

Kitman Labs' Approach to Analytics

5 GUIDING PRINCIPLES

Insights derived from data can give athletes the winning edge. For this reason, Kitman Labs is using analytics to support the decision-making process at every level of elite sport.

Ultimately, the right approach to analytics along with the counsel of a guided partner can have a significant impact on outcomes. Any team that forgoes analytics is placing itself at a disadvantage relative to its competition.

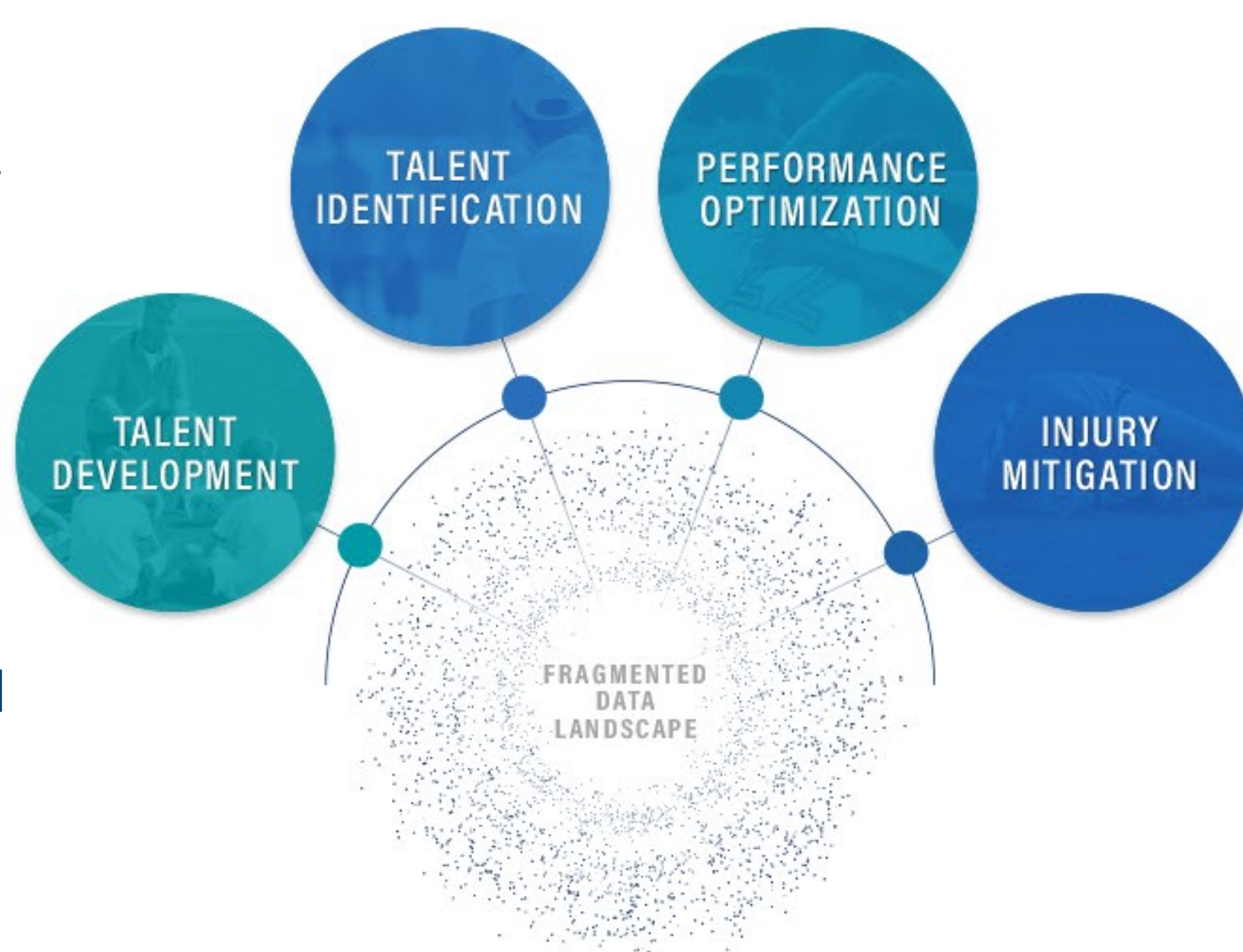
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Here are five principles that guide our approach to analytics that allow us to help teams improve processes, strengthen performance, and position themselves for greater success.

01

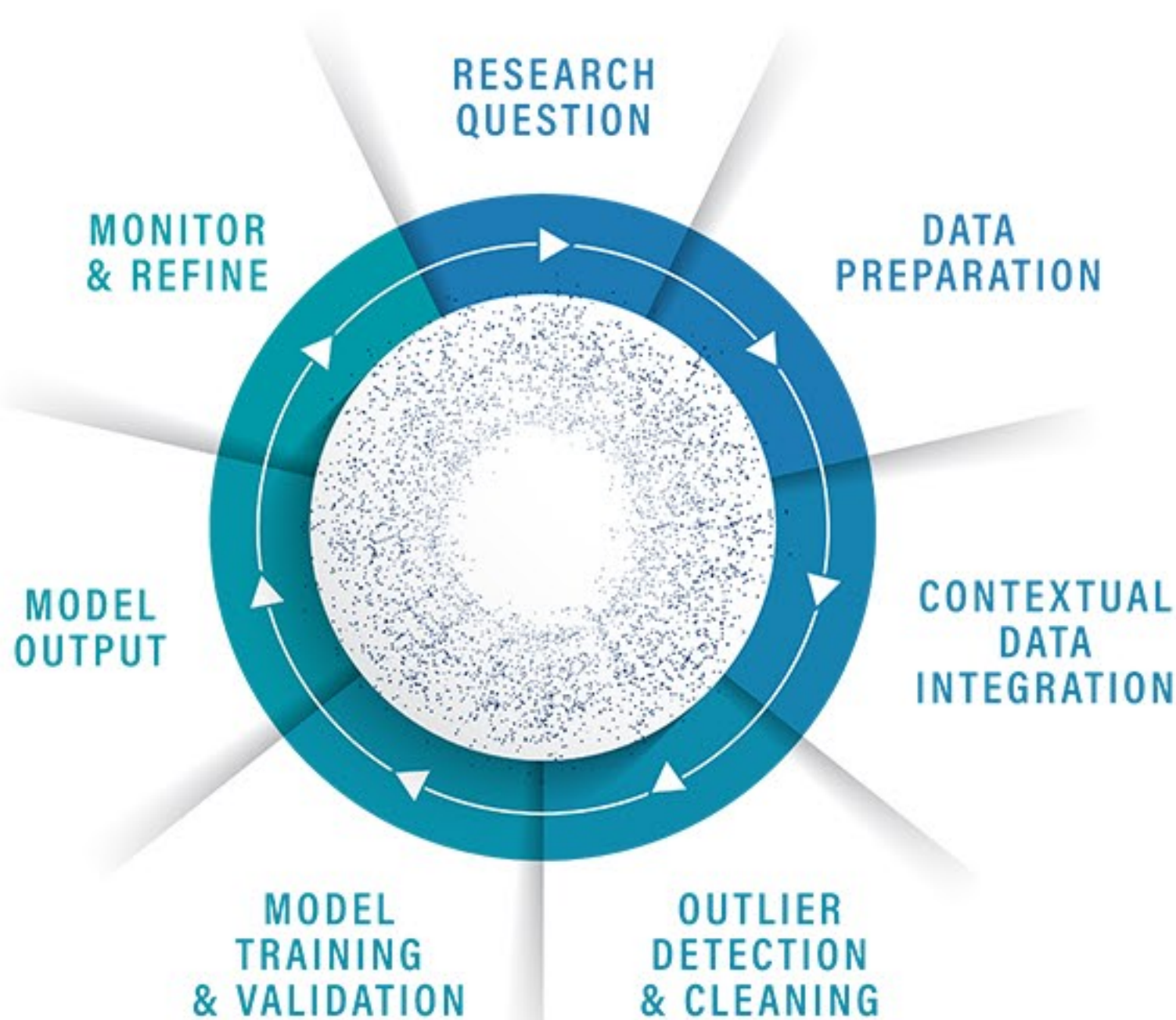
WE BEGIN BY FOCUSING ON THE OUTCOMES YOU AIM TO ACHIEVE

- Analytics isn't about math or algorithms; it's about results
- We start by establishing a shared vision around what actions should naturally flow from the analysis
- Our focus is on practical and actionable solutions



OUR PROCESS IS SCIENTIFIC AND FOCUSED ON EXPERIMENTATION

02

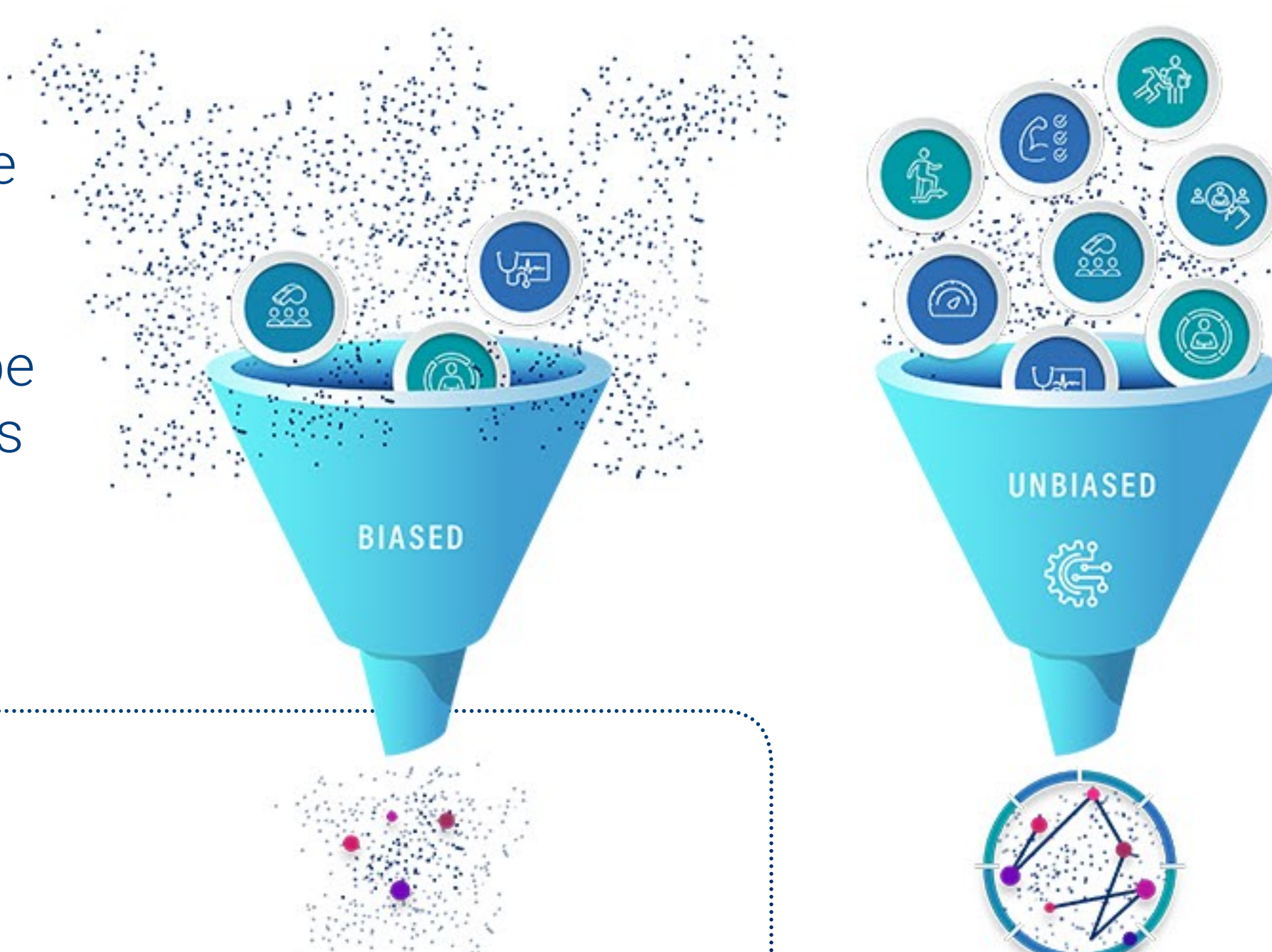


- We leverage current best practices in both performance and data science, updating our models according to best practices given attributes of the data
- Our Performance Experts apply their deep practitioner experience to guide both the approach and interpretation of results

03

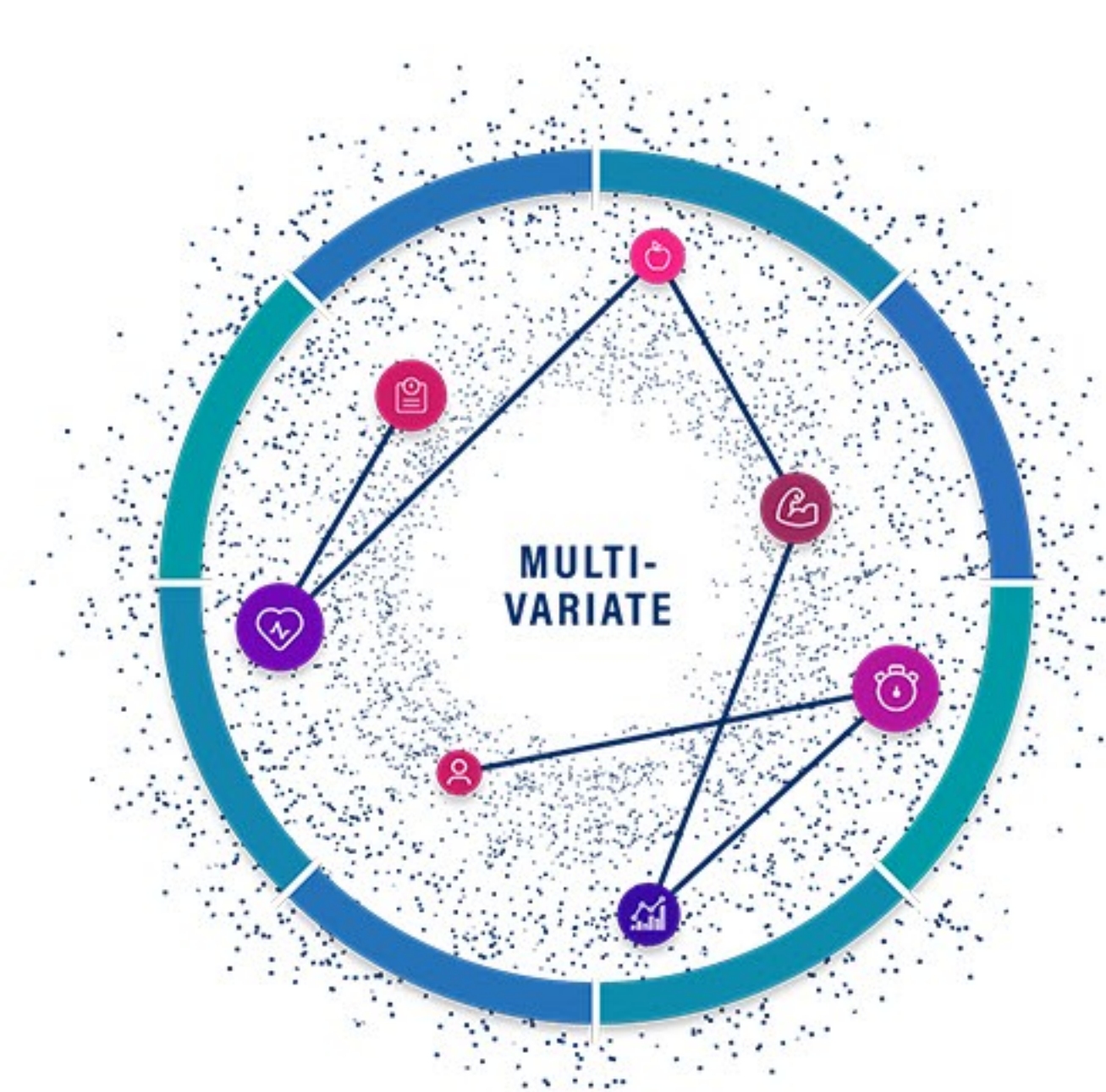
WE ARE UNBIASED TOWARDS ANY SPECIFIC DATA, ALGORITHM, OR METHODOLOGY

- We guide teams to avoid bias as much as possible
- Data serves as the ultimate guide in the analysis
- Objective insights should be used as a tool that enriches instincts and experience



OUR MULTIVARIATE APPROACH CREATES A COMPREHENSIVE VIEW

04



- Our model can incorporate multiple factors (physical, psychological, technical, tactical, contextual) to give teams a complete view
- Multivariate statistical modeling provides a holistic view of the data and results
- Machine learning and data science best practices provide a scalable solution given the nature of the datasets involved

05

WE PROVIDE AN OPEN AND TRANSPARENT VIEW OF THE DATA

- We partner with teams to identify the best data to be included in the model and are open about the limitations and uncertainties that may result
- We never hide the model's methodology from teams



THE END RESULT IS A FOUNDATION FOR ACTIONS TO BE TAKEN FOLLOWING THE ANALYSIS

To learn more about the Kitman Labs approach to analytics, read the whitepaper *Analytics for Sport Performance and Health: A Reality Check*.

Join the Kitman Labs Performance Intelligence Research Initiative (PIRI) and get access to our insights, whitepapers, and latest ideas on research.

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