

2022 7th Basketball Analytics Summit

Speaker Sessions

BAS 2022 Individual Speakers (alphabetized)

3 Dave [Berri](#), PhD (Southern Utah University) - "WNBA: The Good, The Bad, and the Ugly." A statistical look at the state of the WNBA and why an investment in women's basketball is prudent.

11 Robert "Dean" Clayton ([Sports Analytics Club Program](#)) – Interested in promoting young people to this profession? Overview of the successful program teaching middle and high school students to be analysts. SACP executes sports data analytics research projects that are fun, measurable and actionable.

#12 Edneisha [Curry](#) (NBA Portland Trailblazers) – "Lessons Learned." – Coach Curry shares her journey from a college and professional basketball player to coaching in Division I men's basketball and the NBA. ((RECORDED – will be sent to all registrants.))

#17 Sam [Edgemon](#) (SAS consultant) - "Hoop Analytics 101." Understanding the fundamentals of using numbers to improve performance and strategy on the court. Edgemon assisted NC State University Women's Basketball in their quest for championships. ((RECORDED – will be sent to all registrants))

#4 Nathan Frank ([Strong Analytics](#)) – "How to Begin Your Journey: Hands on Basketball Analytics with Python." Interested in basketball analytics but not sure on how to start? This extended session includes conceptual basics, data gathering, and building your own analysis. This instruction will cover such topics as development environment setup and best practices, data access and cleaning, and data analysis, modeling, and visualization frameworks and methods. No prior experience with Python in particular or computer programming/scripting languages in general required.

#22 Kirk Goldsberry ([Goldsberry](#)) - "3 Big Trends In Basketball Analytics Right Now." The NYT bestselling author of *Sprawlball*, sports analytics professor at the

University of Texas, the former VP at the NBA San Antonio Spurs and lead Analyst for Team USA, shares his latest thoughts on the game.

#8 Harold Hughes ([Bandwagon](#)) – “NFTs & Digital Assets in Sports.” An entrepreneur’s successful pivot in the sports industry. A primer on blockchain technology and non-fungible tokens (NFTs) opportunities in the sports world.

#5 Sean [Koerner](#) - “What is the Line? Betting AMA (Ask me Anything).” The predictive analytics director at Action will share the fundamentals of betting including terminology and numbers. Koerner’s projections drive the March Madness Simulator.

#19 Nick Monzi ([NBA Math Hoops](#)) – An overview of NBA Math Hoops, which is a popular comprehensive community program, featuring a basketball board game, mobile app, and curriculum, that allows students to learn fundamental math skills through the game of basketball. NBA Math Hoops works with 500,000+ youth and has five official league-level licenses, including the WNBA, WNBPA, NBA, and NBPA, and MLBPA.

#1 Dean [Oliver](#) – “Analytics from the Bench.” Author of the book, *Basketball on Paper*, originator of the “Four Factors” to pay attention to, and assistant coach of the NBA Washington Wizards shares insights on the evolution of analytics in professional basketball.

#21 Leigh Peel (NCSU Athletics Analytics) – “Why Athletic Departments Pivot to Increased Usage of Data Analytics.” A veteran statistician provides insight on her journey to college athletics at North Carolina State University and how departments can make better decisions using data.

2 Ken Pomeroy ([kenpom.com](#)) – “The Madness of 2022 March Madness.” College men’s basketball #1 analytics expert, provides a statistical look at the 2021-22 men’s basketball season including the improbabilities and the predictable outcomes.

#22 Tammi [Reiss](#) (Rhode Island) - “Building a Winning Program Using Data.” Coach Reiss discusses how numbers matter in the recruitment process and player development. (RECORDED – will be sent to all registrants)

#6 Jay [Riola](#) (Orlando Magic) - “The Business of Basketball Using Data Analysis.” The SVP of Strategy & Innovation and champion user of SAS shows how collecting, investigating, and organizing data to make smarter strategies and increased revenues is a winner.

#14 Jordan Sperber ([Hoop Vision](#)) – “Making Better Decisions as a Coach.” Overview of Sperber’s entrepreneurial journey and applications of statistics to help coaches succeed.

9 Felesia [Stukes](#), PhD (Johnson C. Smith University) – “Computer Science + Basketball.” Dr. Stukes differentiates herself from traditional computer scientists by putting storytelling at the center of her work. She will discuss how athletes can utilize biometric data to conduct their own analysis for optimal performance.

#23 Evan [Wasch](#) (NBA) – “If It’s Important – Analyze the Numbers.” The EVP for Basketball Strategy & Analytics presents the history of the league’s usage of numbers to drive results. Additional insights on data analysis that is fan and franchise favorites.

#18 Todd Whitehead ([Synergy Sports](#)) – “Sharing Basketball Insights on Individual and Team Performance.” Approaching analytics from straightforward and fun directions, Whitehead will provide an overview of analytics trends and a data-driven examination of the optimal offensive and defensive roles for player types.

#15 Chris [Zeppenfeld](#) (NBA Charlotte Hornets) – “The Numbers That Matter Off the Court.” The senior executive of business intelligence shares best practices for the management of data regarding pricing tickets.

BAS 2022 Panels

#7 Men’s College Basketball Panel

Mike [Boynton](#) (Oklahoma State), Brad [Frederick](#) (UNC), Ron [Sanchez](#) (UNC-Charlotte), and [CL Brown](#) - Moderator

#13 Men’s College Basketball Panel

Rob [Jones](#) (Norfolk State), Van [Macon](#) (St. John’s), John [Tobias](#) (UNC-Charlotte), and Taylor [Vippolis](#) or [Chi Nwogu](#) - Moderator

#20 Pro Men's Basketball Panel

Jay [Huff](#) (UVA/NBA Lakers), George [Lynch](#) (UNC/NBA), Ralph [Sampson](#) (UVA/NBA), and Haley [O'Shaughnessy](#) (Spinster podcast) - Moderator

#10 Sport Science Panel

Dr. Bryan [Littlejohn](#) (PerforMax), Mike [Huff](#) (Voyager Academy), Dr. Gus [Omer](#) (Noah Basketball), and Erroll [Reese](#) – Moderator

#16 Women's College Basketball Panel

Chasity [Melvin](#) (ACC/WNBA/NBA), Charlotte [Smith](#) (Elon), Jeff [Walz](#) (Louisville), and Debbie [Antonelli](#) – Moderator

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