Student Activity Choices

StatsCenter

Every year, Wharton global Youth gets to meet high school students online and in person through our Moneyball Academy, Moneyball Academy: Training Camp and Moneyball Academy: Training Camp: FLEX programs who are really into sports statistics and sports analytics. Are you one of those students? **Write a first-person 400-word essay describing your passion for sports analytics**: how it started, how you practice it, and where you hope it will take you, even if it's just a hobby you hope to have for life. The essay should illustrate your passion, not just tell us about it. For example, which sport stats intrigue you the most and why? What experiences have you had that allowed you to develop your interest to the fullest? Have you ever considered a career in sports analysis on or off the field? Share your essay with your class and we would also love to read it! Send it to globalyouth@wharton.upenn.edu.

A Duel Indeed

In the Explore Business *More than a Game* mini-site videos, Amy Howe, CEO of FanDuel, is talking about the birth of an industry, as more states legalize online betting and companies like FanDuel try to be the "first to market" and become "scale players." Practice your business-journalism skills by researching the industry and the growth of online sports betting in your state. Start with the broader view: what is the industry about and which companies are competing for business? Then bring it more local with a look at online sports betting in your home state. Is it legalized? If so, when? If not, are there plans for this? Do you know someone who bets online? Do your friends bet while gaming? You can gather much of this information online; however, you should have *at least* one primary source whom you interview. Maybe a sports expert, state official or family bettor? Wherever possible, use data to support your reporting. **Write a 400-word article**, including quotes from your sources, about the business of online sports betting.

Creative Analytics

Choose at least **15 words** from the vocabulary provided on the PDF worksheets with each More than a Game video segment to create a poem, chant, rap, short story, video, or digital or visual artwork. What message do you want to convey about the use of data and analytics in sports and sports betting? Choose one theme or many. Be creative! Perform (or present) your final creation for the class. And please send a clip to globalyouth@wharton.upenn.edu or hit us up on social media @WhartonYouth.

Wharton Moneyball

Professor Eric Bradlow talks about Wharton Moneyball, the SiriusXM radio show on sports analytics that he hosts with his Wharton colleagues. Visit the Wharton Moneyball archives [HERE] and **listen to 3 episodes** of your choosing. **Write down 4 key takeaways** from each episode detailing what you learned about data and decision-making in sports. Consider listening to a live episode and asking a question! Do you have an idea for a Wharton Moneyball episode? Send it to globalyouth@wharton.upenn.edu.

Analytics Around Us

Sports analytics is not all Runs Batted In and touchdowns. So much goes on behind the scenes to make the business of sports successful, from recruiting players for teams, to understanding sports fans, selling tickets, food, beverages and merch (t-shirts!) at the ballpark. Analytics, or the use of data analysis to help us make decisions, informs all of this. Take on the role of an efficiency expert by researching the business side of a sporting event at your school, in your town, or in your region. Ideally, you want to keep this one close to home, at your high school or even the local minor-league baseball park. Gather as much data as you can about the business side of sports. How many tickets were sold to games? How many hot dogs and bottles of water did fans enjoy? What was the top-selling merchandise? You can drill down on one specific event or an entire season. **Create 5 slides** to present to your class, detailing the event, the data, and insight that might help organizers make future decision.

Career Choice

The *More than a Game* Explore Business mini-site introduces you to a panel of professional experts, including Erika James, dean of the Wharton School; Amy Howe, CEO of FanDuel; and Eric Bradlow, professor of marketing at Wharton. If you had a few minutes with one of them, what would you like to know? **Create a 4-minute video** introducing yourself, explaining why you are especially interested in their insights and their career, and then asking 6 relevant questions on topics you would really like to better understand. At least two of your questions should relate to sports or sports-betting data and analytics. Remember what Dr. Bradlow said during the *More than a Game* discussion: Effective data analysis is all about asking the right questions. That applies to effective interview research, as well. Be thoughtful, specific, detailed and honest in your inquiry. Share your video with the class and with Wharton Global Youth at globalyouth@wharton.upenn.edu.