Joint Finance & OBAIS Seminar

Golf Analytics

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Friday, May 1, 2015, 1:30 PM-2:45 PM, 108 Carl H. Lindner Hall

Abstract: 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 twelve 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. The data will also be used to investigate behavioral biases in decision making. (No prior knowledge of golf is necessary.)

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

For information about the OBAIS Seminar series, contact Uday Rao, uday.rao@uc.edu, 513 556 7138