Golf Analytics

Wednesday, October 18
3:15 PM – Refreshments, 3:30 – Graduate Seminar
Lind Hall Room 305

Professor Mark Broadie

Carson Family Professor of Business
Graduate School of Business
Columbia University

While it is easy to determine the winner in a golf tournament by counting strokes, it is not easy to assess which factors most contributed to the victory. The PGA Tour’s ShotLink database of fifteen million golf shots is used to assess performance of professional golfers in different parts of the game of golf. Contrary to conventional wisdom on the importance of putting, we find that long game shots (those starting over 100 yards from the hole) explain about two-thirds of the variability in scores among golfers on the PGA Tour. A method will be presented for examining the role of skill and luck in performance. (No prior knowledge of golf is necessary.)

BIO:

Mark Broadie is the Carson Family Professor of Business at Columbia Business School. He received a B.S. from Cornell University and Ph.D. from Stanford University. His research focuses on sports analytics and quantitative finance. His book on golf analytics, Every Shot Counts, was published in March 2014.