



WSF CONFERENCE 2022

28 – 29 October

Grand Chola Hotel Chennai, India



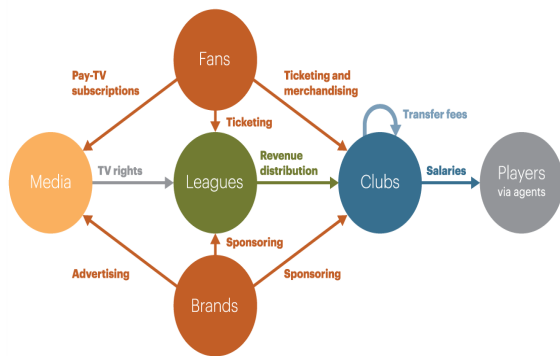
Subject: Data Analytics

- ◆ Summary: Data knowledge is essential to every organisation. How squash can build a real data management system.



A Phygital approach towards game development

The sports ecosystem: the flow of money



Source: A.T. Kearney analysis

Stakeholders in the ecosystem

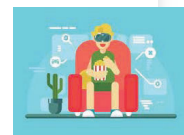
4E

Envisioner

Enabler

Exhibitor

Experiencer



ANALYTICAL POSSIBILITIES



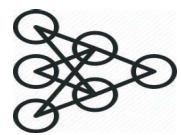
Optimization

- Tournament Scheduling
- Resource Allocation
- Team Selection
- Team Strength



Miscellaneous

- Twitter Sentimental Analysis
- Official/Player/Venue Evaluation
- Ranking & Efficiency index for players and Officials



Algorithms

- Momentum
- Game Momentum
- Similar games
- Game Breakdown



Dashboards

- for - Players, Coaches, Selectors and analyst
- Administrators – Operations and Treasury



Machine learning

- Momentum swings
- Chance of Winning
- Recommender systems



Infographics

- Rich Game data content to Fans
- Data & Analytics driven content

Live Event Services

Sports Administrators



- Governance
- Digital Transformation
- Digital Sports broadcast
- Digital Asset Creation
- DAM
- Digital Monetization & FRM
- Talent ID & Development

Game Engage Data

Brands & Media



- Community building
- Rich Consumer Engagement
- Analytics driven game content
- Campaign Management
- Branded Content
- Conversions
- Sports CSR

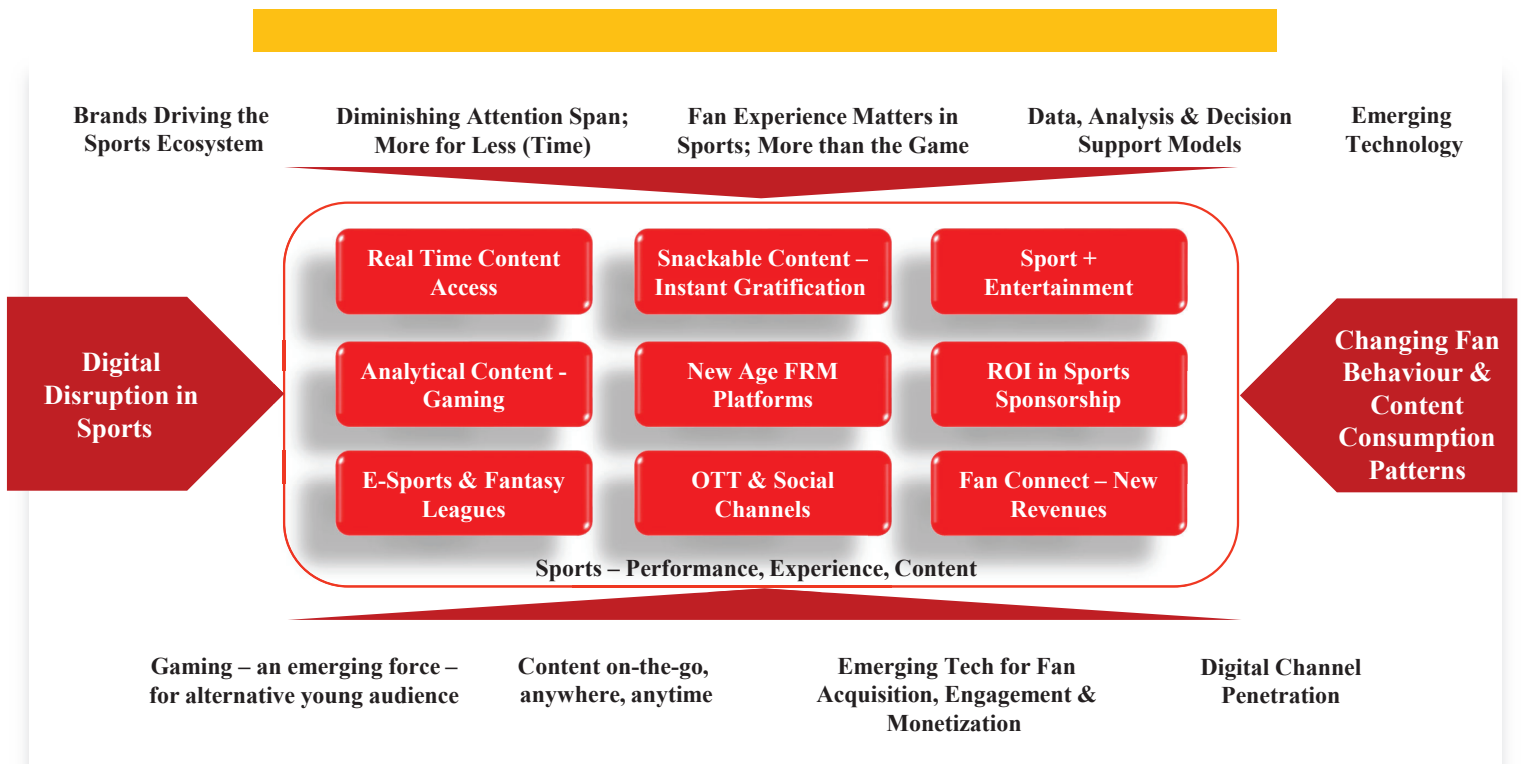
Value Proposition

High Performance

Players, Coaches, Academies



- Accelerated Skill Acquisition
- Talent Development
- Selection
- Data driven Performance management



Emerging trends in Sports + Digital + Technology

HABITS POST-PANDEMIC

ACTIVITY	YES	NO	UNSURE
Attend virtual medical or mental health appointments	45%	31%	24%
Attend religious services online	42%	40%	18%
Participate in online fitness classes	57%	26%	17%
Use meditation or wellness apps	55%	25%	20%
Take an online course or class	60%	21%	19%
Participate in online political events	58%	25%	17%
Participate in volunteer work virtually	52%	28%	21%
Donate money online	67%	21%	13%
Purchase groceries	60%	21%	19%
Purchase household items and personal goods	62%	19%	19%
Use restaurant/meal delivery app	65%	18%	17%

WORK



LEARN



SOCIALIZE



PLAY

SHOP



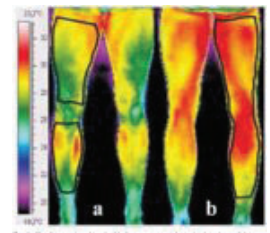
FITNESS

HEALTH



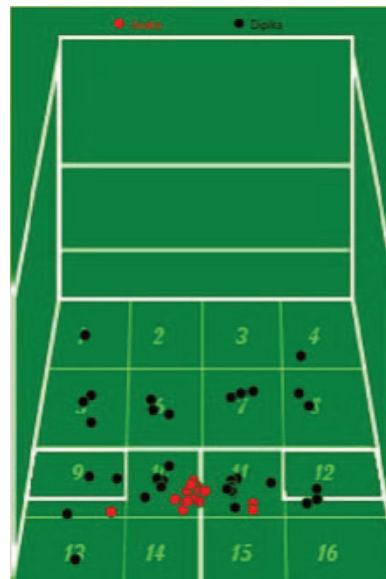
Our Life is Moving Online!

From naked eye based, subjective and qualitative coaching to data driven personalized remote coaching with sensors and bio-mechanics



Evolution of Coaching

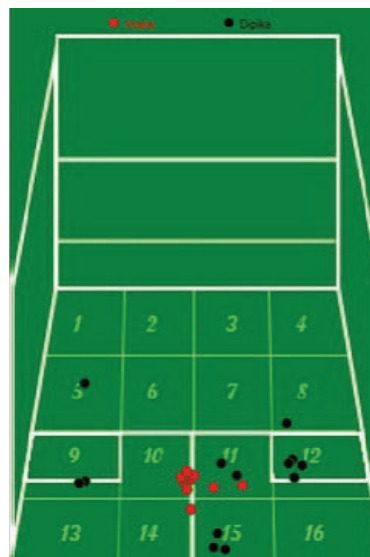
PERCENTAGE AND POSITION OF WINNERS



Front Court	Total	Percentage
Boast	4	18%
Drive	5	23%
Drop	5	23%
Volley	4	18%
X Drive	2	9%
X Drop	2	9%
Mid Court	Total	Percentage
Drive	1	50%
X Drive	1	50%
Back Court	Total	Percentage
Drive	8	80%
X Drive	2	20%

Data Driven Coaching

PERCENTAGE AND POSITION OF ERRORS



Front Court	Total	Percentage
Drop	1	33%
Drive	1	33%
X Drive	1	33%
Mid Court	Total	Percentage
Boast	1	13%
Drive	2	25%
Volley	1	13%
Drop	3	38%
X Drop	1	13%
Back court	Total	Percentage
Boast	1	33%
Drive	1	33%
X Drive	1	33%

Data Driven Coaching

Who

It is important to understand the fans of squash and creating a fan base out of that.

What

Understanding what content to post on which channel ; Sample initiatives include – game data stories, throwback Thursday, player interviews / feature stories, awareness about WSF's initiatives

Where

Identifying the right channel for the right content is important to drive engagement. Snackable bytes can be posted on twitter while infographics are best suited on Instagram and Facebook



Why

Campaigns must be created on the social channels with a clear objective / targets in mind. For eg, are we looking for new followers or engaging existing followers?

How

Based on the need, content can be posted in the form of AR/VR graphics, 360-degree posts, video-based story telling, infographics or text tweets



Community Building in Squash

Thank You!



S. Ramakrishnan



+91 98400 39170



ramky@sportsmechanics.in
