HotShot Sports Analytics 'Never Settle'

Motivation

• These days, almost all sports team selections and business decisions are not made based on an intuition or simple statistics anymore. To be successful today, leaders rely on evidence-based insights derived from mining empirical datasets.

• Sports teams and individual athletes today have access to vast amounts of data, a trend that will grow exponentially down the road. Next to the data, tools, methodologies, and technologies are required to mine the data and extract value in a timely fashion.

• The objective is to create a data based environment that provides the ability to select the best possible team or strategy, based on criteria that may never have even been considered prior to the data analysis.

Advantage

- The business world in general is currently embracing the true power of predictive analytics. A trend that was sparked to at least a certain extend by Billy Beane and the Oakland Athletics.

- Positioning data-driven insights at the core of the decision making process results into much improved performance. Data analytics is nowadays an integral part of deciding how to operate any business unit, including sports teams.

- In any sport, it is imperative to stay a ahead of the competition and to separate yourself from the herd. Precisely targeted data analytics studies reflect the framework that allows teams and athletes to gain an advantage and to stay ahead of the crowd.

Payback

• Make better informed decisions. While instincts and domain knowledge are important in business and sports, they are not sufficient to consistently call the right shots. It is paramount to supplement these assists with empirical evidence that is based on mined data.

• Address new questions. Data based insights may actually lead to questions that nobody ever thought of and hence can provide new insights. Further, predictive analytics allows executing sensitivity studies that assess the probability of future outcomes. Depending on the data framework, these questions can be answered in real time.

• Generate new ideas. As a broader audience has access to the newly found insights, new ideas tend to emerge. Overall, the synergy and cohesiveness among the team members improves and so streamlines the decision making process.

Approach

• Set clear objectives. How does data analytics based success actually look like? We at HotShot Analytics aid you in having a clear vision of the outcome based on a solid project plan that allows assessing the progress.

• Ask the right questions. What questions are your athletes, coaches, and managers asking today? Which questions should they be asking? Do they have access to the right data at the right time? Do the answers actually meet reality in the real world? HotShot aids you in assuring that the right answers are available at the right time.

• Pursue a culture of data analytics. For any sports team, data analytics should not be for managers eyes only. The insights derived from analytics has a profound impact on the entire organization, from management all the way to the athletes. HotShot aids you in assuring that the right data is available to the right people at the right time in your organization.

• Challenge the status quo. The new business cycle of analysis, challenge, and change that is backed by data driven insights will test previously held assumptions and will open the door for new ideas and insights. HotShot aids you in mining the data and so providing your organization with the data backed framework to get and stay ahead of the crowed.