



Sports Analytics and Data Science: Winning the Game with Methods and Models (Hardback)

By Thomas W. Miller

Pearson Education (US), United States, 2015. Hardback. Condition: New. Language: English . Brand New Book. TO BUILD WINNING TEAMS AND SUCCESSFUL SPORTS BUSINESSES, GUIDE YOUR DECISIONS WITH DATA This up-to-the-minute reference will help you master all three facets of sports analytics - and use it to win! Sports Analytics and Data Science is the most accessible and practical guide to sports analytics for everyone who cares about winning and everyone who is interested in data science. You ll discover how successful sports analytics blends business and sports savvy, modern information technology, and sophisticated modeling techniques. You ll master the discipline through realistic sports vignettes and intuitive data visualizations-not complex math. Thomas W. Miller, leader of Northwestern University s pioneering program in predictive analytics, guides you through defining problems, identifying data, crafting and optimizing models, writing effective R and Python code, interpreting your results, and more. Every chapter focuses on one key sports analytics application. Miller guides you through assessing players and teams, predicting scores and making game-day decisions, crafting brands and marketing messages, increasing revenue and profitability, and much more. Step by step, you ll learn how analysts transform raw data and analytical models into wins: both on the field...



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