

NEW SUBJECT LAUNCHING IN 2026

Sport *Data Analytics*

In today's sports industry, decisions are driven by data, and top clubs expect you to have these skills from day one. This subject gives you the hands-on analytics experience you need to thrive in internships and future roles.

Subject code: DTSC71-210 & DTSC12-210

Available: May

What you will learn:

- Understand the fundamentals of sport data analytics
- Learn how to identify useful sources of data for sport data analysts and managers
- Analyse off-field and on-field metrics with a range of data-sets
- Build skills to make data-driven recommendations in areas like high performance, strategy, and marketing
- Present your insights in a clear, professional report - just like in industry

INTERESTED? Enrol now for 262

