

PENALTY CORNER ANALYTICS

ATTACKING AND DEFENSE



Agenda

1. Introduction
2. Mission & Impact
3. Penalty Corner context & opportunity
4. Products
 1. Methodology
 2. Value and impact
 3. Roadmap
 4. Ways of working
5. Summary
6. Contact



Our mission is...

Serving and supporting teams is at the fore-front of our philosophy

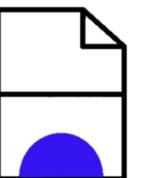
Multi dimension and omni-area approach to data analysis

to **provide** field hockey coaches with **360 best-in-class** and **personalized** data analysis from opponents to improve teams' **penalty corner performance** and ultimate help them to **win** games.

We believe that one size doesn't fit all, instead we process data to formulate ad-hoc solutions

Our backbone - it's at the core of everything we do and our ultimate goal is to help uplift our clients performance

The result. We understand winning as the short and long-term reward of trusting data and incorporating it into a team strategy.



The impact of our service in numbers



4 Championships win
per season



12 champions
in 3 years

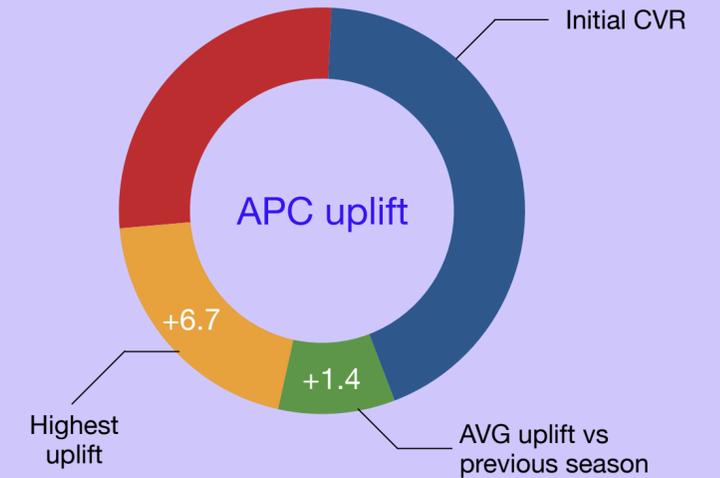


7 programs
since 2023

6.7 points

Best team uplift on
APC over 1st year.

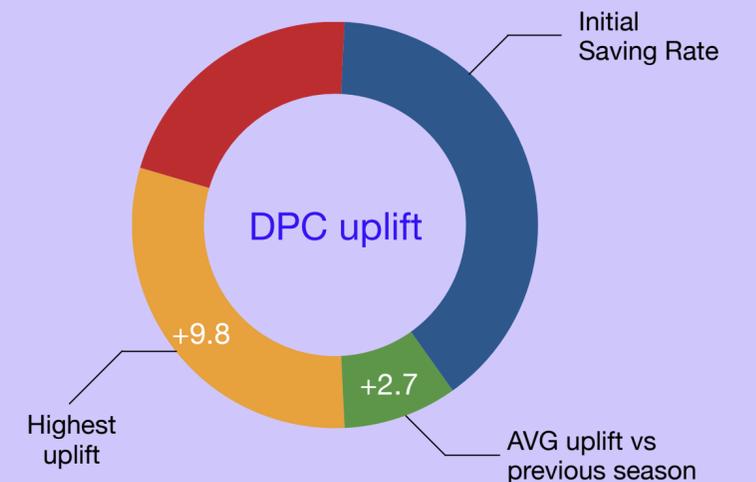
Average improvement
of 1.43 points.



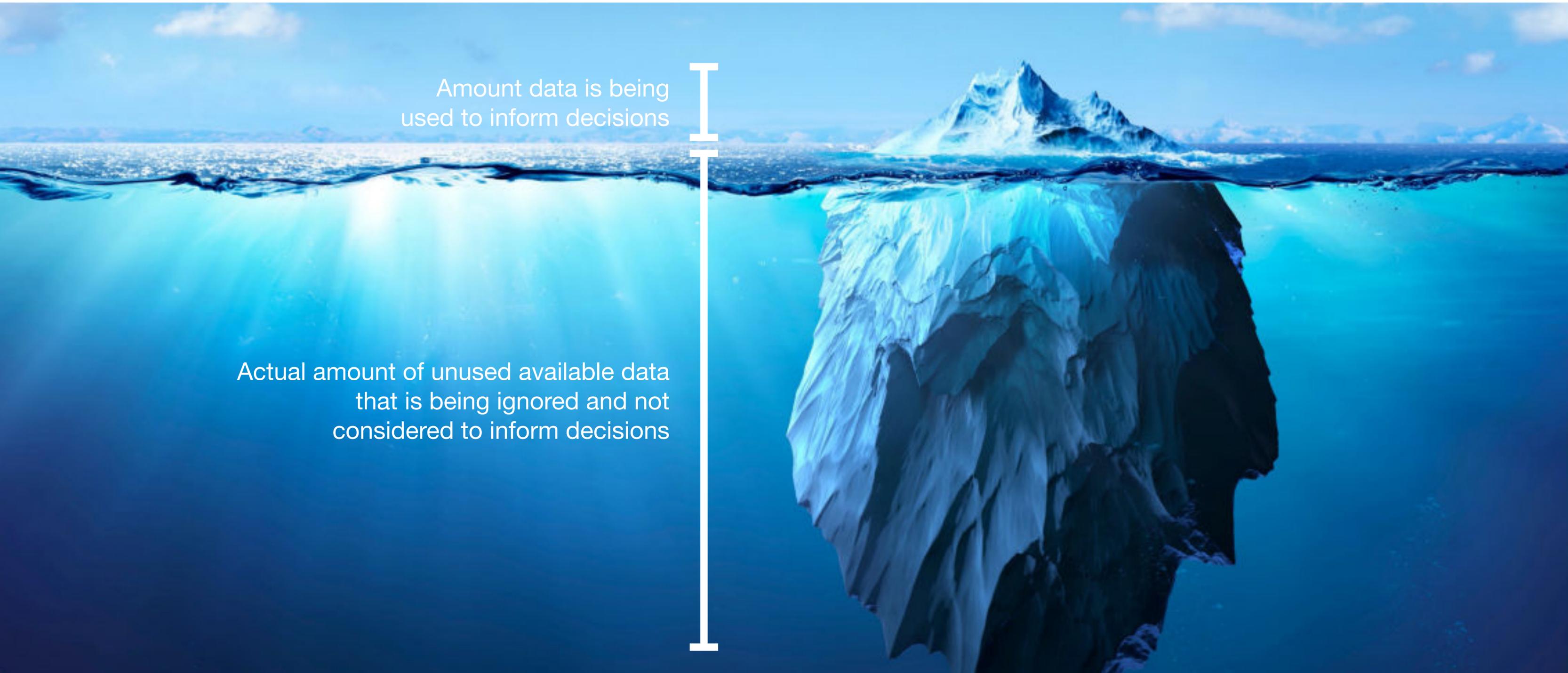
9.8 points

Best team uplift on
DPC over 1st year.

Average improvement
of 2.65 points.



Think about penalty corner's data this way:



Amount data is being used to inform decisions

Actual amount of unused available data that is being ignored and not considered to inform decisions

Uncovering APC's performance trend

30%  **15.22%**

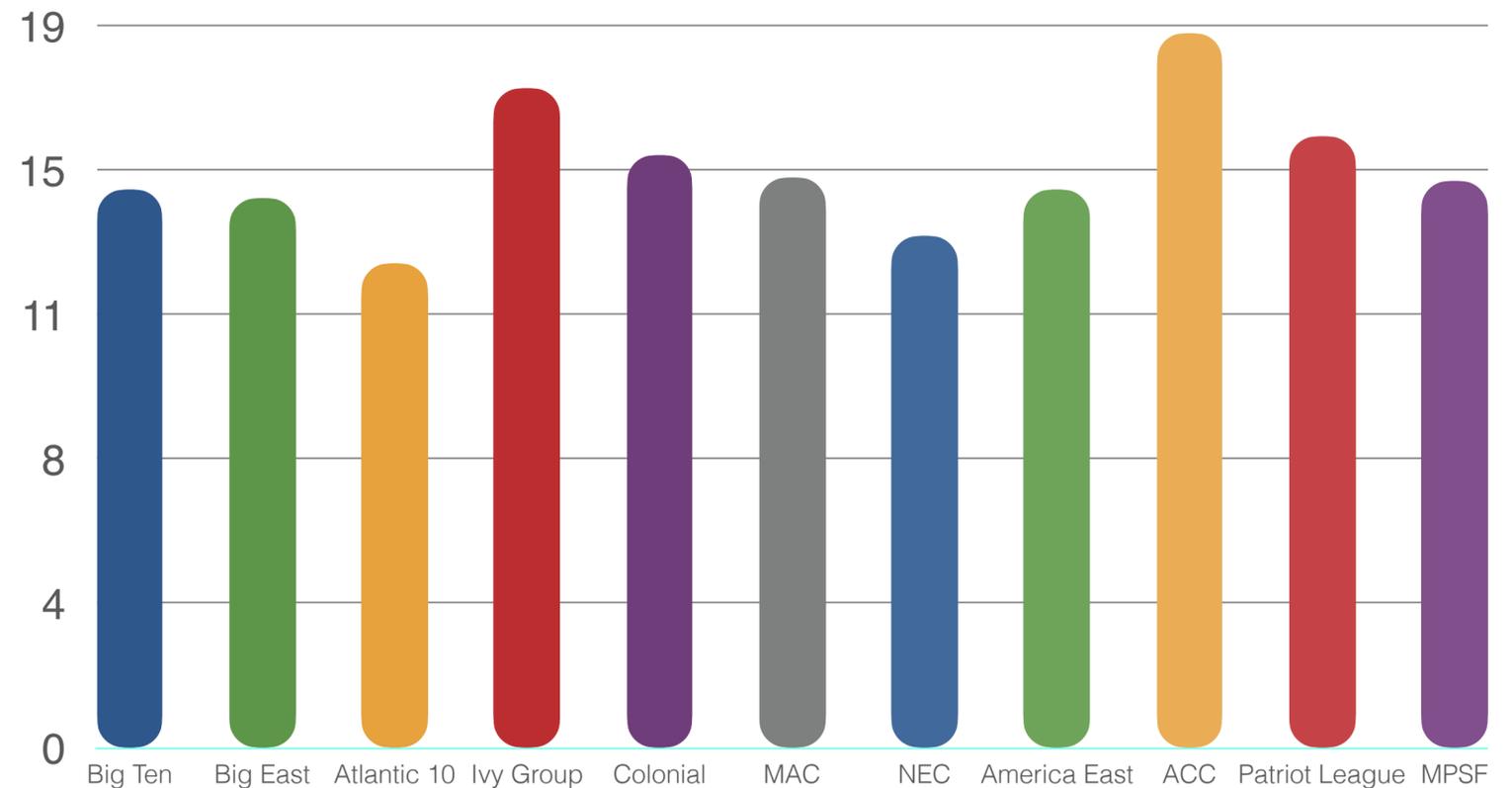
Est historical
Conversion Rate (CVR%)

Attacking Penalty Corner
AVG Conversion Rate (CVR%)
NCAA Div I 2025

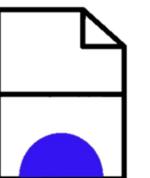
1 out of 7 > 10%
1 out of 17 < 22%

NCAA Division I 2025 teams extracted data

Consistent low CVR% across 10 Conferences in 2025

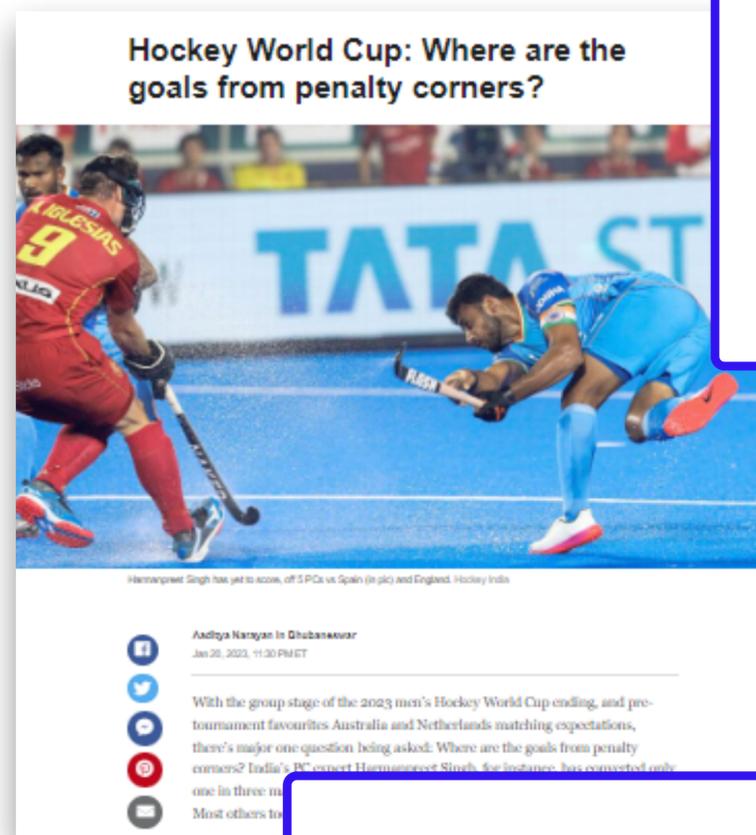


Div I 2025 APC CVR by Conference



What might explain APC's performance decline over time?

1. First runners effectiveness
2. Dataless approach
3. Over complex set plays
4. Dragflicker & striker focused strategy



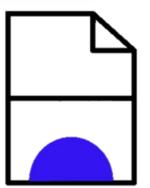
"It's a matter of teams evolving with the game and realising if they don't pay more attention to the runners, linemen and everything, you just end up with [...] best exponents ripping balls... it's still happening but we got to do the homework."

Paul Revington, Men's England Coach



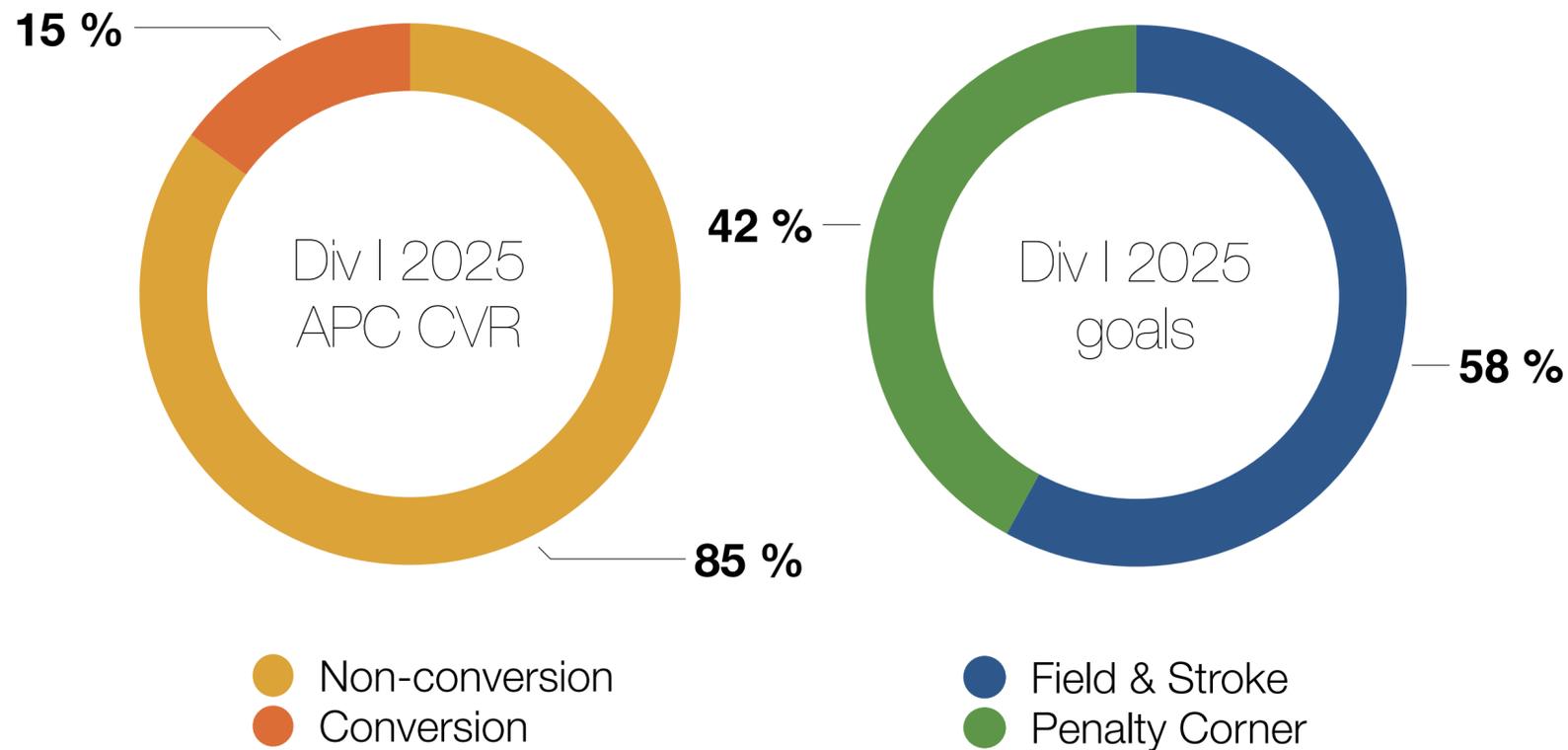
"Quality of the first runners [...]. The percentage of shots blocked by the first runner is about 50%. So, the first runner is stopping more shots than the goalies, [...] scoring a penalty corner is much harder than it was in the old days."

Jeroen Delmee, Men's Netherlands Coach



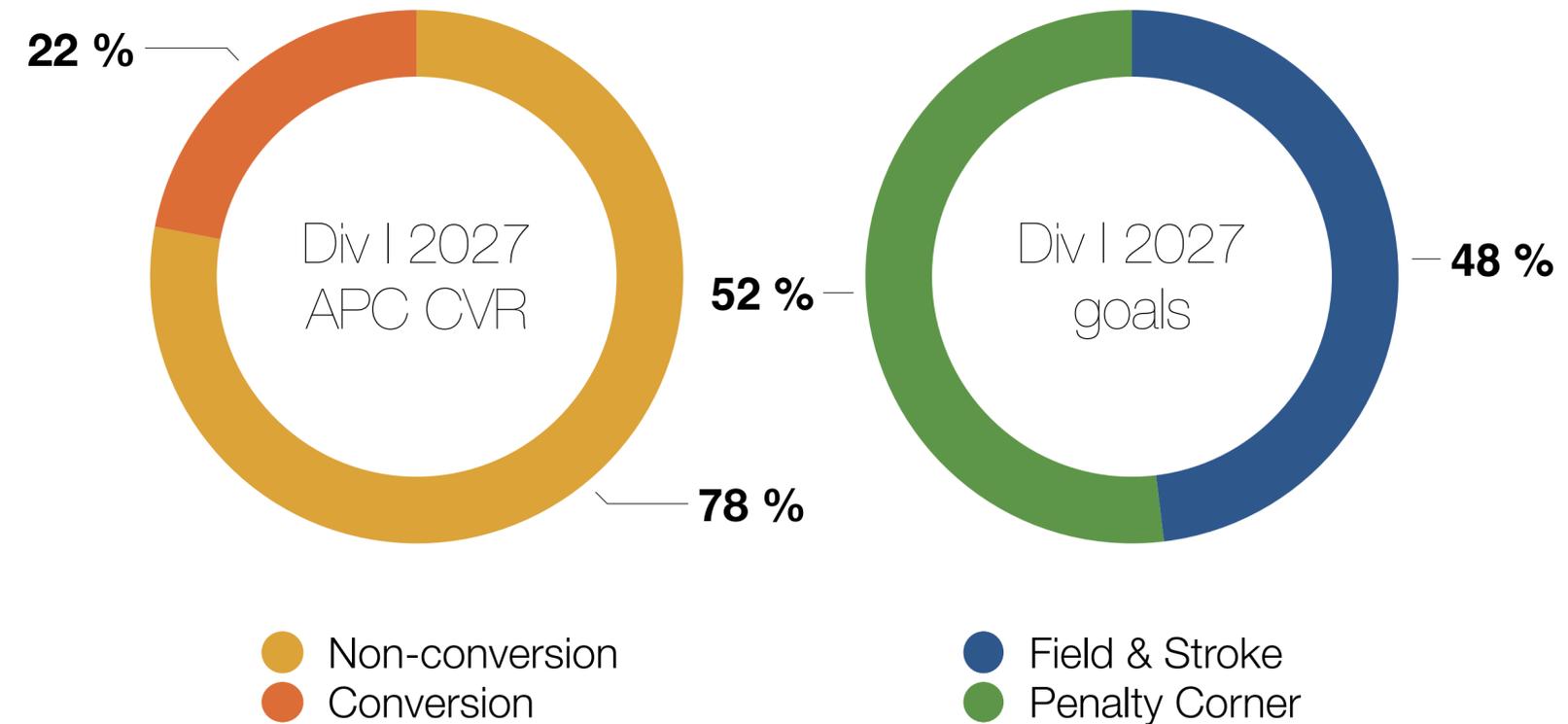
Acknowledging APC's role and potential

Current AVG APC performance

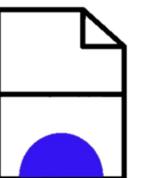


Scenario potential improvement by 2027

CVR uplift of 8 points



- APC's small 15% conversion score demonstrates a **huge opportunity of improvement on conversion** to increase even further the impact on total goals per year.
- We can estimate that by uplifting APC performance by 8 points, PC goals would account for 52%, which would overtake Field & Stroke goals showing PC's critical role.



Why is DPC crucial too?

There's evidence of the strong correlation that exists between high DPC Saving Rate (SR) and winning championships.

APC ↑

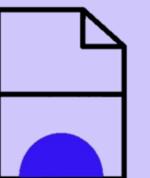
DPC ↓

84.78% AVG Saving Rate

94.44% Team with highest Saving Rate

Div I NCAA figures

70% of teams ranked in the top 10 for **DPC Saving Rate** had a winning record



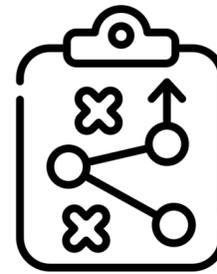
The products you will find in our service:

Scouting Report



- Insight into opponent's executions.
- Over 75 metrics analyzed on each corner.
- Tailored adjustments & recommendations.

Personalized Playbook



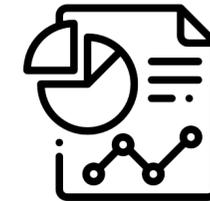
- Inspired by professional football playbooks.
- Built from the ground to suit your team's unique style.
- Fully customizable with diagrams and actionable plays.

Performance Report



- Evaluation of your team's corner execution.
- Advanced performance indicators to identify critical areas.
- Practical & impactful recommendations.

Three foundational areas define our methodology



DATA
MANAGEMENT

VIDEO SCANNING

REPORTING

COLLECTION

PLAY DIGEST

EXECUTIVE SUMMARY

CONSOLIDATION

TREND SCANNING

RESULTS: PERFORMANCE PACK

ANALYSIS & INTERPRETATION

PLAY TRANSCRIPTION

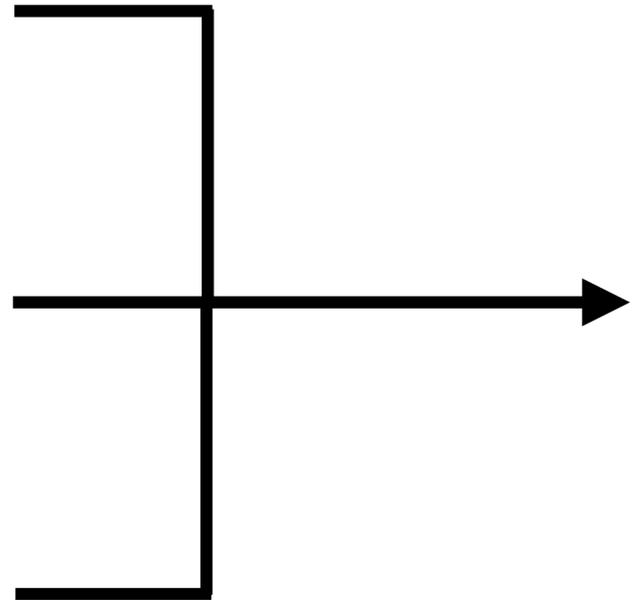
CONSULTING & RECOMMENDATIONS

Gather insights to data-enabled
decision making

Exhaustive scrutiny of video footage to
obtain motion-based insights

Track and compare teams data
at period intervals

Unlocking the value and benefits of PC Analytics



IMPROVED PERFORMANCE

Analyzing your own PC & scouting rivals' to inform tactical decisions to increase conversion and saving rates in the short and long term.

BETTER PC UNDERSTANDING

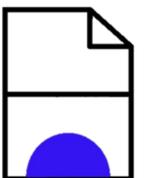
Coach & players will become savvy on PC landscape and the key role this set piece plays in modern field hockey.

MORE EFFICIENCY

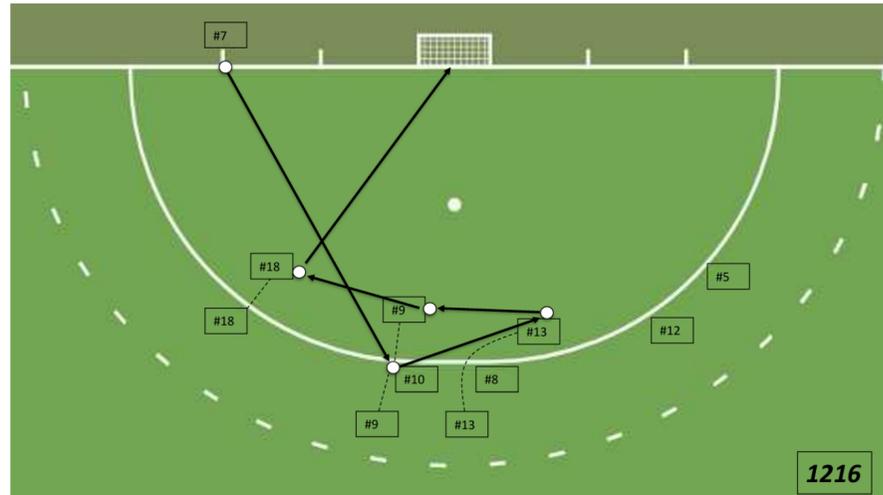
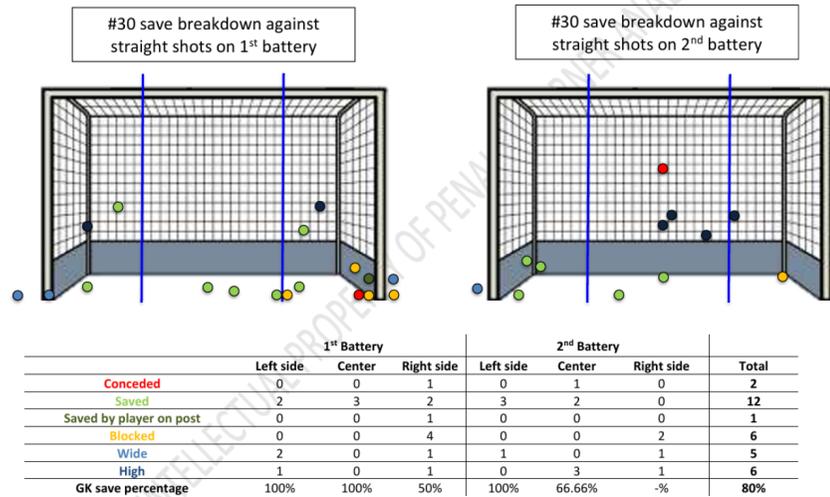
When resources are limited and time is precious, this product will be saving countless hours of work.

SOLID DATA ARCHIVE

Information is power. By using PC analytics, the team will build an invaluable robust data collection from rivals and own performance over the seasons.



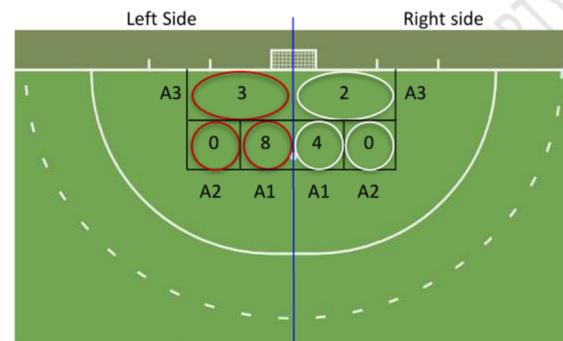
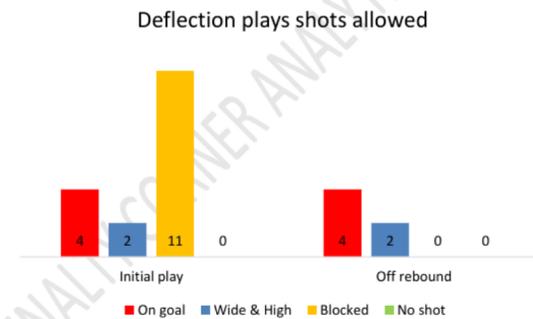
Scouting & Performance report displaying key data at a glance



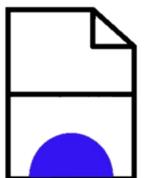
What to expect:

- To show what is happening on opponents' & own APC and DPC
- Data presented in an easy-way to consume
- Executive summary - topline
- In-depth reporting: multiple levels of granularity tailored to coach needs.
- Single-game & cumulative-games reporting
- Flexible and customizable report structure, dashboard, and KPIs taxonomy.

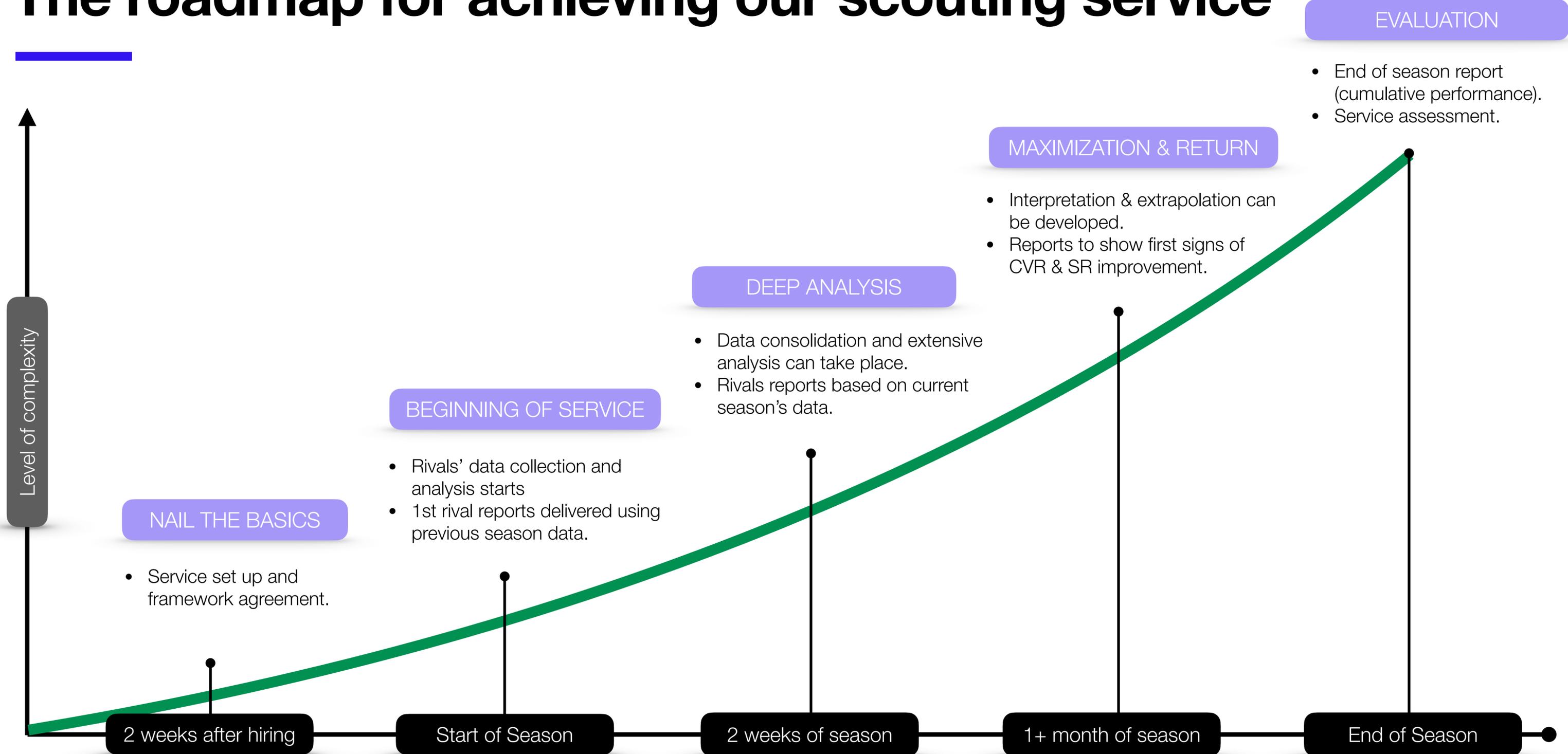
DEFLECTION CORNERS FACED



Areas	Left side deflection			Right side deflection		
	Area 1	Area 2	Area 3	Area 1	Area 2	Area 3
Conceded	1	0	0	0	0	0
Conceded off rebound	0	0	0	0	0	0
Stroke conceded	0	0	0	0	0	0
Corner conceded	1	0	2	0	0	1
Saved	6	0	1	4	0	1
No goal percentage	87.50%	-%	100%	100%	-%	100%
Total	90.90%			100%		

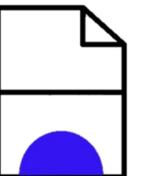
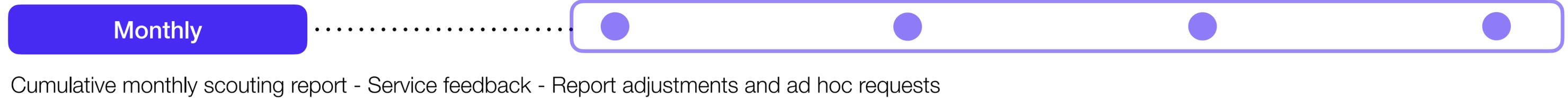
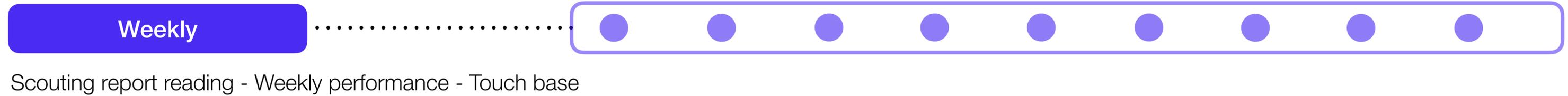


The roadmap for achieving our scouting service



Our support is flexible and built around you and the team needs

Communication cadence to suit coach and team



Four things to remember from PC Analytics:

1.

CVR% in APC was consistently low across most teams from Div I last season 2025 despite the slight improvement since 2024

2.

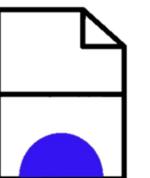
There's a big opportunity to make a difference from opponents by deploying APC and DPC strategies that are fueled with data-based insights

3.

We combine advanced data and video analysis to deliver a robust world-class product to help improve/increase/uplift team's PC performance

4.

Our service is fully flexible and adaptable to your needs



Get in touch!

Want to know more about
Penalty Corner Analytics?

Contact us at:



penaltycorneranalytics@gmail.com



www.penaltycorneranalytics.com



THANK YOU.

