

# HOW CAN SAILFISH HELP SPORTS ANALYTICS?



## CHALLENGE

As the use and popularity of sports analytics continues to grow, the management and utilization of the vast amounts of available data become increasingly complex.

## OPPORTUNITY

Make data more accessible across all groups (scouting, training, personnel execs, GM, coaching) within a sports organization, allowing for more data-driven insights and decisions.

## ANALYTICS

Sailfish transforms data curation and analytics into a “team sport” by allowing staff in a sports organization to easily share both data and analysis results. Player performance and historical data can be combined with opposition data to predict future game outcomes. The relationship between draft position and subsequent performance metrics can be investigated to determine which metrics are the most indicative of future success.

## RESULTS

A sports organization can make quicker and better informed decisions about its players, fans, and overall business/marketing.

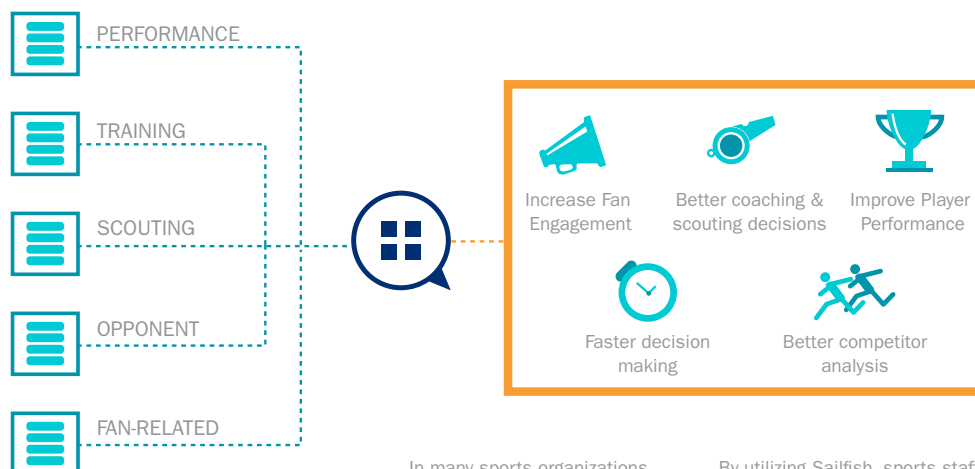
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*For More Information*

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In many sports organizations, data is often siloed within a particular group. Other groups within the organization may not have access to that group's data or even know that it exists.

By utilizing Sailfish, sports staff can easily share and combine data sources leading to quicker and better informed decisions about its players, fans, and market.