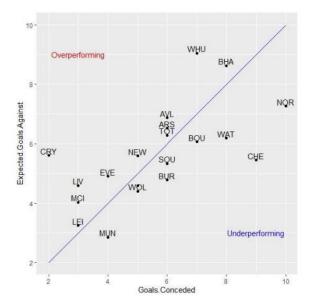# Improving the sporting landscape byte by byte

By 2025, it is estimated that 463 exabytes of data will be created each day globally, that's the equivalent of 212,765,957 DVD's per day, according to the **World Economic Forum**. Understanding of analytics will move from being a valuable skill to a somewhat mandatory one. Understanding data is a key skill for managers in the 21st century and **IISM** with its vision to transform the Indian sporting landscape has taken up the responsibility for providing well trained analysts to Indian sporting ecosystem. This has consistently been highlighted by the academic leadership which has been extremely dynamic in its approach to the subject. The sports industry in India is ripe for this data disruption.

We often lament at the performance of our athletes in multinational events like the Olympics. The lack of hardware like sports stadium and training facilities is highlighted often. What is seldom recognised is the software for a successful sporting nation is the skill of the support staff. Nowhere is it more apparent than analytics. In top sporting nations like Australia alongside the laptops they have top notched trained analysts to provide insights to their up and coming athletes. If India is to be a top sporting nation it needs to democratise this knowledge by having as many trained professionals in the sector.

Applications of data in the sporting world are not restricted to on-field application but also for revenue management, venue management as well as many other activities. It is with this awareness that the coursework is designed to equip the students with tools to develop analytical insights in an application of their choice. Be it understanding social media trends or predicting the footfall at a venue for a sports event the **sports analytics management course** is designed taking into account that managers with an understanding of data will be an asset across the spectrum of sports related activities. Top notch sports management utilises all of these analytical insights that then deliver the spectacle on and off the field.

Actual class assignment on performance of Premier League teams