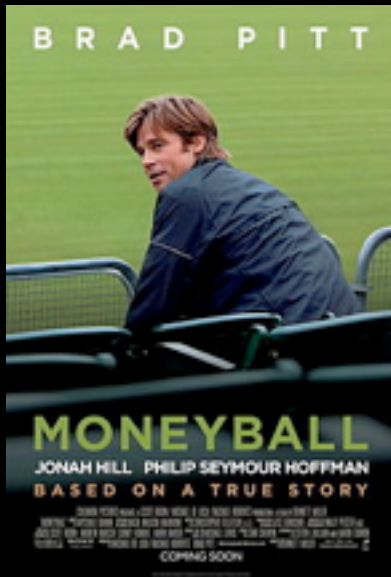


Data Analytics in Professional Sports



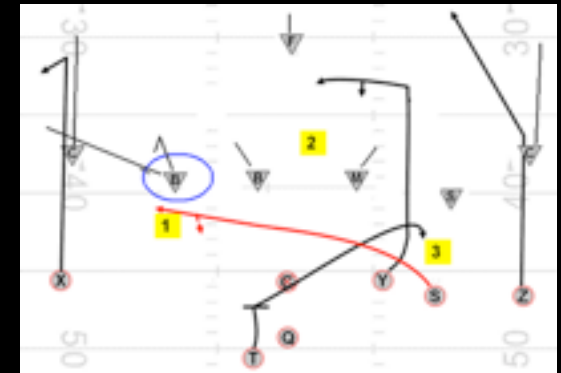
- The public loves predictive successes exposed by the media



- Once a philosophy is proven successful, other teams are quick to emulate



- Corrects for anomalies produced by traditional statistics
- Allows teams to exploit market inefficiencies and be more successful



- Standardized tests are similarly obsolete, but remain established because they are entrenched as vital parts of the educational system