

# **STATS** SPORT ANALYTICS

## Industry Leading Sport Analytics

How does STATS deliver the industry's highest level of sports intelligence output? By implementing cutting-edge business intelligence techniques.

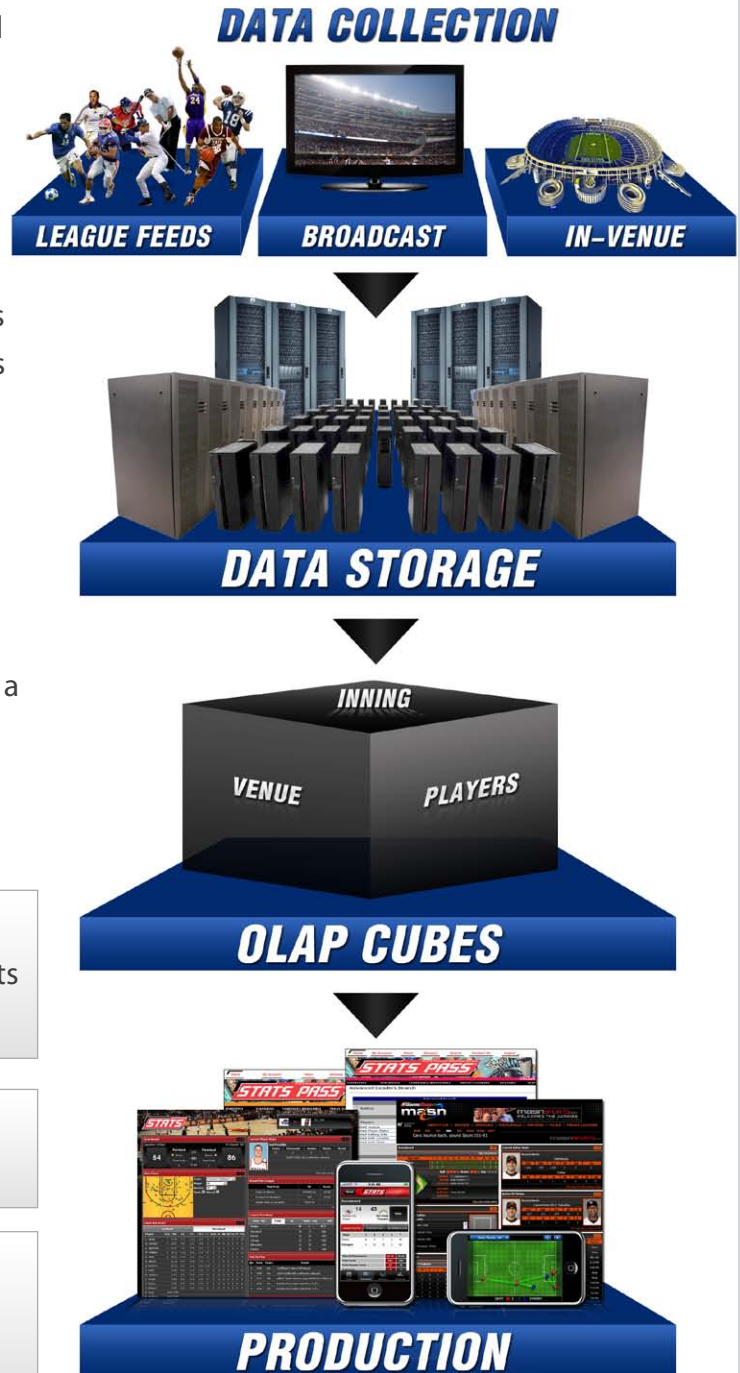
STATS applies the same analytic concepts utilized every day in the financial data industry. By applying these remarkable technologies, processes and models to sports data, STATS enables its clients to enjoy unrivaled sports information.

## How Business Intelligence Works

STATS leverages Online Analytic Processing (OLAP), a technology designed for optimized data analysis.

OLAP allows STATS to:

- Easily navigate multidimensional data to perform ad hoc queries and to display the results in a variety of interesting layouts.
- Drill through levels of detail to uncover significant aspects of data
- Rapidly and efficiently obtain the results of sophisticated statistical calculation across multiple dimensions of data





# SPORT ANALYTICS

## How Business Intelligence Applies to Sports

The Oracle database running STATS' datacenter is the backbone of the company. STATS leverages OLAP within the database to drill down to the most granular levels of data. OLAP systems are typically deployed to extend and enhance an organization's ability to answer a much broader range of business questions. From a sports perspective, OLAP identifies compelling data and provides a broader insight into performance on the playing field.

How many HRs over Alex Rodriguez's career has he hit at Yankee Stadium with the bases loaded and 2 outs?

Over the last 10 years, who has the most hits in a 25 game span against the Cubs?

Who has the longest hitting streak over the last 10 years at Fenway Park?

What percentage of Albert Pujols home runs are hit to right field, center field or left field? Same question being ahead in the count? Behind in the count?

