BIG DATA

helping you win at sport

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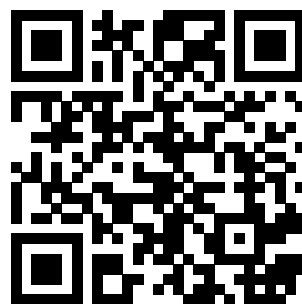
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BIG DATA

HELPING YOU WIN AT SPORT

Big Data Analytics is the field that deals with the analysis of complex data sets and the methods to analyze them. According to a research study conducted by Allied Market Research, the sports analytics market was estimated to be worth USD 425 million in 2018 and expected to grow at a CAGR of 40.40 percent for the next 8 years (2019-2026).

NHL and NHL are one of the most prominent adopters of big data and have been leveraging these tools in deciding upon recruitment strategies and game tactics. There is a major potential of big data in various other sports including soccer/association, football, basketball, cricket, hockey, etc.

Artificial intelligence and machine learning leverage large data sets allowing players and coaches to optimize their strategies and techniques for matches. Sports clubs are now interested in various numbers, such as game details, tactic simulations, strengths and weaknesses of opposition. Data is collected through camera tracking, as well as data from athletes equipped with wearables. Wearables (ranging from eyewear and earwear to shirts and shoes) have entered the market, although there are no regulations in place for them to be used during games/competitions.

Once a few key players are established and wearables are regulated, expect big data to disrupt the sport market in a huge way. Identifying patterns in data could help sports clubs predict injuries, analyze present tactics, strengths and weaknesses, engage fans, and most importantly, win games.

Big Data will be disruptive across various industries besides sport, as each industry has customers, and one of its most important use cases will be giving organizations a larger picture of every customer's preferences (at least the ones, who give organizations access to their data). These will be the blueprint for companies so they can design the ideal prices for their products. Moreover, we will see big data disrupt healthcare, farming, IoT, social media and hospitality.

Organizations want to understand the lifetime value of customers, so that they learn to better serve them. Big data analytics will aggregate various quantifiable metrics which should help a business understand the demographics of their ideal customer base, and market it to them. On the other hand, if the ideal customer base is not being reached, they can reposition the product towards them. This will affect all industries with large customer bases.

Companies like Google and Apple have their business models based on the premise of data. Such companies know more about us than most, if not all our relatives. Amazon and Uber understand usage statistics of customers to make better placed offerings to attract new users.

Some of the use cases (mentioned below):

HEALTHCARE

Healthcare will undergo a massive disruption, as data will be gathered on the ideal forms of treatment and their success rates, as well as the ideal calibration of medicines for various diseases. In sport, there are a lot of athlete injuries suffered depending on the intensity of the game. Big data can help identify patterns that would help athletes reduce chances of injury.

FARMING

Farming will also be disrupted massively by big data, as farmers will learn to predict the ideal times to grow their crops, and the highest possible harvest, as well as learning about the prices across different seasons, so they will have greater control over their produce and their finances.

Similarly, ground staff for outdoor sports teams will also be able to develop better methods to maintain grassy pitches and make them safer for players.

HOSPITALITY

Hotels are learning the peaks and lows and understanding customer preferences to make better offerings to future customers. In sport, clubs may use big data to understand hotel pricing and other costs to manage pre-season trips.

IOT

Data gathered from various connected devices will be pivotal in understanding, usage and grievances. Aside from players utilizing data to understand their workouts, people could analyze their day- to-day activities and help them better manage their schedule.
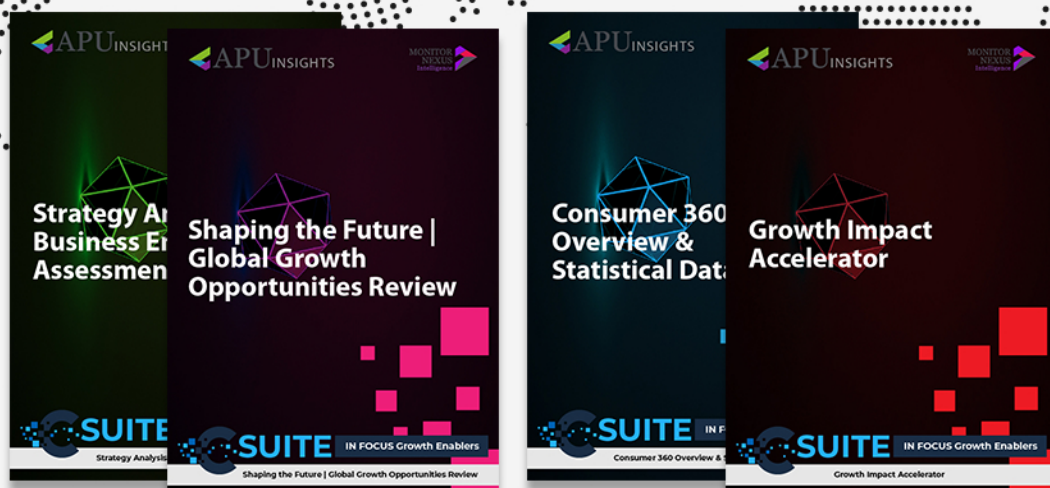
SOCIAL MEDIA

Many networking sites are using big data to understand the type of content posted and trying to take down anything that promotes harm against humans or other beings. In sport, some clubs monitor their players profiles to protect their emotional wellbeing.

Undoubtedly, big data will disrupt the market as more firms learn the value of possessing such type of data and leveraging it for business decision-making. There will be a pressing need for organizations to protect this data, and it will boom even further once security contingencies are in place. When artificial intelligence and machine learning come together with big data, there is a potential of higher degree of productivity and that should be reason enough for investment in these technologies.

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