



HOW TO ANALYZE BASKETBALL

veo

with video

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Introduction

In modern-day basketball, post-game analysis and review of practices play an increasingly important role. There are many ways to analyze basketball, but as a video company, we naturally focus on video analysis in this e-book.

Analyzing basketball is not the same as watching basketball. This is why we want to give you an initial understanding of video analysis and give a few tips on how to get started and make the most of your time and resources.

You won't find a complete step-to-step guide to instant results for exactly your team. But we hope to inspire you to take the first steps and to make analyzing basketball a little clearer for you.

This e-book is primarily for the coaches at grassroots level who would like to get started with post-game analysis, but has constraints when it comes to time, technology, and know-how.

We have divided this e-book into three chapters that represent a chronological approach, from preparation to analysis and presentation of your findings: *Find your why*, *Know what you're looking for* and

Observe, analyze and present.

For those of you who dream of a career as a coach or analyst, it's also important to practice and get familiar with analyzing recordings of basketball.

There's no doubt that it's a skill that gets more and more important when clubs are recruiting coaches.

This e-book is based on countless conversations with coaches, analysts, and players from several different basketball clubs that use Veo.

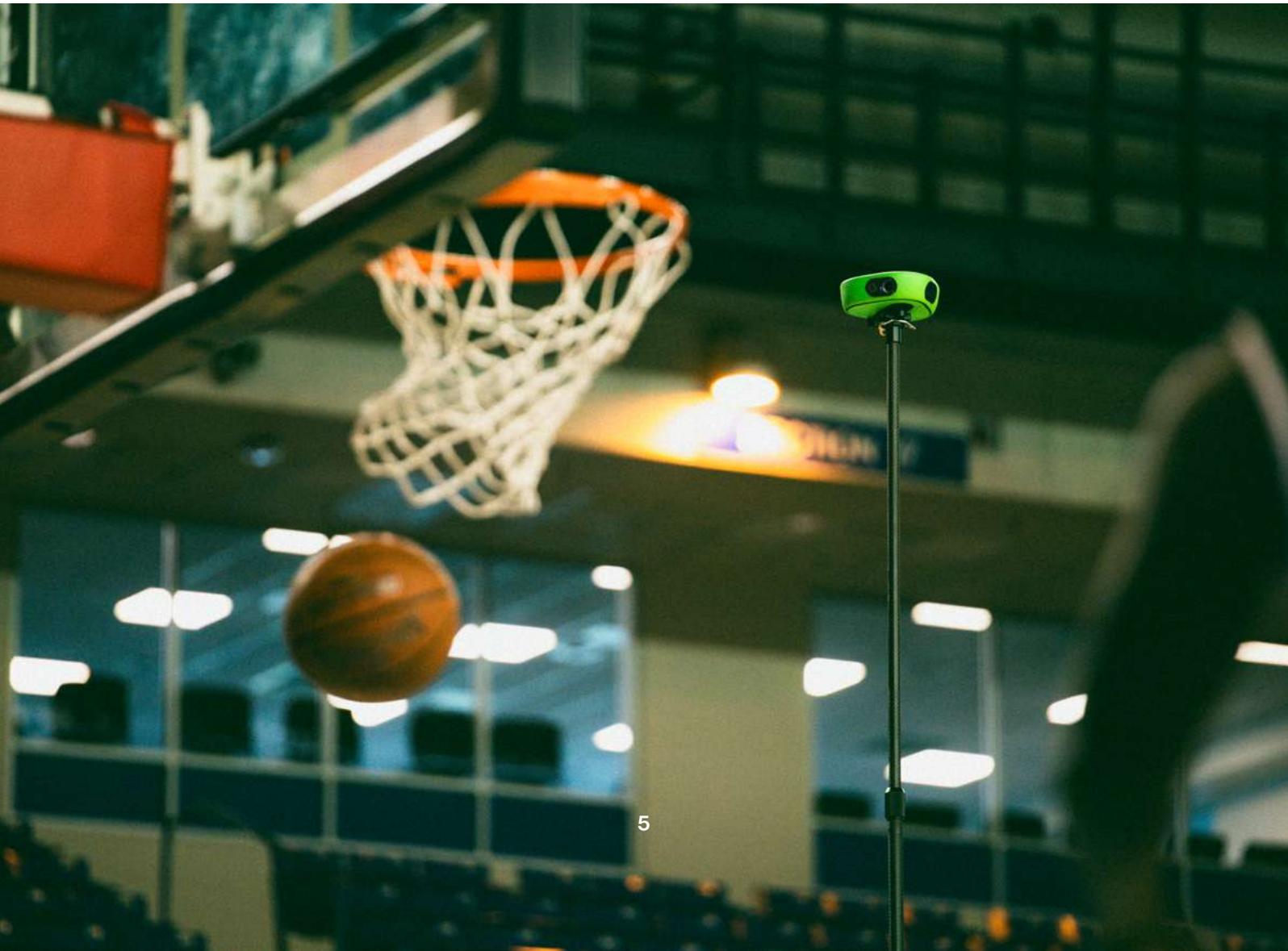
Enjoy!

Find your why

The key belief of this e-book is to maximize your advantage from analyzing your basketball games. Unlike what you can sometimes experience from pundits on TV, we don't believe that post-game analysis is a tool to beat players over the head with, or finding a scapegoat for painful losses.

We want to promote a positive and proactive approach to video analysis where it's seen as a tool that can help you achieve your goals as part of a process. This e-book reflects that.

The first thing you need to do is ask yourself the important question: "why do I want to analyze my team's games?"



Finding the why

The answer to the question “why?” pretty much decides everything you do from here. The most common reasons that we hear from our customers and users are:

- **Individual development**
Evaluate each of your players’ match performances in order to help them become better basketball players.
- **Tactical analysis**
Make adjustments in order to achieve better results, e.g. if most of the shots you’re conceding are lay-ups, for example.
- **Talent development**
Video analysis is pivotal for the individual player’s development into a professional basketball player.
- **Coach development**
The skill of conducting an analysis of basketball matches is something that you need to learn if you want to become a coach or analyst at the highest level.
- **Fun and highlights**
Have fun analysing you and your friends’ basketball games and find the most spectacular moments and highlights.

At this stage, there are no right or wrong answers. And the possible reasons to record are in no way limited to the ones mentioned above. However, the reason behind your choice to analyze your matches should be decisive.

To help you find your why, a number of things can assist your thought process. The players’ age, the team’s level and the club culture are some of the most important things to consider. So is the time you have available to analyze – both for yourself and with the players.

But the most important thing to consider is really: What are you interested in knowing more about? If you are fascinated by a specific playing style and want to implement this style on your team, this is your why. If your goal is ultimately to develop players to the senior first team, this is your why.

Define objectives

An important component of your why is what you hope to gain from analysing your games. If you hope to get an edge on your opponents, your objectives should be well defined.

Clearly defined objectives and goals will help you massively throughout your analysis process. Especially when it comes to knowing what to look for which we'll get back to in the next chapter.

Align your objectives with your playing style. Naturally, your goals are closely related to the why that you decided to earlier on. If you want to implement a high pressing-defense style and intensive fast breaks, an obvious objective could be to force more turnovers.

It's useful to have measurable objectives in video analysis, even as measurable as scoring more points than the opponent. But collecting a thorough statistical data set for analysis is very time consuming to do yourself, and it's expensive and out of reach for the vast majority of basketball coaches.

So you have to trust your eyes when you rewatch the game and assess if you're getting closer to your objectives. In other words, if you want to implement a pressure-defense style of play, show your players situations where they do well, and situations where they need to improve and you've come a long way.

The advantage of having access to post-game video analysis is that you can concentrate on winning the game, e.g. mentality, opposing players and substitutions, when you stand on the sideline. After the game, you can focus on the more intricate areas of the game like style of play, off-ball movement and so on.

3 tips to finding your why

1.

Be honest with yourself

Analyse what feels right and exciting for you and what is realistic for you to demand. Otherwise, chances are that you might stall in the process.

Basketball is about having fun!

2.

Find out what your players need

But don't just focus on where the players must improve.

Core skills at both an individual and team level are worth highlighting too.

3.

Work with objectives

But trust your eyes when you do it. When you know what to look for, when re-watching the game, everything gets easier.



In the next chapter ...

We dig more into the merit and start looking for things to analyse when we guide you to what to look for when analysing basketball.



Know what you're looking for

As a basketball coach, your time is precious. In this chapter, we'll focus on how you get the most out of the time you dedicate to analyzing basketball. When you've found your why that we focused on in the last chapter, you've already come a long way, but here we'll go more in-depth and focus on concrete methods of knowing what to look for.

As mentioned in the introduction, analyzing basketball is not the same as watching basketball. With that being said, you still rely on your eyes and interpretation to make a thorough analysis. Though it obviously

varies a lot, there are approximately 500–600 passes per team in an average basketball game. An eventful game can have over 200 shot attempts. That's a lot to keep up with. The good news is that neither every touch on the ball nor every step of a player is significant to achieve your objectives.

But how do you then find the things that are significant for you and your team? We have to come back to the why again.

Why defines what and how

It's important not to confuse objective with outcome. It's probably very few teams who have a goal to get more turnovers or commit more fouls. It's perfectly normal to go through growing pains.

When you have found your why and you have narrowed your objectives down to two-three concrete goals for your analysis, you can start breaking things down into smaller components. Focus on only a few, but critical things that will help you save time. The questions below can help

- What period of the season are you in?
- Are you working in line with a set program?
- Is your focus on results or development?

Results and development are not contradictions and will often be intertwined and related to each other. I.e. results often come from positive development and developing players is often easier if the results are good. But still, you can deliberately choose to focus on one.

Often, it's determined by the age of the players as senior teams logically most often consist of adult players who are more matured in their development. At the same time, teams often get more focused on tactical details that are easily applicable when the season comes to an end as it often comes down to a few results if the whole season has been a success or not.

You also need to consider how the two or three concrete goals fit with your club's philosophy and if they are compatible.



Whereas your why is determined before you even start analyzing, the small goals can be decided and changed before every game and even your practices if you choose to focus on that specific aspect in training.

Now that you are down to a few things to look for, your time can be spent much more efficiently. It's a good idea to take a few notes during the game, as long as it doesn't take your attention away from winning the game. The moment you start noticing good or less good situations and plays from your game, you are analyzing!

Use this to go back after the game and start looking through the recording of your game with a clear mind and start looking for the small things that lead up to the situations and what the outcomes are – positive or negative.

Never forget that you are the expert in your team's playing style. So trust your eyes and the observations you've made during the game. Nobody knows better than you. These observations are the foundation for your work from here..

Get it done - delegate responsibilities

If you focus on individual development, it can be a good idea to delegate some responsibility to your players. Almost everybody loves to see themselves play, and most players want to become better basketball players. Use this to maximize your time.

More importantly, delegating parts of the analysis work to your players will help them become even better athletes. Talented players today have to be able to analyze their own performance based on goals set by you – the coach – who have the knowledge and skills when it comes to talent development.

Let the players find out themselves where they've done well and where there's room for improvement.

Helping the players' ability to help themselves is an art that will help them for the rest of their careers.

A particular way to do it is to pick three situations – two with a suc-

cessful outcome and one with a negative outcome – and let the player themselves analyze the situation and propose what went well and what went wrong. This way, you also get a unique understanding of what the players' focuses are.

What if the players are very young? Some players might be too young for the task, but parents can play a role here in helping out. Just like helping with homework, parents and players can work it out together.

With a system like Veo's platform, you can share highlights and clips directly with players and parents and keep a private conversation.

Coding and live coding

You'll often see the word coding when you read about analysing sports. It simply refers to defining what you see. You can code both quantitatively and qualitatively. The former refers to things that can be measured with numbers, e.g. amount of free throws or shot attempts, and the latter refers to what you interpret from the game, e.g. the overall quality of passing in the first ten minutes. Often, professional analysts will have a coding manual where it's stated what constitutes each unit.

Live coding is when a coach or analyst codes while watching the game live. It's very useful, so you don't have to rewatch the whole 48 minutes without a clue on where the important situations appeared.

3 tips to help you know what you're looking for and maximise your time

1.

Break down your objectives

Two or three specific things or aspects to focus on when you rewatch your games will help you save time

2.

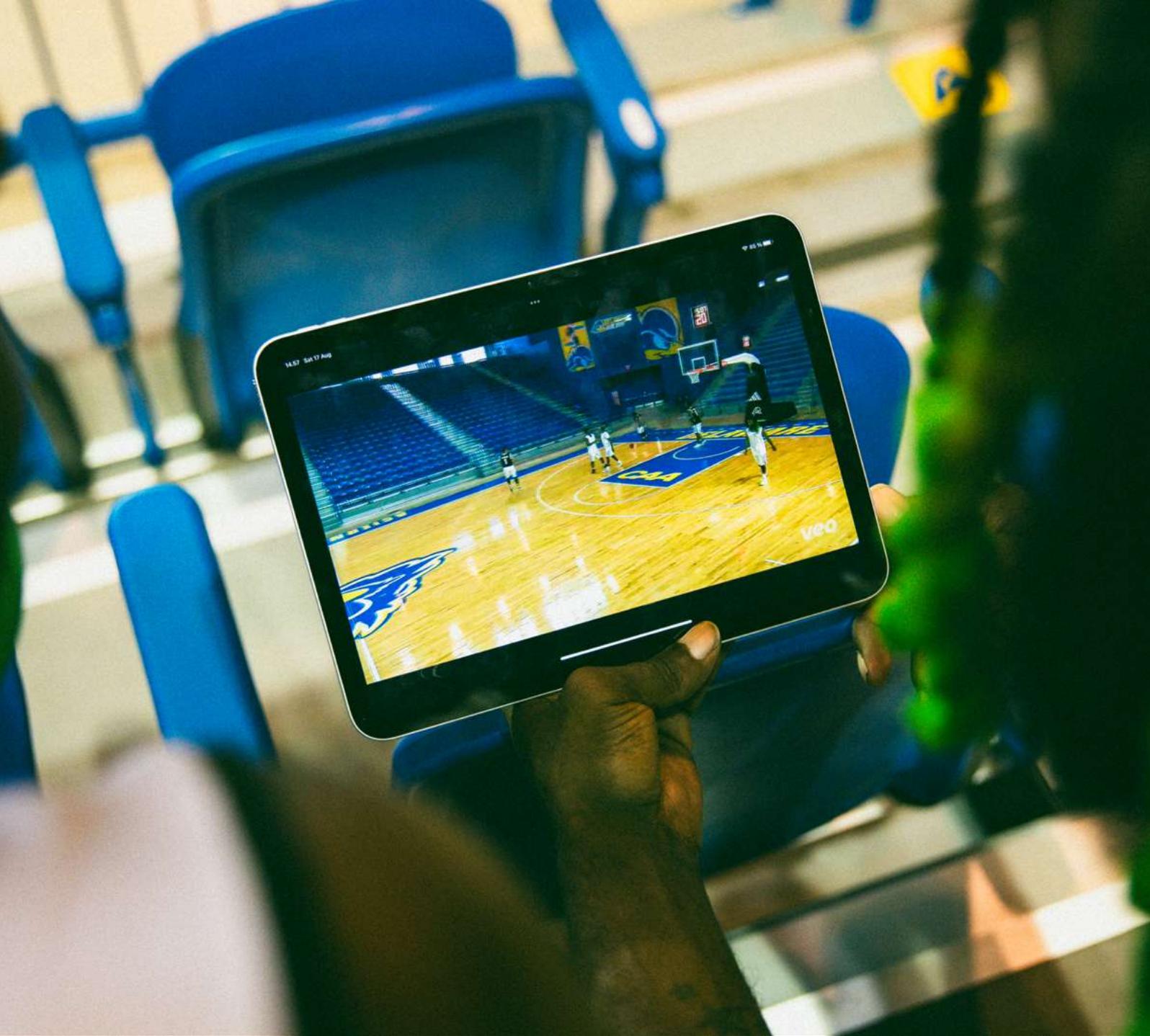
Delegate responsibility to the players

Helping them help themselves can be very valuable for their development.

3.

Prepare well before every game, so you know what to look for

Starting from scratch after the game is a massive task to give yourself.



In the next chapter ...

We'll dive deeper and start looking at the recording of the game. We also take a look at some good practices for presenting your findings.



Observe, analyse and present

In just a 15-second clip of a basketball game, you can analyze numerous things: ball pressure from the defending team, technique, passing ability, team shape (both offensive and defensive), patterns in movement, and much more. For the vast majority of coaches, it won't be necessary to analyze every single detail in the game.

Luckily at this stage, you've already found your why and narrowed down a few objectives.

Watch the recording and find great examples

The eyes do not operate like a camera. During a 48-minute basketball match, there are a lot of different things that you can see and observe, but the brain doesn't remember it all. A lot of activity and details are deemed unimportant in the heat of the moment, when focus is on winning the game. The inaccuracy of the human mind affects the understanding of the game. Therefore, it's critical to use video when you analyze. Video remembers things unemotionally.

Maybe, you've already done a bit of coding during the game. Or maybe, you're rewatching the game with your objectives in mind. In both cases, a pivotal step in your analysis is to find great examples in the recording of what you have seen during the games. Are there any patterns in the buildup that bring your players in good positions or are there situations where your players don't follow your instructions which makes it difficult to play the way you want your team to play?

Analysing is all about finding these situations and holding them up against your initial why and the objectives that you decided to focus on in that specific game or practice. What does it tell you about your team and the individual players when they have to take your ideas and the club's philosophy and transform it into actions on the court?

With all the action of a normal basketball game, it's not uncommon that you can find great examples of everything within the first 20 minutes of your recording. Which is great! Except if your objective is to close down the game in the last five minutes, of course. As stated many times in this e-book, your examples should always be based on your observations which should be based on your objectives which should be based on your why.

Positive reinforcement and constructive criticism

At this time of the process, you probably found out some new things about your team that you can use to improve your performances, develop your players' talents and win more games. You've found some great examples of the way you want to play, but you've also come across some situations where the team doesn't perform or do as you want them to and maybe also seen a reason why these situations appear.

In other words, you've analyzed your basketball game.

However, your job is only halfway done at this point. How you present your findings to your team is just as important as the analysis itself. A great analysis is only worth the quality of your presentation.

Over the last few years, research has shown that positive reinforcement and constructive criticism is by far the most efficient way to get your messages across especially when you deal with youth players and it's therefore much more likely that you can produce results with this approach.

Montages of good set-ups, great shots and dribbles are encouraging and you avoid that your players perceive the video analysis as an awful chore.

Players are visual learners

Players like anybody else are visual learners, so showing them what you want them to do is much more powerful than just telling them. But the attention span is probably limited, so it's a good idea to only choose a few examples of your findings and don't overload them with new information.

When presenting your findings to the players, you should ask yourself:
"Is this a good example to get my message across?"

One good example is better than 10 mediocre.

If your time with the players is limited, use your time with the players on the court! However, if your players are committed to their and their team's development, you should consider giving them homework. With a solution like Veo, you can send clips directly to them via the platform, or download small videos and send them through tools like WhatsApp or Messenger.

As we touched in chapter 2, it's also a part of a player's development to be able to analyze themselves. And so is it for you as a coach. The ability to analyze a game in a compelling manner will not only give you better results, it will also make you more attractive for clubs who recruit new staff.

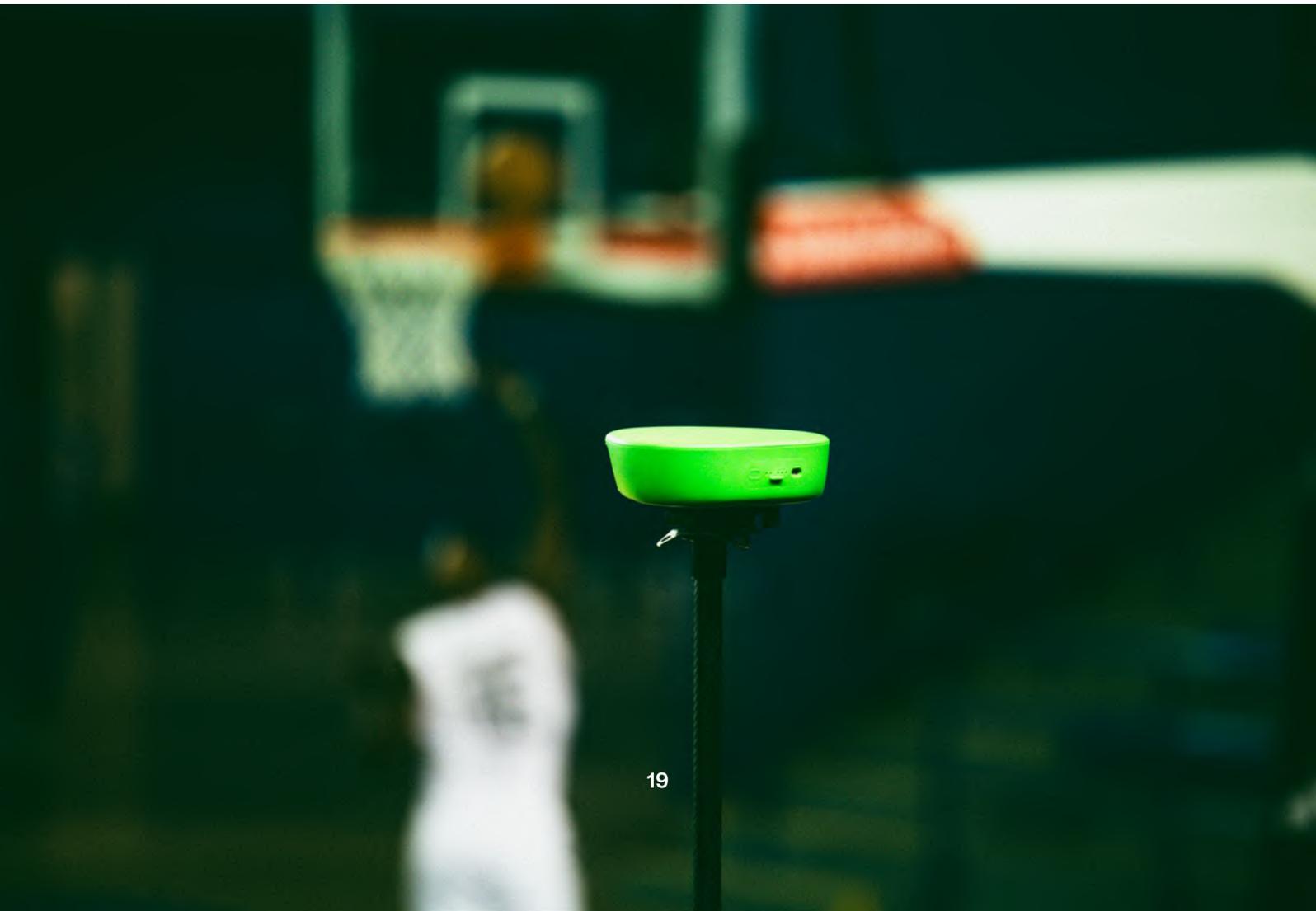
Analysing basketball is a process

From the moment you decide to start analysing your basketball games, you probably already know why you want to do it and what you want to get out of it. This is great and will help you massively with your preparation.

This e-book has emphasised a lot on preparation, but good preparation is key to getting the most out of your time and resources and to actually use video analysis for improving things on your team.

And as with anything else, practice makes perfect. Your analytical skills will naturally improve the more you do it. And the more you analyze, the more you will save time on preparation.

One last tip? Remember to have fun! basketball is all about having fun. But we warn you. After you start analyzing basketball games, it can be difficult to go back to just watching!



3 tips to observation and presentation skills

1.

Analyse your observations with the objectives in mind

The core of your analysis is the comparison of your goal and what you see on the court or recording.

2.

Present with positive reinforcement and constructive criticisms

And always try to make it a good experience for your players. The work is one for their sake.

3.

Use video when you analyse

Have your games and practices recorded. Video is the gateway to analyzing your games!



In the next chapter ...

This was the last chapter of this e-book, but you're only getting started! Next chapter is you analyzing your basketball games, improving your team's performances and winning more games.

Questions?

Do you have any questions about how to implement video technology and camera technology in your club? Please don't hesitate to contact us here in Veo. We have vast experience with analyzing and using video on all levels of basketball.

hello@veo.co

For analysing your games, video is an absolute must-have. There are many different solutions to both getting the footage wrapped and performing the analysis. However, if you want to analyse your team's tactics, you need recordings taken with a relative overview of the pitch.

Veo is a one-stop solution that enables you to both record your matches, view and review the match, analyse the team's performance and share the recordings and findings with your players.

Contact us for more information.

Veo Technologies ApS
Rovsingegade 68
DK - 2100 København Ø
veo.co

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