

Sports Data Analytics & Business Intelligence

A seven-month executive program equipping sports professionals, analysts, and executives with the skills to transform raw data into smarter, evidence-based decisions in sport.

MODALITY 100% Online 1 weekly live class	DURATION 7 Months	STRUCTURE 7 Modules + Capstone	STARTS Sept. 2026
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THE PROGRAM

Turn data into **decisions** that shape modern sport.

Participants gain the technical foundations and practical applications needed to transform raw data into strategic insights – enhancing performance, optimising team management, and driving business growth across the sports industry.

The program includes hands-on training with **Savvy Analytics**, ASE Athletics' proprietary performance and data analysis platform, giving participants direct exposure to the tools shaping the future of sport.

KEY ADVANTAGES

- Comprehensive understanding of the global sports industry
- Leadership and strategic skills development
- Career advancement and industry networking opportunities
- Expert instructors and senior industry mentors
- Global perspective with strong African relevance

CURRICULUM

What you will learn

- Train and apply prediction models on real sports data — xG, injury risk, and performance forecasting
- Build automated data pipelines from sports APIs to live dashboards and reports
- Develop player profiles, scouting reports, and match visualisations using industry tools

SEVEN MODULES

- 01 Fundamentals — Pandas, APIs, SQL
- 02 Data Engineering
- 03 Visualisation
- 04 Analytical Scouting
- 05 Predictive Models
- 06 APIs & Reporting
- 07 Strategy & Governance

WHO IT'S FOR

Designed for leaders in sport

- Analysts and data professionals from other fields looking to pivot into sport
- Match analysts seeking to automate and elevate their reporting
- Entrepreneurs building data-driven ventures within the sports industry

CAREER OUTCOMES

Sports Data Analyst	Match Analyst
Performance Insights Lead	Sports BI Developer
Scouting & Recruitment Analyst	Data Strategy Consultant

— FINAL PROJECT

A high-impact capstone, evaluated by a global industry jury.

Every Executive Program concludes with a real-world initiative developed in collaboration with key players in the sports industry. Participants apply their learning to solve tangible analytics challenges, build innovative tools, or launch new data-driven ventures.

INVESTMENT

€2,100 Total program fee

Payment options: Bank transfer or Stripe card payment, in full or in instalments.

Reservation fee 15% — secures your place in the program.

APPLY NOW

Cohort begins September 2026

Limited places. Reserve yours through the ASE Athletics admissions team.

Approval: 80% live-class attendance · timely submission of all coursework