

THE CHECKLIST

HOW TO EVALUATE TRADITIONAL ANALYTICS OFFERINGS VS. KITMAN LABS CUSTOM ANALYTICS

What to look for in a **Custom Sports Analytics** partner—and how Kitman Labs delivers.

	TRADITIONAL ANALYTICS OFFERINGS	CUSTOM ANALYTICS FROM KITMAN LABS
COLLABORATIVE DATA SCIENCE SUPPORT	<p>✓ Yes – a team is often assigned to the project.</p>	<p>✓ + Yes, PLUS ongoing collaboration with a cross-functional team of Data Scientists, Performance Strategists, and Applied Performance Specialists—experts in elite sport who work alongside your staff to deliver insights tailored to your environment and goals.</p>
SUCCESS LANDSCAPE & MODELING	<p>✓ Yes – custom models are often created to answer key questions.</p>	<p>✓ + Yes, PLUS evolving KPIs and tailored models to match your structure and goals—available through services like <i>Success Landscape</i> or <i>Bespoke Projects</i>.</p>
ACTIONABLE WORKFLOWS	<p>— Limited – delivered via dashboards or reports outside daily workflows.</p>	<p>✓ + Yes, PLUS insights can be delivered in your preferred formats or embedded in iP, if used, to align with medical, performance, and coaching workflows.</p>
CROSS-DEPARTMENT UTILITY	<p>— Limited – typically focused on one team or domain (e.g., medical or scouting).</p>	<p>✓ + Yes, PLUS supports collaboration across medical, performance, coaching, and front office operations through a multidisciplinary team and shared decision context.</p>
DATA HEALTH & PREPARATION	<p>✗ No – assumes internal teams manage data quality.</p>	<p>✓ + Yes, PLUS <i>Data Health</i> (optional service) helps audit, clean, and structure your data, regardless of platform, so it's ready for effective analysis.</p>
EXTERNAL BENCHMARKING	<p>✗ No – insights limited to internal data without context.</p>	<p>✓ + Yes, PLUS anonymized benchmarking from hundreds of elite teams can be included through <i>Success Landscape</i>.</p>
PROACTIVE, REAL-TIME SUPPORT	<p>— Limited – insights are often retrospective and static.</p>	<p>✓ + Yes, PLUS ongoing support with timely, insight-driven use cases like <i>Injury Review</i> and <i>Head Coach/Manager Selection</i> to drive proactive decision-making.</p>
SCALABLE PARTNERSHIP	<p>— Limited – typically fixed-scope and not designed to evolve.</p>	<p>✓ + Yes, PLUS a flexible, scalable partnership that grows with your organization, your challenges, and your goals.</p>