Better Business Decisions in Collegiate Athletics Using Business Intelligence

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TERADATA UNIVERSITY NETWORK – SPORTS AND BUSINESS ANALYTICS EDUCATOR

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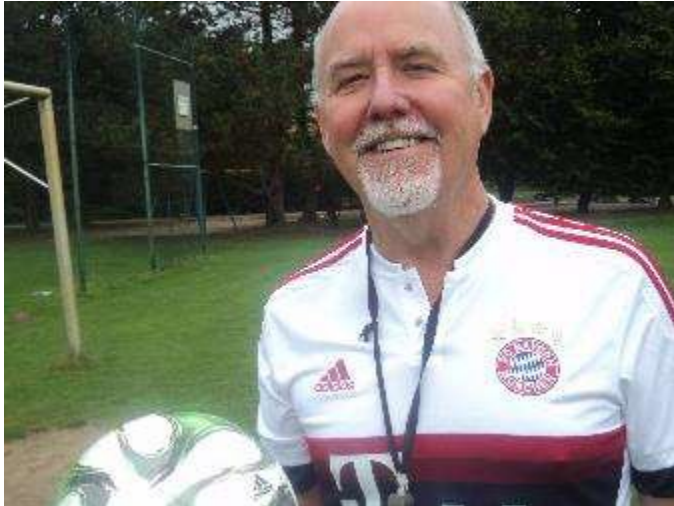SEND QUESTIONS OR COMMENTS TO DRDAVESCHRADER@GMAIL.COM

Your Speaker : Dr. Dave Schrader

Retired from Teradata: $2B /year. www.Teradata.com
Leader in Data Warehouse, Big Data, Marketing applications.

- Drove Active Real-Time Intelligence and Big Data marketing programs for Global 3000 industry customers

- 2014: continued to give university guest lectures. Learned new area: sports analytics – hugely motivational!

- Teradata University Network (TUN) Board Member
  In the past 3 years, I've given 104 talks at 52 schools to 3600 attendees
  Sponsored 8 student projects

My #1 Goal: Drive innovation and Adoption
  Can we do more student-driven sports analytics projects - on your campus?
  How do you break through barriers to adoption?

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6 Areas Where Analytics Can Drive Better Decisions

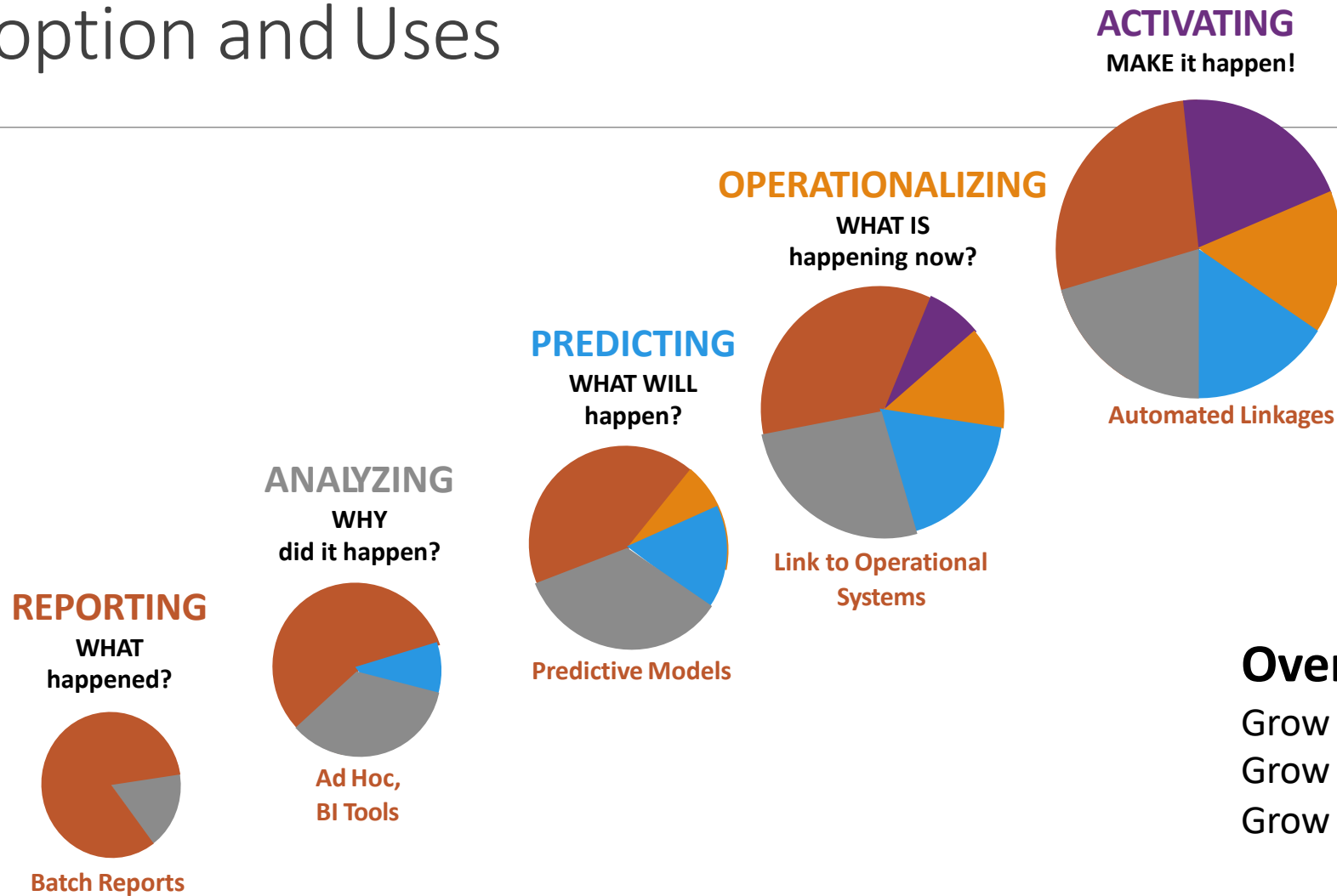| Institution	Athletic Department Administration Analytics	
Front Office	**Fan / Donor Analytics**	**Roster/Recruiting Analytics**
Back Office	**Team Tactics Analytics**	**Health/Safety Analytics**
	League Analytics	

4 Sample Student Projects

- **Fans**: Mountain West Conference

- **Recruiting**: University of Dubuque

- **Team Tactics**: University of Dubuque Football

- **League**: NCAA Wrestling Tournament

Sports Can Learn From Industry
BI Adoption and Uses

REPORTING

WHAT happened?

Batch Reports

ANALYZING

WHY did it happen?

Ad Hoc, BI Tools

PREDICTING

WHAT WILL happen?

Predictive Models

OPERATIONALIZING

WHAT IS happening now?

Link to Operational Systems

ACTIVATING

MAKE it happen!

Automated Linkages

Over time:
Grow the # of users
Grow the # of data types
Grow cross-functional uses

Tips: Tantalizing Questions

- How do administrators create buy-in with skeptical leadership and coaches?

- How do administrators create a culture of data-assisted decision making?

- Why should this be considered an imperative for intercollegiate athletics and higher education and not a nice thing to do?

- What should administrators say when they head back to campus to start and what is their why?