

BEFORE THE HANDSHAKE

Using Sport Analytics
to Strike Deals





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POWERFUL & ESSENTIAL TOOL



RECOGNITION



VALUATION



REPRESENTATION





NAMES VS. NUMBERS

Because of the limitations around name recognition and reliability, numbers become necessary.



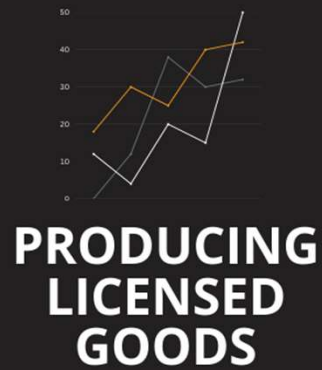
VALUATION



**PAYING FOR
"THE COUNT"**



**SELLING
TICKETS**






REPRESENTATION



Analyzing the Data



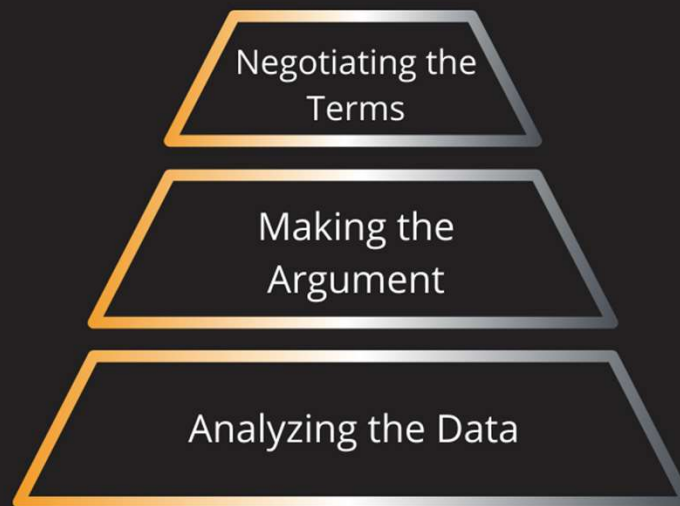
REPRESENTATION



Making the
Argument

Analyzing the Data

REPRESENTATION



REPRESENTATION



Scoring the Deal



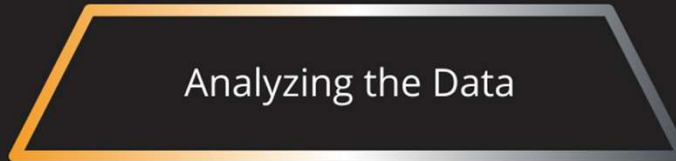
Negotiating the Terms



Making the Argument



Analyzing the Data



**THANK
YOU**

