

COACHING BY THE NUMBERS

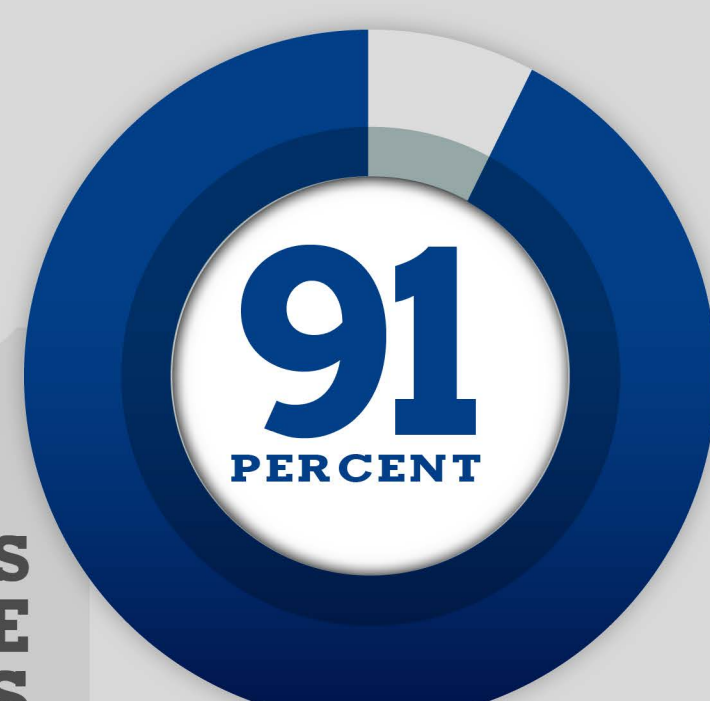
ANALYTICS IN COLLEGE & HIGH SCHOOL BASKETBALL

ShotTracker
TEAM



95% OF COACHES AGREE PLAYER STATISTICS ARE INCREASINGLY IMPORTANT IN BASKETBALL

AND



91% OF BASKETBALL COACHES WOULD LIKE TO IMPROVE HOW THEY USE ANALYTICS

88%

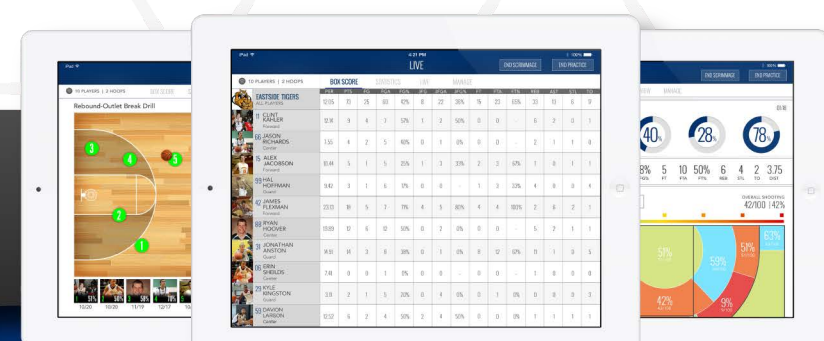
OF BASKETBALL COACHES AGREE THAT IT'S RESOURCE INTENSIVE TO CAPTURE RELIABLE PLAYER STATISTICS

60%

OF BASKETBALL COACHES AGREE THAT DEVELOPING A RELIABLE ANALYTICS PROCESS IS INTIMIDATING

59%

OF HIGH SCHOOL COACHES SAY THEY DON'T HAVE THE STAFF TO COLLECT STATISTICS ON THEIR PLAYERS



ShotTracker TEAM provides advanced analytics in real-time.
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EIGHTY NINE PERCENT

OF BASKETBALL COACHES WISH THERE WAS AN EASIER WAY TO GET RELIABLE PLAYER STATS AT PRACTICES



OF BASKETBALL COACHES AGREE IT'S DIFFICULT TO GET IN-DEPTH ANALYTICS WITHIN AN HOUR OF THE EVENT



OF COLLEGE COACHES AGREE THAT A CUTTING EDGE ANALYTICS PROGRAM WOULD HELP RECRUIT PLAYERS

78%

OF BASKETBALL COACHES AGREE THAT CAPTURING PLAYER STATS AT PRACTICE WOULD INCREASE PRACTICE INTENSITY



81%

OF BASKETBALL COACHES AGREE THAT THEIR PLAYERS WOULD LIKE MORE DATA ON THEIR PERFORMANCE



94%

OF BASKETBALL COACHES AGREE THAT STATISTICS ARE "PROOF" OF PERFORMANCE AND PLAYING-TIME DISCUSSIONS



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SURVEY RESULTS INCLUDE RESPONSES FROM 368 COLLEGE AND HIGH SCHOOL BASKETBALL COACHES SURVEYED Q1'17.