



The illustration of data can be just as important as the information itself.

In the graphic opposite, using the “tree ring” method to display player rating analysis is an eye-catching alternative to conventional lists and tables.

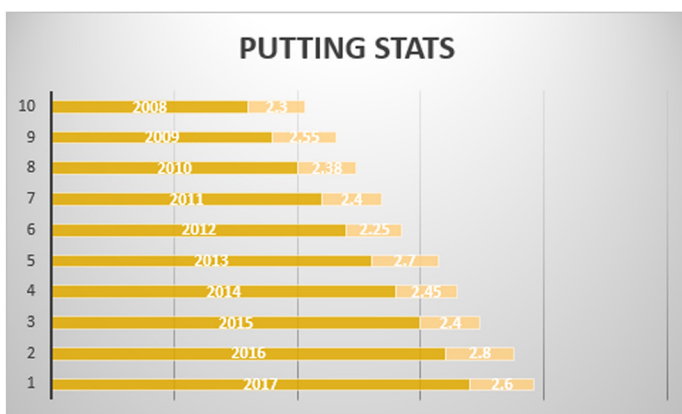
Other visuals can be used to relay the data as there’s a continual desire to introduce new and improved methods.



Ten year trends are particularly useful when it comes to the sport of golf.

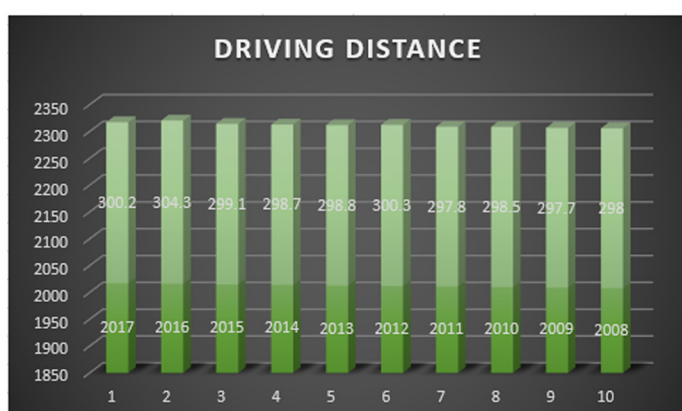
Due to the longevity of most top professionals, and these days 20 years is a perfectly reasonable period to use for player or tournament study, the assessment of data over the longer term can allow for more accurate judgements to be made.

The more information we use, the better.



There’s also an importance to dismantle a sport into its constituent parts. Not to look at performance merely as a result, but those factors which combine to give an eventual outcome or finishing position.

Micro data-modelling is what it’s all about and the way in which overall numbers can be distilled down to produce more telling individual results. Dissecting a player’s game is an integral part in this process and is one of the key features of the service.



And always be prepared to pay as much attention to those numbers which, at first glance, seem to offer little in terms of qualitative use. The figures themselves might not be that informative, but when seen in comparison, or conjunction, with other statistics more interesting patterns may emerge.

The importance of data study is that nothing should be ruled out until it is viewed not just singularly, but when assessed along with all other inputs.