CANA Sports Analytics Services

Using data and math to support faster and higher performing decision making is a core CANA service. The proliferation of sports data collected from a variety of technologies such as performance statistics, biometric physio monitoring, advanced video positional cameras, and micro-location devices, has allowed the development of detailed models for pregame and in-game strategy and personnel adjustments. Online social media and other data sources have created opportunities to track fan engagement at multiple levels and provide increased revenue through targeted marketing efforts. CANA has experience exploring opportunities in these areas with several professional teams across different sports.

Specific Capabilities

CANA Sports Analytics capabilities include using descriptive statistics to categorize past performance, predictive analytics to forecast future impact of changing key variables, and prescriptive analytics to recommend the best solution for a given situation. The CANA magic is being able to produce solutions that owners, coaches, management, and players can understand and use. For example, understanding the context of the team game performance data such as the style of play is critical in building relevant models and then being able to recommend changes to produce the desired result. CANA makes solutions coachable.

LAX Analytics
- Opposition Evaluation
- Collegiate Draft Strategy
- Player Evaluation
- Team/Lineup Evaluation

Hockey Analytics
- Event Modeling
- Line Change Impact Analysis
- Player Injury/Rest

Pregame Preparation
- Probable Game Situation Modeling
- Player Preparation Training
- Health Tracking

Off-Field Decision Support
- Travel Cost Minimization
- Dynamic Ticket Pricing
- Impact of Player and Team Performance on Revenue

CANA ADVISORS is a small business based in Northern Virginia. Our team of diverse professionals provides niched analytics services to a broad selection of clients, both large and small. Data is the currency of this century, and an organization’s ability to identify, organize, and use its data defines its success.