

239 TOURNAMENTS

***'What's in The Winner's Bag' Study***

# **Golf Proper WITWB**

## **Trend Analysis Study:**

**METHODS & RESULTS**



**GOLF PROPER**

## METHODS & RESULTS

To our knowledge, this is the first analysis of 'What's in the Winner's Bag' data for a stretch of time.

### Background:

Analyzing "What's in The Winner's Bag" is an interesting way to get a real insider's view in the bags of top players, while also offering a closer look at the trending technology on tour.

Though this information is made available every month, the analysis is done in isolation for each winner.

Wouldn't it be great to see 'trend analysis' of winning combinations over the years?

Hence, we decided to focus on what the winners were using across 239 tournaments between 2017 and 2021 (resulting in a total 3367 clubs analyzed).



## WHAT WE WANTED- OUR OBJECTIVE

### We wanted to see,



Golf's biggest brands have been the largest sponsors on PGA Tour but what's the exact percentage of their affinity among winners?

**Answered By:**

Brand visibility stats from 5 years of aggregated data



Which brands are represented most in the bags of pros who win the tournaments in a given year?

**Answered By:**

Brand visibility stats for each year



Which specific product range of a leading brand is making rounds in winners' bags?

**Answered By:**

Most played club stats for each year



What technology advancement in equipments is impacting the victories?

**Answered By:**

Year-on-year trends

## WHAT WE DID– OUR STUDY METHODOLOGY

### Data Collection:

[PGA Tour season](#) falls usually between September to August and every season has an average of 45-50 events (Except the pandemic year). However, for this analysis, we decided to go by years and not by seasons.

PGATour.com publishes the analysis of 'What's in the Bag' of each tournament winner under their '[Winners Bag](#)' section.

We gathered the WITB articles published on PGATour.com from last 5 years, to develop the data on different club types used by each winner. (Except one team event- Ryder Cup, 2021)

We had to undertake aggressive data cleaning to segregate the required data-points from ancillary information like loft angles, lengths, grips and so on.

### Analysis:

**Club Brands:** On average, pros carry 13-14 clubs, mostly including a driver and a putter, 6 or 7 irons, 1 or 2 woods, up to 3 wedges, and a few are using hybrids.

While calculating the % visibility of brands, it is quite straightforward for drivers and putters but it becomes tricky when it comes to multiple clubs, especially irons.

*For example, let's consider 2 players, first using a Taylormade set of 5-9 and the other using 3-4 Callaway irons and 5-PW Taylormade set. Thus, two players are using a total of 13 irons, 2 from Callaway and 11 Taylormade. So Taylormade representation was 85% while Callaway had 15%.*

**Shaft Brands:** The above method could not be used for shafts because of 2 reasons. Firstly, the official data is restrictive. It only tells, for instance, which 2 shaft brands and 3 different models a player used for his set of 7 irons. So we cannot determine the exact usage of a particular brand or model.

Secondly, it won't be practical because players use their shafts interchangeably for different clubs.

Here we have only counted the number of times a shaft brand/model was mentioned per category in each winner's bag. *So, for 50 tournaments in a year, if Fujikura was referred 25 times in the Woods department, then it has 50% representation.*

**Single Products:** Finding the products with most wins was a bit more complicated, given that the equipment nomenclature changes from company to company. We manually combed through the data to map a set of clubs to a 'family'. *For example, Scotty Cameron Futura 5S, T5W, X5, X5R or X7, all belonged to 'Scotty Cameron Futura' putters.*

It helped us derive the most visible product range in the winners' bags.

Once the quantitative analysis was done, our golf experts studied the trends and technology to further decipher it in the report.

## CLARIFICATION

This report was created in May 2022. We have refrained from adding the data from any 2022 tournaments in this analysis because adding the partial data for 2022 will derive incorrect inferences. We will try to update this study with complete data by the end of 2022.

We have ensured to keep the data completely clean and produce accurate stats, but with the huge dataset, miscalculations and human errors are possible. [Feel free to contact us](#) if you spot anything that needs to be corrected.