

ANALYTICS

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Data extracted from national and international web sources via Facebook and from CBA Website.

performance driven metrics, social media analytics, and cloud usage. Recently, we took the time to see exactly how analytics play an intricate role in the success of athletes, and the entities that govern their success. In the figure above, nearly 7.8% of “Other Countries” are not processed from the data-mining results shared from CBA’s IT Department. That means, prospective entities such as CBA, will miss out on very important data that would help increase the churn of international athletes. For athletes, their opportunities - which are already next to none, becomes even thinner. How can we use analytics to help data-mine all missed queries? When algorithms are not enough, entities, and athletes are turning to data-scientists to help solve these new phenomena. These tech “saviors” give athletes unimaginable amounts of data that is rapidly processed, and used over the course of a lifetime. With cloud usage at an all time high, athletes are discovering various ways to store, protect, and assess their data in ways that will ultimately transcend their careers. Athletes that have a <0.1% edge over their competitors are at a greater advantage to most likely succeed. And the best way to show that those numbers are aligned is to prove it using highly processed analysis. Athletes that are investing in this area of their future will see a huge return in this department. In fact, athletes are becoming more independent in terms of “self-marketing” themselves for career advancements. That known staple of hiring PR firms and business managers has shifted in the entire market. To adjust, today’s aspiring athletes not only have to keep up with the modern pace of society, they must also create a new direction and course for the next generation. Their measurement of success truly depends on how well they influence the younger generation, and how well that captivation spreads through and beyond. Nowadays, governing entities look to metrics to help narrow down choice selections, and making the right decisions when determining which athlete to choose out of pools of thousands. This very intrinsic approach to use analytics to assess talent, has nevertheless changed the scope of areas revolved around effective recruiting, and choosing the best athlete for endorsement opportunities. These digital assessment tools continue to play a very intricate part of modern society. Whether you deem yourself as a “tech-head” or simply use technology for everyday use without knowing its full capabilities, we all can agree that it’s a vital part of our existence.

In short, this modern age of using data-analytics, and assessment tools to make life changing decisions, or to solve those never-ending complex business problems, begins with the scope of integrated technology. Career options will solely depend on it. Those days of relying on personal face-to-face interactions to solve problems or issues are coming to a halt. Athletes, and entities are now driven towards using data-proven analytics to gain a moderate, or significant advantage over their competitors. All we can do is watch how it unfolds as we journey into the 2020’s and beyond.