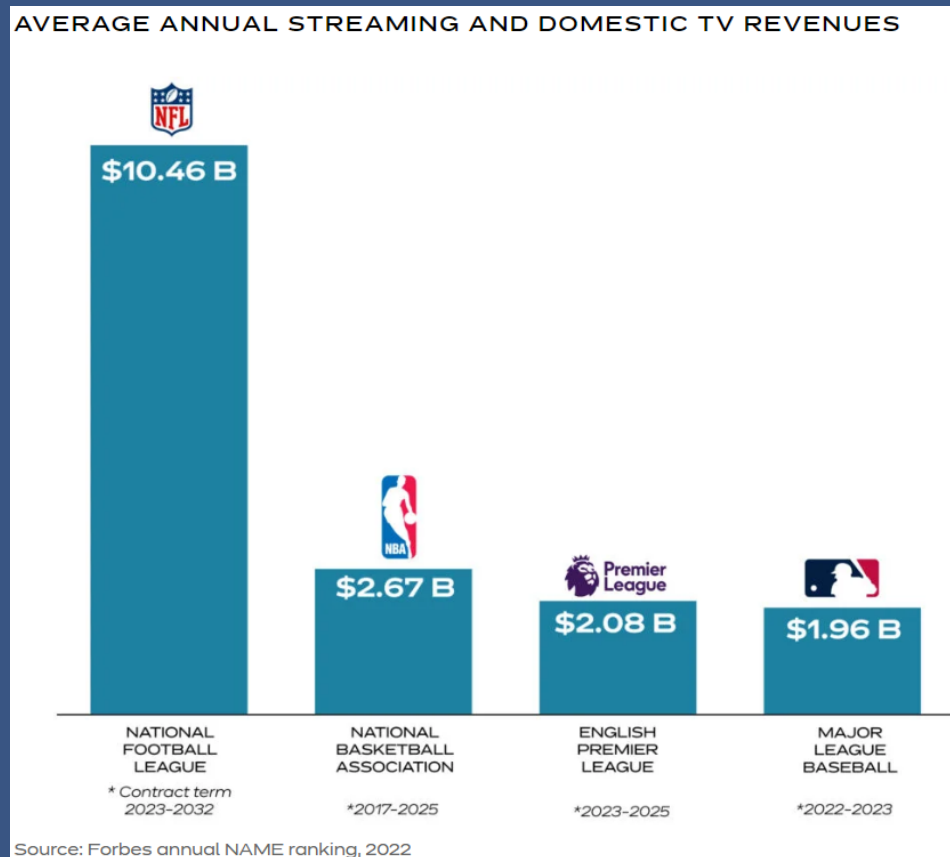


7,962 U.S. adults who follow sports surveyed between Jul 2021 and Jun 2022
Source: Statista Global Consumer Survey



Current Landscape of Sports

- Revenue in Sports Leagues (Forbes 2022)



Current Landscape of Sports

- Revenue in Sports Leagues (Forbes 2022)

AVERAGE TEAM VALUE BY LEAGUE



Source: Forbes annual NAME ranking, 2022

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Current Landscape of Sports

- Revenue in Sports Leagues (Wikipedia)

- List Based off Most Recent Data (in Euro)

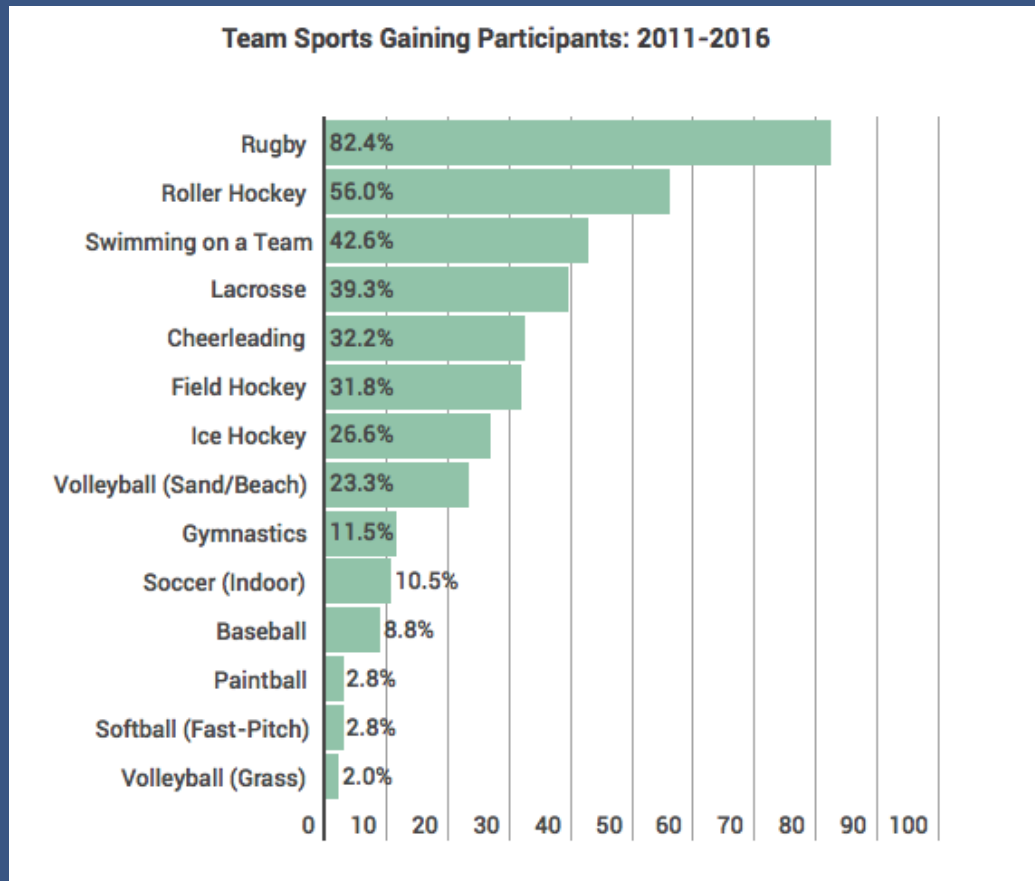
- NFL (American Football, 18.027 Billion)
- MLB (Baseball, 10.07 Billion)
- NBA (Basketball, 9.951 Billion)
- EPL (Soccer, 6.442 Billion, England)
- NHL (Hockey, 1.4 Billion)
- La Liga (Soccer, 4.443 Billion, Spain)
- Bundesliga (Soccer, 3.610 Billion, Germany)
- Serie A (Soccer, 2.927 Billion, Italy)
- Ligue 1 (Soccer, 2.407 Billion, France)
- NPB (Baseball, 1.506 Billion, Japan)

- Compare Revenue Per Team and Revenue Per Match



Current Landscape of Sports

- Growth in Team Sports (sisugaurd.com)



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Based on 2017 Annual Report
On US Trends in Team Sports
By Sports & Fitness Industry
Association (SFIA)

Current Landscape of Sports

- Growth in Team Sports (sisugaurd.com)
 - Increase of 10.9% Across All Sports (2014-2016)
 - Resilient Sports Based on Age of Participants
 - Soccer
 - Volleyball
 - Softball
 - Flag Football
 - Declining Sports Lost 9.3M Participants
 - Basketball Declined Most by 2.4M Participants

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Current Landscape of Sports

- Growth in Team Sports (SFIA Twitter)
 - Based off 2019 Report

Sport/Fitness Activity	3-Year Average Annual Growth
1 Cardio Tennis	11.3 %
2 Pickleball	9.7%
3 Hiking (Day)	8.8%
4 Bicycling (BMX)	8.7%
5 Skiing (Cross-Country)	7.3%
6 Trail Running	7.2%
7 Kettlebells	6.4%
8 Rowing Machine	6.2%
9 Rugby	5.2%
10 Kayaking (Recreational)	5.1%

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Current Landscape of Sports

- **Growth in Team Sports (SFIA)**
 - Interesting Information About 2022 Annual Report
 - Pandemic Effect on Team Sports
 - 67 million in 2020 to 68.3 million in 2021
 - 70.8 million in 2019
 - Team Sports in Ages 6 to 12 Increased by 0.6 million in 2021
 - Basketball Continues to be Most Played (27.1 million)
 - Soccer Overtook Basketball for 6-year-olds in 2021

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Current Landscape of Sports

- Growth in Team Sports (SFIA)
 - Participant Rate Changes
 - Fast-Pitch Softball (+15.3%)
 - Gymnastics (+10.9%)
 - Court Volleyball (+8.1%)
 - Swimming on Team (+8%)

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Current Landscape of Sports

- Growth in Sports (ReCreate.com)
 - Utilized Data from SFIA Report in 2023
- 77.6% of Americans (Ages 6+) Participated in at Least 1 Activity in 2022
- Top 10 Fastest Growing Sports (2018 to 2022)
 - Pickleball (+171.1%)
 - Alpine Touring (+115%)
 - Winter Fat Biking (+69.4%)
 - Off-Course Golf (+67.5%)
 - Snowboard Touring (+59.1%)
 - Skateboarding (+38.8%)
 - Trail Running (+32.4%)
 - Tennis (+32.3%)
 - Surfing (+28.5%)
 - Kayaking (23.1%)



Current Landscape of Sports

- Growth in Sports (ReCreate.com)
 - Most Popular Based Off Number of Participants
 - Bicycling on Road/Paved Surface (43.55 Million)
 - Bowling (42.29 Million)
 - Freshwater/Other Fishing (41.82 Million)
 - Basketball (28.15 Million)
 - Golfing on a Course (25.57 Million)
 - Tennis (23.6 Million)
 - Table Tennis (15.82 Million)
 - Off-Course Golf (15.54 Million)
 - Baseball (15.48 Million)
 - Saltwater Fishing (14.34 Million)

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Current Landscape of Sports

- Growth in Sports (ReCreate.com)
 - Table Based Off SFIA Data from 2023

	Sport	Category	Number of Americans Ages 6+ Who Participated in 2018 (in Millions)	Number of Americans Ages 6+ Who Participated in 2022 (in Millions)	Increase in Participation in Four Years
1	Pickleball	Racket Sports	3.30	8.95	171.1%
2	Alpine Touring	Winter Sports	1.00	2.15	115.0%
3	Winter Fat Biking	Winter Sports	1.44	2.44	69.4%
4	Off-Course Golf	Individual Sports	9.28	15.54	67.5%
5	Snowboard Touring	Winter Sports	1.36	2.16	59.1%
6	Skateboarding	Individual Sports	6.50	9.02	38.8%
7	Trail Running	Individual Sports	10.01	13.25	32.4%
8	Tennis	Racket Sports	17.84	23.60	32.3%
9	Surfing	Water Sports	2.87	3.69	28.5%
10	Recreational Kayaking	Water Sports	11.02	13.56	23.1%

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Dope Quote

The most meaningful way to differentiate your company from your competitors, the best way to put distance between you and the crowd is to do an outstanding job with information.

How you gather, manage, and use information will determine whether you win or lose.

- Bill Gates

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What is Sports Analytics?

- Defined by Ben Alamar
 - Data Management
 - Predictive Models
 - Information Systems

Data
Management

Information
Systems

Analytic
Models

Decision Maker

Based on *Sports Analytics* by Ben Alamar

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What is Sports Analytics?

- Purpose: To Aid an Organization's Decision Makers in Gaining a Competitive Advantage
- Goals
 - Save the Decision Maker Time by Making Information Acquisition Efficient (Data Management/Information Systems)
 - Provide Decision Makers with Novel Insight (Analytic Models)
- We are an Accessory to the Decision Maker

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What is Sports Analytics?

- Different Decision Makers
 - Off-the-Field: Profit Driven
 - On-the-Field: Performance Driven
- Attributes of the Data Analyst
 - Competence – Ben Alamar
 - Leadership – Ben Alamar
 - Humility – Dr. Mario
 - Honesty – Dr. Mario

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Final Inspiration

If you're not first, you're Cleveland.
#216

- Mahatma Mario