

Guide for the Casual Fan: How to get into Data Analytics

Getting into Data analytics is more simple than the casual fan thinks it is. You don't need a degree in computer science or even a high school education. Anyone can get involve in data analytics in sport as long as you have something you're passionate about. Dr. Yospeh Mamo, who is a professional in this space, helps explain how the casual fan can get involved.

STEP 01

Find your passion

In order to get involved in data analytics you need find what you are passionate about. This can be your favorite team, league, athlete, or anything you could think of in the world of sport. Analytics is more enjoyable and natural if it is something you care about.

Dr. Mamo - "find the part of sport that interests you the most...then find the data that relate the best to it."

STEP 02

Use what you already know

The casual fan knows more about data analytics than they think. If you have ever check the stats of your favorite team, you have involved yourself with data analytics. Another prominent area that the casual fan has participated in is sport gambling. This is an area of sport that can help grow data analytics since it is so well known.

Dr. Mamo - "Sports betting has help with the growth of data analytics and getting the casual fan involved with it."

STEP 03

Use accessible tool to get you started

In order to get involved with data analytics you do not have to be a math genius. There are plenty of free tools available for the casual fan to get started. AI chatbots like ChatGPT can be an easy way for fans to get started. It can help you put your data together and give you an explanation on what it could mean.

Dr Mamo - "AI tool are great for making data analytics accessible to everyone... you don't need to have a computer science or IT background to get started."

STEP 04

Find Data and have fun with it

There are plenty of sites for casual fans to choose from to find data to work with. Sites like ESPN or Basketball/Football reference are great places for fans to play around. Once you find something you like, start investigating what it might be able to tell you about your favorite team or sport. This is the fun part so enjoy it!

Dr Mamo - "Pulling the data is the large portion of the work... the more data the better the results."

STEP 05

Use this to watch smarter

Now that you have a better understanding of data analytics, allow it to enhance your sport viewing experience in the future. Pick a stat to follow live or let it influence your decisions on what game to watch or which athlete to follow.

Dr. Mamo - "Data analytics helps you make quick and informed decisions... the casual fan can use this more often then they think."

**Remember data analytics is a tool not a test.
Start your journey today with just one data point at a time.**
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