



## CUSTOMER SPOTLIGHT

# Using AI to Accelerate Competitive Sport

### SUMMARY:

The Miami Marlins are using AI and machine learning to create a sustainable competitive advantage. With Posit, the organization scales pre-game and post-game reports and builds custom applications for players and coaches. This technology-led rebuild integrates granular performance data from every pitch and swing, allowing the team to accurately predict player development and optimize both on-field performance and the fan experience.



### ABOUT:

The Miami Marlins are an American professional baseball team pioneering the use of AI and ML to improve player performance, fan engagement and business success.

### INDUSTRY:

Sports

### SIZE:

750 employees

### TECHNOLOGY USED:

Posit Connect & Posit Package Manager

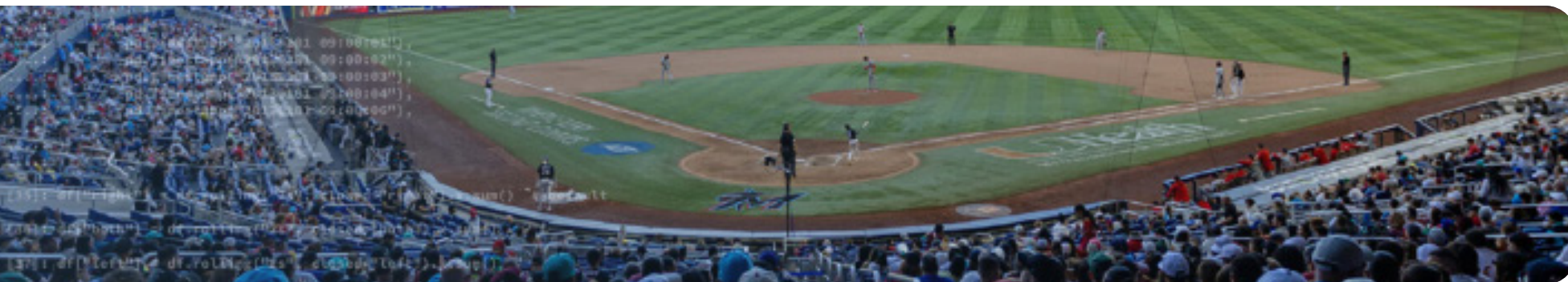


# The Challenge:

## Maximizing Value Under Constraints

Operating with financial constraints, the Marlins needed to maximize player investment value through superior evaluation. The team faced the challenge of integrating disparate data sources into a unified system capable of generating clear, actionable insights.

- **DATA INTEGRATION:**  
The team needed to unify a growing mix of disparate data sources (including high-frame-rate video, biomechanical wearables, and qualitative scout reports) into a single coherent system that could produce a 360-degree view of player performance rather than siloed outputs from each source.
- **ACCESSIBILITY:**  
Translating advanced AI outputs into clear, actionable routines for coaches and players required bridging a significant gap between quantitative analysis and qualitative baseball expertise, ensuring that data-driven insights were usable on the field, not just in the data lab.



# The Solution:

## Scaling Insights with Posit

The organization partnered with Posit to productionalize their data modeling activities. Using Posit Connect, they deliver insights directly to staff and players through automated reports and custom apps. Posit Package Manager ensures consistent deployment of R and Python models across departments, enabling the team to prototype and scale applications quickly.

- **PREDICTIVE EVALUATION:**  
Supervised learning models were deployed to forecast player trajectories over three to five years, giving the front office a data-driven foundation for drafting and trade decisions that maximizes return on every player investment.
- **FAN OPTIMIZATION:**  
The same AI and machine learning approach was extended beyond the diamond to business operations, powering dynamic ticket pricing models and improving the stadium entry experience to grow revenue alongside on-field performance.

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