

ESTADÍSTICA AVANZADA

MOTIVOS Y ELEMENTOS PRINCIPALES

BLOQUE I

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¿POR QUÉ INCORPORAR LA ESTADÍSTICA?

- HERRAMIENTA PARA AUMENTAR NUESTRA CAPACIDAD Y PROFUNDIDAD DE ANÁLISIS
- NOS AYUDARÁ A REALIZAR LAS PREGUNTAS MÁS ADECUADAS Y CORRECTAS: REEDUCAR NUESTRO PENSAMIENTO
- LA IMPORTANCIA DE COMETER MENOS ERRORES: REDUCIR LA SUBJETIVIDAD EN LA TOMA DE DECISIONES Y CONOCER LO QUE DEBEMOS EVITAR
- NO ESTRANGULAR LOS NÚMEROS. HUIR DE LA INTERPRETACIÓN SELECTIVA

MOTIVACIÓN

ÁMBITOS DE APLICACIÓN

INCORPORACIÓN

- TRANSFORMAR LA INFORMACIÓN Y EL DATO EN CONOCIMIENTOS ÚTILES
- SABER DISCERNIR ANTE UN AUMENTO DE LA INFORMACIÓN CON LA QUE VAMOS A TRABAJAR: LA IMPORTANCIA DEL CONTEXTO
- ANALIZAR EL DATO CON RIGOR Y DISCIPLINA: HONESTIDAD vs EXACTITUD



ÁMBITOS DE APLICACIÓN DE LA ESTADÍSTICA AVANZADA

(I) AL JUEGO PROPAMENTE DICHO



(II) A TODA UNA TEMPORADA

Macro: tendencias dentro de la propia liga

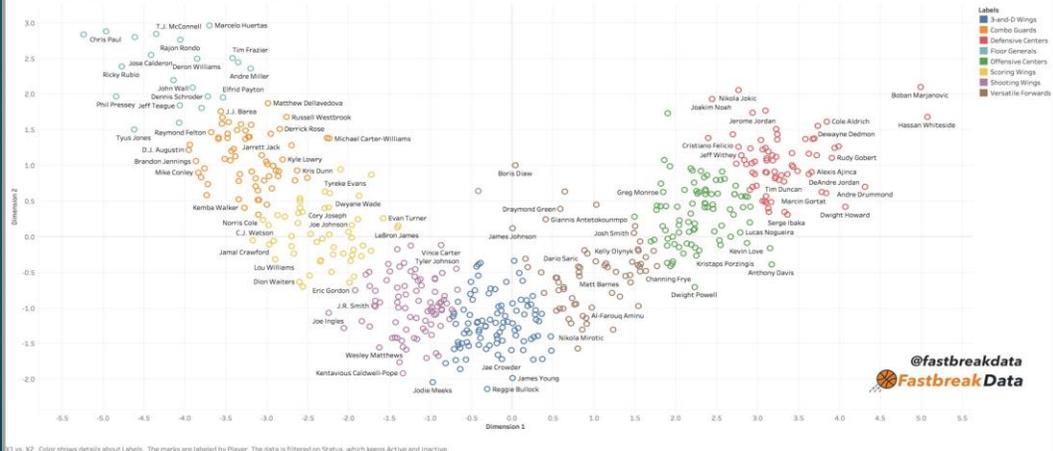
Particular: tendencias establecidas en el equipo

Análisis Individual: rendimiento y preparación física de los jugadores durante el año

(III) ANÁLISIS DE MERCADO

- Análisis de jugadores
- Clustering: agrupamiento y búsqueda de perfiles
- Costo - Rendimiento

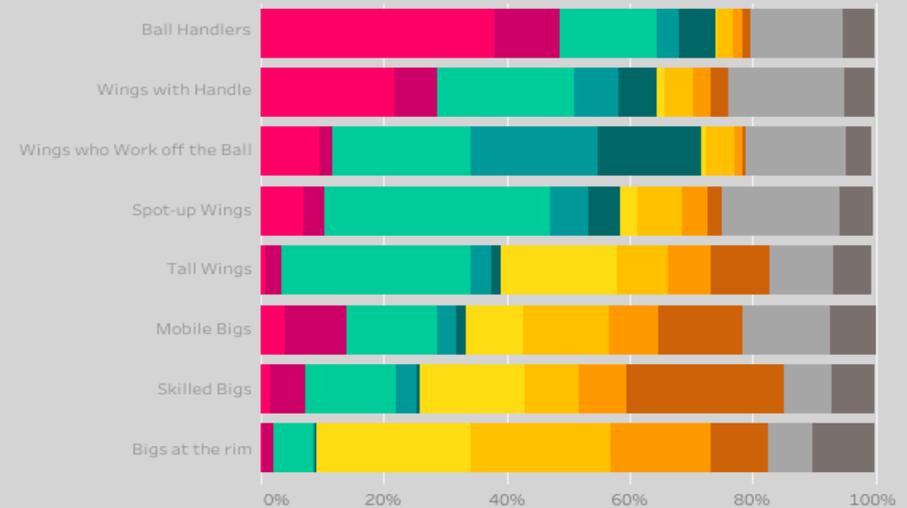
Classifying the Modern NBA Player (2014-2017)



Offensive Roles by Play Type

Offensive roles are defined by how often a player tried to score with each type of play in 2017-18 (i.e., clustering by 'FREQUENCY'). Trace the hierarchy of the clusters using the toggle options (right).

- Clustering Level
- Position Groups
 - Player Types
 - Offensive Roles
 - Individual Players



Click on the legend-color boxes (keep only) to focus the view on a single..

- Ball Handler
- Iso
- Spot-up
- Screen
- Handoff
- Roll man
- Cut
- Putback
- Post-up
- Trans
- Misc

(IV) ESTABLECER OBJETIVOS

- MEDIBLES
- RENDIMIENTO ESPERADO: CONTROL DE LAS EXPECTATIVAS
- COMUNICACIÓN TRANSVERSAL
- LO QUE SABEMOS vs LO QUE CREEMOS SABER



ESTADÍSTICA AVANZADA CON LOS MEDIOS DISPONIBLES

- LA NBA Y EL RESTO
- TENEMOS INFORMACIÓN A NUESTRO ALCANCE DE LA QUE SACAR PROVECHO Y VENTAJA COMPETITIVA
- EVOLUCIÓN TECNOLÓGICA: NO QUEDARSE ATRÁS

NBA ANALYTICS STAFF BY TEAM

| Team | Staffer | Title | Team | Staffer | Title | Team | Staffer | Title |
|--------|----------------------|---|-----------|--------------------------|--|--------|--------------------|---|
| [Logo] | Dwight Lutz | Sr. Director, Basketball Strategy & Analytics | [Logo] | Spencer Anderson | Director, Basketball Analytics | [Logo] | Alex Rucker | Executive VP, Basketball Operations |
| | Max Horowitz | Sr. Data Scientist, Basketball Strategy & Analytics | | Ryan Renteria | Basketball Analytics Advisor | | Sergi Oliva | VP, Strategy |
| | Mike Zarren | Assistant GM and Team Counsel | | Nick Fieder | Basketball Data Analyst | | John Boyles | Director, R&D |
| [Logo] | David Sparks | Director of Basketball Analytics | [Logo] | Jud Winton | VP of Research and Analytics | [Logo] | Grant Fiddymont | Manager, Basketball Research |
| | Shane Fenske | Basketball Ops Technology Developer | | Gregory Peim | Director of Research and Analytics | | Michael Lai | Sr. Data Scientist |
| | Drew Cannon | Basketball Ops Analyst | | Marshall Smith | Basketball Data Analyst | | Ivana Seric | Sr. Data Scientist |
| [Logo] | Luigi Sorbara | Basketball Ops Statistician and Programmer | [Logo] | Ben Starks | Basketball Data Analyst | [Logo] | Tegan Bunsu Ashby | Developer |
| | David Lewin | Director of Player Personnel | | Matt Elijah | Manager of Strategic Planning | | DI MacLeay | Video Coordinator |
| | Glenn DuPaul | Director of Analytics | | Chathanaddy | Full Stack Developer | | Thomas Bridges | Assistant Video Coordinator |
| [Logo] | Logan MacPhail | Director of Coaching Analytics | [Logo] | Philip Chang | Sr. Manager of Basketball Analytics | [Logo] | Lainn Wilson | Assistant Video Coordinator |
| | Rami Anoun | Senior Developer | | Diana Ma | Data Scientist | | Jesse Held | Manager, Basketball Strategy and Research |
| | Kevin Roark | Basketball Systems Developer | | Harry Heffernan | Basketball Analyst and Developer | | Hiroki Witt | Basketball Operations Analyst |
| [Logo] | Robert Jettley | Basketball Video and Analytics Assistant | [Logo] | Rich Cho | VP of Basketball Strategy | [Logo] | Zach Williams | Director of Basketball Analytics |
| | George Rodman | Director of Basketball Analytics & Strategy | | JT Campbell | Basketball Analyst | | Joseph Lee | Senior Basketball Applications Developer |
| | Alexander Powell | Head of Quantitative Analysis & Development | | Daniel Marcus | Personal Evaluator - Grizzlies / GM - Hustle | | Ryan Parker | Statistical Analyst |
| [Logo] | Michael Mirandi | Basketball Ops Software Developer | [Logo] | Shane Battier | VP of Basketball Development & Analytics | [Logo] | Luke Storm | VP of Strategy and Analytics |
| | Steve Weinmann | Assistant GM | | Brian Hecker | Dir of Basketball Analytics and Performance Tech | | Colin Montague | Director of Basketball Analytics |
| | Miles Abbott | Manager, Minor League Scouting & Analytics | | Zac Robertson | Manager of Basketball Analytics | | Matt van Bommel | Senior Analyst |
| [Logo] | Faizan Hasnany | Coordinator of Basketball Analytics | [Logo] | Tyler Brandt | Basketball Researcher | [Logo] | Chris Pickett | Senior Analyst |
| | Jon Nichols | Sr Director of Analytics and Personnel | | Liam Doyle | Basketball Analyst | | Calvin Floyd | Analyst |
| | Brad Havens | Basketball Systems Developer | | T.J. Barra | Director of Basketball Research | | Marshall Payne | Analyst |
| [Logo] | Jeremy Sabath | Frontend Web Developer | [Logo] | Ashley Brio | Manager of Basketball Analytics | [Logo] | Nick Repole | Director of Research and Development |
| | Haralabos Youlgarris | Director of Qualitative Research and Development | | Sachin Gupta | EVP of Basketball Ops | | Josh Fink | Director of Data Science |
| | James Brocato | Director of Basketball Analytics | | Nick Resnfo | Sr. Basketball Ops Analyst | | Al Meyer | Coaching Analytics Coordinator |
| [Logo] | Jeremias Englemann | Senior Analyst | [Logo] | Cole Fisher | Basketball Ops Analyst | [Logo] | David Kaplan | Sr. Data Scientist |
| | Chris Newell | Basketball Analytics Associate | | Somas Sarkar | Analytics Manager | | Joshua Ryan | Bball Ops Developer and Designer |
| | Mondrick Jones | Player Analytics Manager | | Mike Smith | Director, Data Analytics & Pro Scout | | Kevin Yu | Software Engineer |
| [Logo] | Nikhil Roy | Quantitative Research Analyst/Developer | [Logo] | Warren Spencer | Basketball Operations Analyst | [Logo] | Brady Baker | Quality Assurance Analyst |
| | Zach Chu | Basketball Analytics Liaison | | Kelsey Roberts | Database/Basketball Analyst | | Keith Bovarsky | VP, Basketball Strategy and Research |
| | Tommy Balcitis | VP of Strategy and Analytics | | Jesse Gould | Director of Pro Evaluation | | Kathy Evans | Director of Basketball Strategy and Research |
| [Logo] | Laura Vashro | Director of Research | [Logo] | Wynne Sullivan | Director of Strategic Planning | [Logo] | Eliot Oliver | Data Scientist |
| | Dan Rosenbaum | Sr Director of Basketball Strategy | | Tom Perry | Director of Data Science & Solutions | | Brittini Donaldson | Assistant Coach |
| | Sammy Gelfand | Director of Coaching Analytics | | Greg Flood | Data Science & Solutions Scientist | | Eric Khoury | Assistant Coach, Toronto 905 |
| [Logo] | Doug Harding | Data Scientist | [Logo] | Ryan Shea | Data Science & Solutions Software Developer | [Logo] | Cory Jez | Coordinator of Basketball Analytics |
| | Peter Nygaard | Basketball Systems Developer | | William Burger | Data Science & Solutions Software Developer | | Anthony So | Basketball Data Engineer |
| | Pabaal Sidhu | Director of Basketball Analytics & Innovation | | Thomas Van de Houten | Data Science & Solutions Software Developer | | Brett Greenberg | AGM for Strategy and Analytics |
| [Logo] | Matt Holbrook | Data Scientist | [Logo] | James Kopenidis | Strategic Planning Analyst | [Logo] | Dean Oliver | Assistant Coach |
| | Kevin Steele | Data Engineer | | Ezra Van Negen | Strategic Planning Analyst | | Joe Gill | Analytics Consultant |
| | Eli Witus | Assistant GM | | Bailey Joseph | Strategic Planning Analyst | | Zain Jafri | Data Scientist, Basketball Strategy and Analytics |
| [Logo] | Monte McHair | Assistant GM | [Logo] | David Benes | Director of Basketball Analytics | [Logo] | Ben Eidelberg | Manager, Basketball Strategy and Analytics |
| | Ran-Hai Kounig | Director of Basketball Analytics | | Ryan Chen | Data Scientist | | Sam Kaplan | Coordinator, Basketball Strategy and Analytics |
| | Jason Roman | Basketball Operations Analyst | | David Corbett | Data Scientist | | | |
| [Logo] | Ed Kupfer | Basketball Analyst | [Logo] | Matthew Devita | Basketball Data Analyst | [Logo] | | |
| | | | | Soumya Kambhampati | Data Scientist | | | |
| | | | | Dylan Murphy | Basketball Operations Analyst | | | |
| | | | Anna Zhao | Data Scientist/Developer | | | | |



BRAD STEVENS (BUTLER HC) – AÑO 2011

"No tenemos acceso al nivel más alto. No estamos sentados aquí con el dinero de la NBA para invertir en un departamento de Big Data. Pero creo que puedes hablar con tu equipo desde los números y darles a tus jugadores ejemplos bastante claros y definidos de lo que tienen que hacer para mejorar"