

Thriving in a Data-Driven Sport Industry

Brought to you by:



In collaboration with
Ryan Hubbard, EdD
Sport Management Program Chair



onlinedegrees.csp.edu/sport-management-masters





Expert Insight

Sport analytics is reshaping every corner of the industry—from draft-day decisions to the way fans experience the game. CSP Global is preparing future sport leaders with coursework in sport analytics, marketing, sociology, and more. Powered by an innovative curriculum, industry-seasoned faculty, and partnerships like our collaboration with the Minnesota Twins, CSP Global prepares the next generation of sport leaders to thrive.

~ Dr. Ryan Hubbard



Dr. Ryan Hubbard leads CSP Global's Sport Management program with a forward-thinking approach that blends academic rigor with industry relevance.

Survey Methodology

This whitepaper draws on 87 responses from professionals and job seekers in the sport management industry, gathered through an independent survey conducted in partnership with TeamWork Online.



Why Analytics Is the *New Competitive Edge*

In today's sport ecosystem, data isn't just supportive, it's decisive. From prospect selection to dynamic ticket pricing, analytics is the edge that separates contenders from followers. Yet despite its growing influence, **only 15% of surveyed professionals and students** describe themselves as deeply experienced in sport analytics. At CSP Global, our students are equipped to thrive in the evolving sport space.

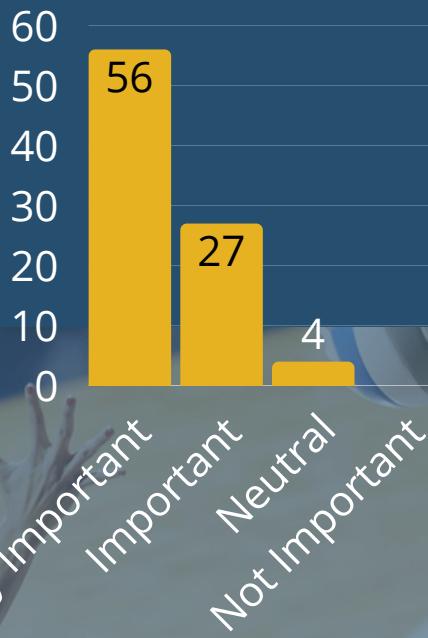
What is your current familiarity with sport analytics?



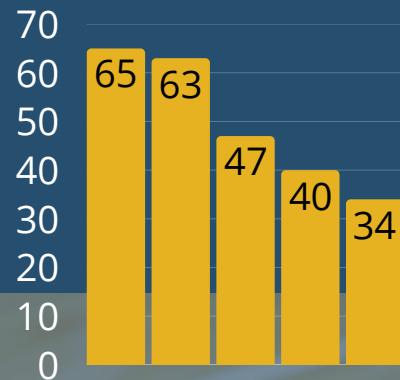
Understanding the *Field's Dynamics*

Sport professionals overwhelmingly agree: analytics is essential to the future of sport management. In our survey, 95% of said it's important and notably, **not a single respondent said it isn't**. The biggest impact? Areas like game strategy, athlete performance, and recruiting. At CSP Global, we're preparing students to lead in the sport industry.

How important is analytics to the future of sport management?



Which areas of sport do you think will be most impacted by analytics?



"The next generation of sport leaders must understand the many areas of sport, from marketing to business to law and beyond. That's exactly what we teach at CSP Global."

~ Dr. Ryan Hubbard

Which tools or platforms are you familiar with for sport analytics?



Excel / Google Sheets	94%
SQL	43%
R / Python	40%
Pro Football Focus	38%
Tableau / Power BI	38%
Hudl	33%
Synergy Sports	18%
TrackMan	18%
Catapult	14%
Sportsdigita	11%

**This chart represents familiarity—not necessarily proficiency or use.*

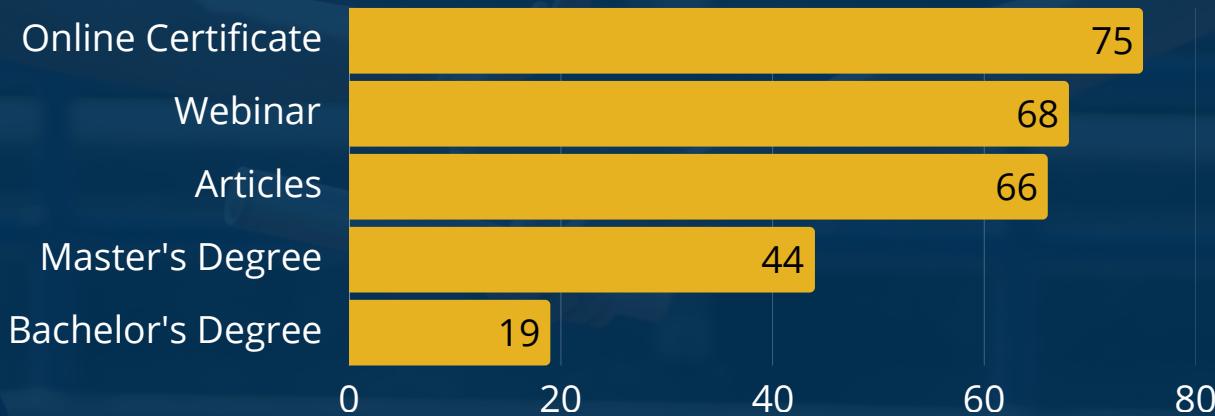


Although 94% of professionals still rely on spreadsheets, fewer than half use advanced tools—highlighting a major opportunity for those ready to lead with deeper analytics.

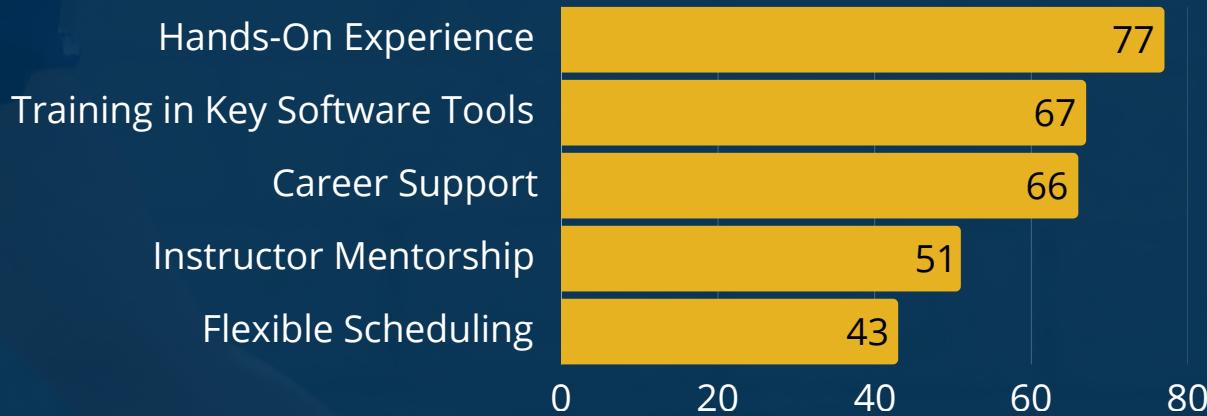
Bridging the Talent Gap with *Future-Focused Learning*

Professionals are eager to bridge the analytics talent gap with flexible, skill-focused learning. High-demand options include certificates, webinars, and hands-on training.

Would you consider learning more through any of the following?



What would make analytics training most valuable to you?



Data-Driven Leadership

Starts Here

Analytics skills are still rare—but critical.



Only 15% of professionals describe themselves as deeply experienced in sport analytics, highlighting a major opportunity for those ready to lead.

Sport management is evolving fast with analytics at its core.

Analytics is transforming game strategy, recruiting, and athlete performance—**95% say it's important to sport management's future.**



Professionals want flexible, skill-based training.



Short-format learning like certificates and webinars—paired with hands-on experience—is the preferred path forward.

Ready to Lead in *Sport Management?*



At CSP Global, our Sport Management programs equip students with the strategic mindset and industry-relevant skills to lead in the industry. Our 100% online programs promise a flexible but robust learning experience.

With flexible online pathways, experienced faculty, and partnerships with professional organizations like the Minnesota Twins, CSP Global prepares students to succeed in roles that require more than passion—they require perspective. You'll graduate ready to step confidently into a changing field, with the tools to adapt, lead, and make an impact.

Explore CSP Global's Sport Management programs at kinesiology.csp.edu and start leading the future of sport.