



Identifying the Players in Sports Analytics Research

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Editorial Note

Sports analytics are a set of relevant, historical, statistics which will provide a competitive advantage to a team or individual. Through the gathering and analysis of those data, sports analytics inform players, coaches and other staff so as to facilitate deciding both during and before sporting events. The term sports analytics was popularized in mainstream sports culture following the release of the 2011 film, *Money Ball*, during which Oakland Athletics head Billy Beane relies heavily on the utilization of analytics to create a competitive team on a minimal budget. There are two key aspects of sports analytics on-field and off-field analytics. On-field analytics deals with improving the on-field performance of teams and players. It digs deep into aspects like game tactics and player fitness. Off-field analytics deals with the business side of sports. Off-field analytics focuses on helping a sport organization or body surface patterns and insights through data that might help increase ticket and merchandise sales, improve fan engagement, etc. Off-field analytics essentially uses data to assist rights holders take decisions that might cause higher growth and increased profitability.

Another significant impact sports analytics have had on professional sports is in reference to sport gambling. Thorough sports analytics have taken sports gambling to new levels, whether its fantasy

sports leagues or nightly wagers, bettors now have more information at their disposal to assist in deciding. Variety of companies and webpages are developed to assist provide fans with up to the minute information for his or her betting needs. The MLB has set the benchmark in sports analytics for variety of years; with a number of the game's brightest minds having never stepped foot into the warmth of a serious or minor's baseball. Theo Epstein of the Chicago Cubs is during a one amongst one in every of one among those minds who has never suited up in a baseball game; instead Epstein relies on his Yale university education and therefore the numbers behind the sport to form many of his decisions.

Epstein, known for his role in ending two of baseball's most historic streaks as recently because the 2016 World Series helping end the 108 years drought between world series wins for the Chicago Cubs, may be a member of a growing community in big league baseball who don't believe years of big league playing experience. This community has been ready to grow because of the thorough collection of statistics that has existed in baseball for many years. With analytics being relatively common within the MLB, there are a breadth of statistics that became vital within the analysis of the sport.

Sports analytics have had significant impact on the sector of play but sports analytics have also contributed to the growing industry of sports gambling, which accounts for about 13% of the worldwide gambling industry. Valued somewhere between \$700-\$1,000 billion, sports gambling is extremely popular among groups of all types, from avid sports fans to recreational gamblers, you'd be hard pressed to seek out knowledgeable sporting event with nothing riding on the results. Many gamblers are interested in sports gambling due to the plethora of data and analytics that are at their disposal when making decisions. One gambler, Bob Stoll, has been before the analytics curve for variety of years, successfully betting against the road 56% of the time in college football, a big rate as a winning percentage above 52.4% is taken into account profitable. With the amount of statistics so openly available to fans, Stoll combines variety of various statistics like, home and away records, record vs. divisional/non-divisional teams, rush yards per rush, etc., to form educated picks that have paid off quite half the time.