Video Segment 8: Advice for Aspiring Sports Analysts

NOTE-TAKING GUIDE

"At the end of the day, it comes down to asking the right questions."
-Dr. Eric Bradlow, Wharton Professor

Amy Howe and Eric Bradlow offer their best career advice. Name 4 ways you can prepare for the job market and analytics:

1.

2.

3.

4.

Reflection: If you're interested in the intersection of analytics and the sports industry, Amy Howe and Eric Bradlow illustrate interesting career paths. Howe is the only woman CEO at a major U.S. sportsbook operator, following other analytics-heavy pursuits. And Dr. Bradlow has followed an academic path in marketing, data and analytics, while embracing his love of sports through Wharton Moneyball and as an advisor with the Philadelphia Eagles. Reflect on one of the panelist's expertise and career choice. What interests you? How do they inspire you to combine your passions, sports or otherwise, with data and analytics?

THE LANGUAGE OF BUSINESS
(Linked terms are defined in the Wharton Global Youth Video Glossary)

Company   Industry

Data   MBA or Master of Business Administration

Data Mining

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.

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 around which Wharton Global Youth's Explore Business mini-sites are built.

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

Predictive Model: A statistical technique to predict future behavior. In this form of data-mining technology, you analyze historical and current data and generate a model to help predict future outcomes.

Python, R and SQL: Different kinds of programming languages that data scientists should learn.

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.

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

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.

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