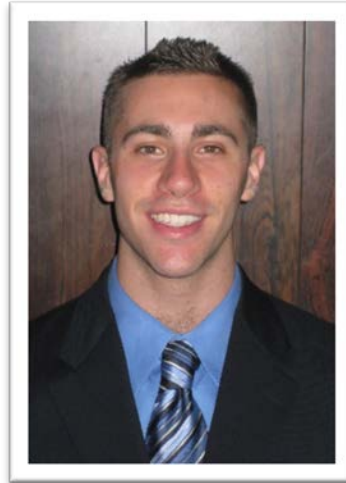




Data Science Institute COLUMBIA UNIVERSITY

COLLOQUIUM SERIES EVENT



Basketball Analytics

Wednesday, September 30, 2015

6:00 pm to 7:00pm

Followed by light refreshments.

Davis Auditorium

530 West 120th Street, 4th Floor CEPSR

OPEN TO THE PUBLIC | REGISTRATION NOT REQUIRED

JASON ROSENFELD

DIRECTOR OF BASKETBALL ANALYTICS | NBA

ABSTRACT:

Michael Lewis's 2003 bestseller *Moneyball* illustrated the power of effectively utilizing analytics in baseball. His book ignited a sports analytics revolution by showing how data-driven decision making processes could be as valuable as a multimillion dollar advantage in player spending.

In the past several years, an online basketball analytics community (APBR) has flourished, developing tools to evaluate teams, players and strategies. Basketball teams have been hiring analysts at an ever-increasing rate, and even the style of NBA play is changing before our eyes.

Furthermore, starting in 2013, every NBA arena became equipped with the SportVU software. Utilizing six cameras installed in the catwalks of every NBA arena, SportVU tracks the movement of every player on the court and the basketball 25 times per second.

BIOGRAPHY:

Jason Rosenfeld is the Director of Basketball Analytics at the NBA. He also serves as an Adjunct Instructor at NYU, where he teaches Basketball Analytics 101. Prior to joining the NBA League Office, he served as the Director of Basketball Analytics for the Charlotte Hornets. He also has experience in basketball abroad, most notably with the Shanghai Sharks of the Chinese Basketball Association (CBA), where he served as Assistant GM, Basketball Operations.

Jason received his bachelor's degree from Harvard College, with a major in statistics, minor in East Asian Studies, and a foreign language citation in Mandarin Chinese. He is fluent in Mandarin.



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