

Video Segment 1: Data and Analytics in Sports and Sports Betting

“Our business wouldn’t run without data and analytics.” -Amy Howe, CEO, FanDuel

NOTE-TAKING GUIDE

An important first step of any educational exploration is to understand who is leading you on the journey and why. As you begin to explore the *More than a Game* videos with Wharton Global Youth, briefly define these key components (Hint: Use the vocabulary list below!):

The Wharton School:

Beyond Business 2023:

Dr. Erika James:

Dr. Eric Bradlow:

CEO Amy Howe:

Analytics@Wharton:

FanDuel:

Data and analytics are having a huge impact on the sports world and related industries, like sports betting. Jot down some notes about how the following are directly related to the growth and use of analytics in these settings (Refer to your vocabulary list below for help):

Moneyball:

FanDuel's Risk and Trading Organization:

Customer Relationship Management (CRM):

Amy Howe says, **"As we build this industry from the ground up in the early days, we need to make sure that we're building it responsibly."** Explain what she means by this?

Reflection: Professor Eric Bradlow mentions several scenarios where analytics is and will be used for men and women athletes. List a few of these below and then write a brief reflection about whether you think data tracking of athletes is ethically sound. Is it okay to measure and quantify all player activities, even sleeping patterns, to monitor and enhance performance? When does data collection and analysis cross boundaries, if at all?

- 1.
- 2.
- 3.

THE LANGUAGE OF BUSINESS

(Linked terms are defined in the Wharton Global Youth Video Glossary)

[CEO or Chief Executive Officer](#)

[Manager](#)

[Company](#)

[Marketing](#)

[CRM or Customer Relationship
Management](#)

[MBA or Master of Business
Administration](#)

[Data](#)

[Performance](#)

[Goods](#)

[Statistician](#)

[Industry](#)

Amy Howe: Chief Executive Officer (CEO) of FanDuel, who earned her Master of Business Administration (MBA) from the Wharton School in 1999.

Analytics: The systematic computational analysis of data or statistics. It is used for the discovery, interpretation, and communication of meaningful patterns in data.

Beyond Business: An ongoing conversation at the Wharton School of the University of Pennsylvania that explores the most complex and pressing issues impacting individuals and organizations across the world. Each year Wharton Global Youth creates [Explore Business mini-sites](#) for high school students around different Beyond Business themes.

Customer: A person or organization that buys goods or services from a business.

Data Science: The study of data to gather meaningful insights for business.

Eric Bradlow: A marketing professor at the Wharton School of the University of Pennsylvania and Vice Dean of [Analytics at Wharton](#).

Erika James: Dean of the Wharton School with research interests in crisis leadership, workplace diversity and management strategy. Erika James hosts the annual Beyond Business series of business conversations on which Wharton Global Youth's mini-sites are built.

FanDuel: An online gambling company founded in 2009 that offers sportsbook, daily fantasy sports, and more.

Moneyball: A 2011 American sports drama film based on the 2003 non-fiction book by Michael Lewis (*Moneyball: The Art of Winning an Unfair Game*) that tells the story of how the Oakland A's baseball team used statistics and analytics to scout and analyze players.

Parlay: A type of sports bet or wager in which two or more bets are linked together to create one bet that pays out more money.

Real-time Data: Data that becomes available as soon as it is created and collected, rather than first being stored.

Risk and Trading Organization: The division of FanDuel that handles determining the odds and pricing for its bets.

Same-day Parlay: Combining two or more bets together in a single game with the hope of winning more money than if you had placed the bets individually.

Sector: Part of the economy into which various industries and companies fit. For example, many companies and industries are part of the transportation sector.

Sophisticated Model: A data model is used to capture all the points of information necessary to conduct analysis; some models use sophisticated techniques and tools to discover deeper insights and make predictions.

Sports Analytics: The analysis of sports data, including information on player performance and business operations, to make predictions and support decision-making on and off the playing field.

Sports Betting: Predicting sports results, like who will win a football game, and placing a financial wager on the expected outcome in hopes of winning even more money.

Sports-betting Platform: A website, app or other online platform that allows people to place sports-related bets.

Sportsbook: An organization that takes bets on sporting events and pays out winnings, like FanDuel.

Third-party Company: A company that provides a service for another company or for its customers.

Ticketmaster: An American ticket sales and distribution company that corners the market on selling tickets for concerts and other events.

The Wharton School: The Wharton School, also referred to as just Wharton, is the business school of the University of Pennsylvania, a private Ivy League university based in Philadelphia, Pennsylvania. Wharton is a world leader in business education and a hub for academic research in all areas of business.

EXPLORE MORE IN OUR ONLINE BUSINESS JOURNAL

[Baseball and Big Data: How Stats and Analytics Are Changing the Game](#)

