



Shot Scope

HOW TO USE DATA TO IMPROVE

7 Data Articles on
Game Improvement

FAIRWAYS
IN REG

SEASON
42%

AVERAGE DRIVER DISTANCE

237 YDS

USAGE 28%

Case studies using
the Shot Scope system.

Introduction

The data for the articles in this book are provided by Shot Scope. Shot Scope are the innovators of the first ever golf watch with both GPS and Performance Tracking combined in one device.

Article 1 The anatomy of a 3 putt

Article 2 Shot Scope user Rob

Article 3 George's poor greenside play

Article 4 Helping Tom make better club choices

Article 5 Improving Ian's short game

Article 6 Is the new driver worth the \$500 investment

Article 7 Why am I 3 putting so often?

Shot Scope V3

Shot Scope V3 provides the golfer with GPS distances, easily accessible on their wrist, as well as an automatic shot tracking system. Hundreds of performance statistics are available to analyze on the performance dashboard or mobile app post-round.



The GPS watch tracks swings that don't result in contact, which leads to some interesting statistics. **For example, did you know that on average, golfers take 2 practice swings before hitting a real shot?**

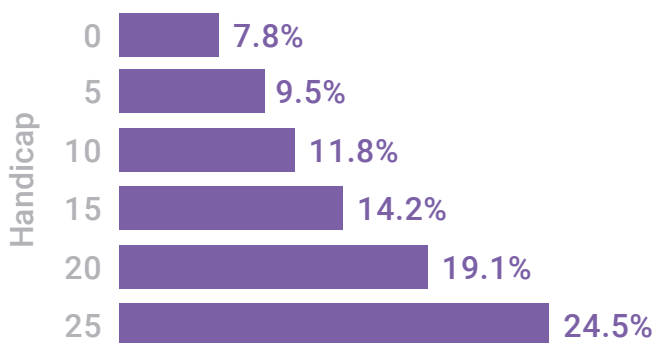
Article 1 The Anatomy Of A 3-Putt

This article takes a fresh look at the anatomy of a 3-putt. Not only will it look at the rate at which golfers 3-putt, but it will examine what's been dubbed as 'The Previous Shot Effect'. It's a fascinating concept that delves into the physical impact of a poor first putt and how that influences subsequent attempts.

Graph 1 shows the 3-putt percentage at different handicap levels. Graph 2 shows the average 2nd putt distance left (the distance remaining to the hole after the first putt) on holes that result in a 3-putt.

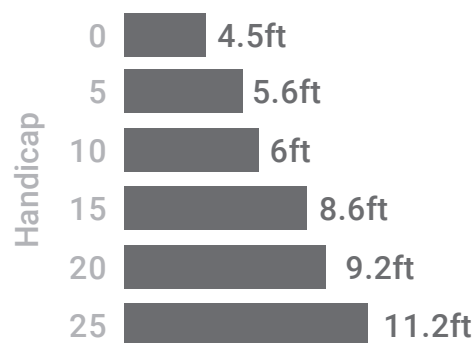
It makes you wonder why golfers spend so much time on the range instead of on the putting green. Eliminating 3-putts entirely, while no simple task, would shave 4.25 shots off a 25 handicapper's average score.

3 Putt %



Graph 1

Avg distance of 2nd Putt when 3 putt made



Graph 2

OBSERVATIONS:

- Scratch golfers 3-putt less frequently than higher handicap golfers. This isn't particularly surprising.
- Scratch golfers 3-putt 7.8% of the time; higher than you'd maybe expect.
- The difference in the rate of 3-putts widens as handicaps increase.
- 25 handicap golfers 3-putt nearly 25% of the time.

OBSERVATIONS:

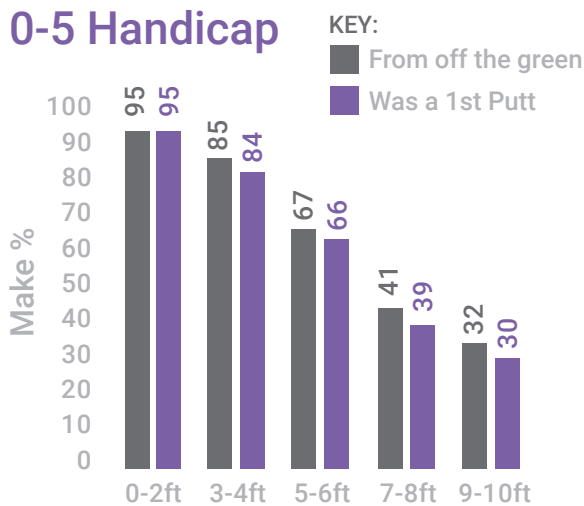
- It's likely that longer 2nd putt distances are due to poor distance control, so it makes sense that the average 2nd putt distance increases with handicap.
- Shot Scope believes there's a misunderstanding about what constitutes a good lag putt. The data suggests golfers should be happy when they hit their first putt to within 4 or 5 feet of the hole.

NOTE: WHILE NOT INCLUDED IN THE CHARTS, IT'S WORTH NOTING THAT 83% OF ALL 3-PUTTS HAVE A FIRST PUTT DISTANCE OF GREATER THAN 32FT.

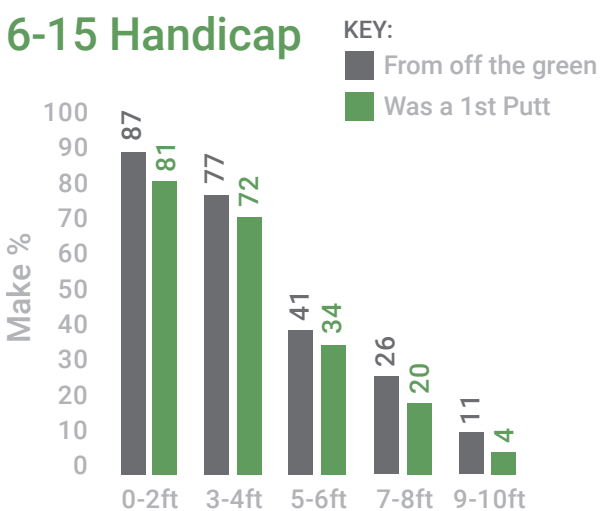


Article 1 Cont... The previous shot effect

The following series of charts detail what Shot Scope terms the Previous Shot Effect. It's a really interesting take on how the result of the previous shot impacts the one that follows. To a degree, it examines the psychological reaction to a poor shot and concludes that a bad first effort on the green may lead to a poor mindset that ultimately reduces the likelihood of making the next putt.

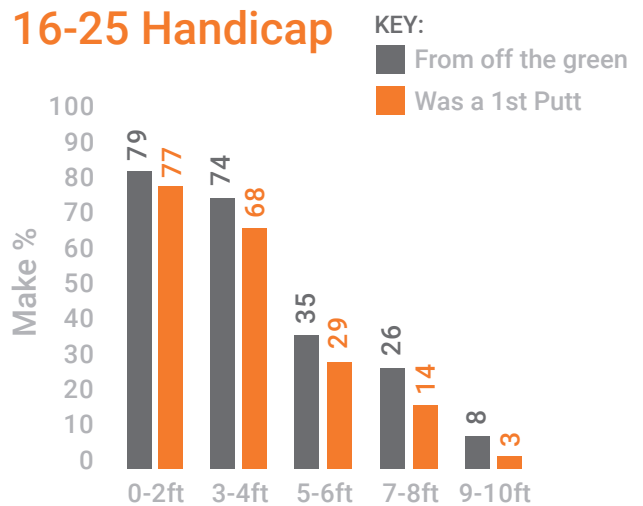


The 0-5 chart (above) serves primarily as a reference. The data suggest that, for better golfers, there's almost no difference in the make percentage following a shot that originated from off the green (an approach shot) and one that originated from on the green (putt).



OBSERVATIONS:

- From within 2 feet, there's a 6 percentage point difference favoring putts that followed approach shots vs putts that followed another putt.
- At distances of 9-10 feet, the make percentage following a shot that originated on the green is less than half of what it is following a shot that originated from off the green.



OBSERVATIONS:

- While the make percentages drop at every distance compared to the previous chart, the Previous Shot Effect is relatively consistent with the previous group.
- This suggests that part of becoming a better player is letting go of bad shots before the effect the next shot.

THE TAKEAWAY

Even within a group that contains a majority of above average players, the Previous Shot Effect is pronounced.

The last two graphs highlight the importance of the 1st putt on a green, especially from distance, and how quickly/easily shots can be lost. It also hints at the importance of having a short memory.

It's entirely possible that a bad attitude is contributing to missed putts.

Given how make percentages decrease significantly with distance, whether it's through practice or putter technology, the Shot Scope data suggests that improving lag putt distance control will ultimately lead to better scores and a lower handicap.



Article 2 Shot Scope user Rob

The general overview of Rob's game indicates that each aspect of his game is in need of a little sharpening up. Therefore we will break down each aspect of his game to try and identify an area for Rob to focus on.

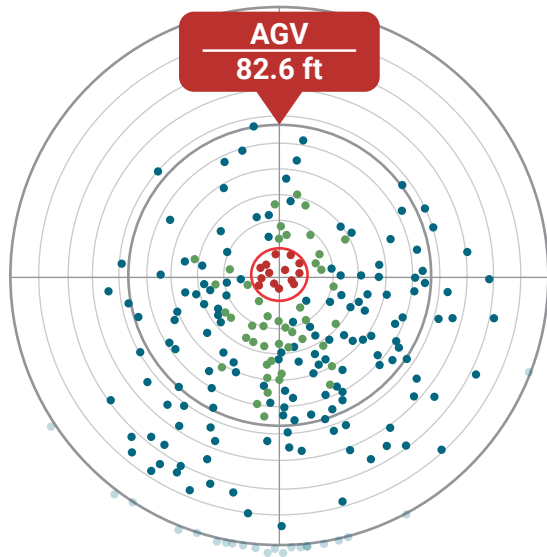


Rob
Handicap: 17

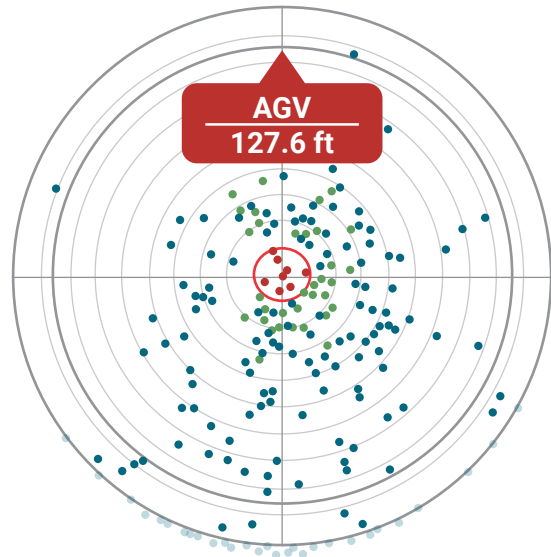
AVG SCORE V PAR +22.74		Number of putts per round 38.7	Approach proximity within 200 yards 104.9ft
Fairway Success 36%	Green Success 18%	Holes per 3 putt 13.4	Short Game Avg Proximity 21.07ft
AVG DRIVING DISTANCE: 223 YARDS			

One area of Rob's game which jumps out significantly is his average proximity to the hole within 210yards; 104.9ft (35yards). If Rob could hit his approaches closer he would most likely reduce the number of shots it takes him to play the hole.

Fairway Approach Proximity to hole



Rough Approach Proximity to hole



Breaking this down further, we can see that Rob hits it closer when he approaches the green from the fairway. Fairway approach proximity to hole 82.62ft, rough approach proximity to hole 127.61ft. There is over 40ft difference in proximity between hitting out the rough compared to hitting from the fairway.

PENALTY SHOTS BY CLUB

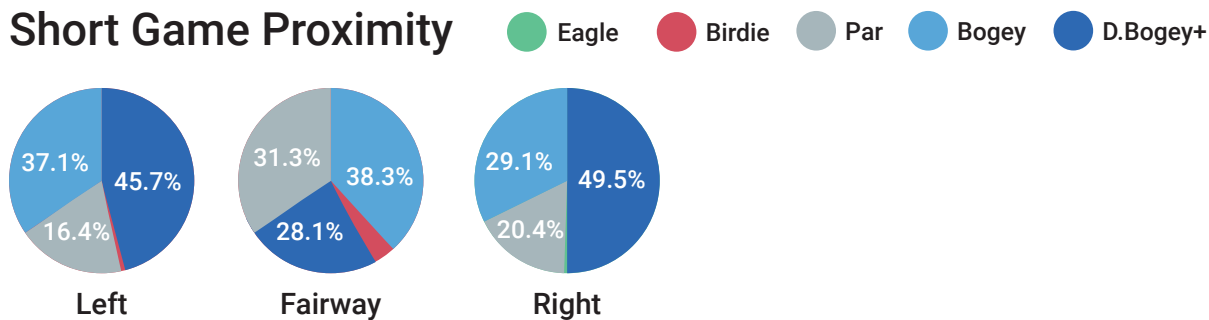
TOTAL: 31 DRIVER: 15 OTHER COMBINED: 16

Rob's fairway success rate is low, at 36%. As we already outlined, Rob hits more greens when he is on the fairway. Therefore, if Rob can hit more fairways a round he should subsequently hit more greens, which will also improve his proximity to the hole. Further investigation into Rob's tee shots highlights that Rob only hits driver off the tee, this may be because he doesn't hit the ball that far. However over the 25 rounds analysed, Rob has incurred 31 penalty shots, (15 of those because of his driver) as well as numerous positional shots to get back in play. Rob should work on keeping his driver in play, or on the shorter holes, hit an alternative club off the tee.



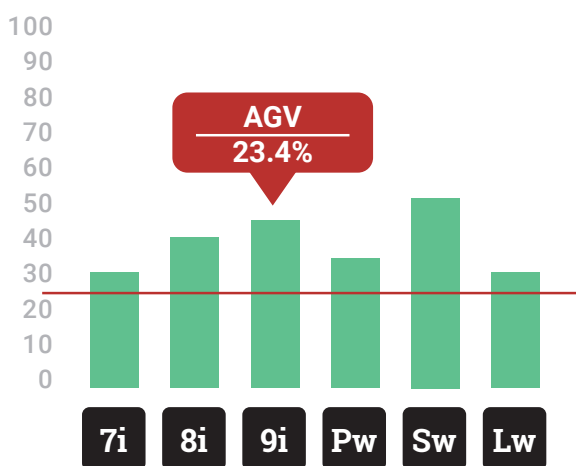
Article 2 Cont...

Short Game Proximity

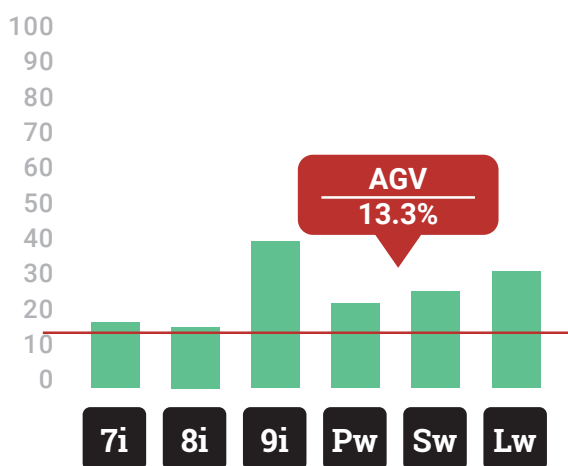


The total score breakdown also indicates that hitting the fairway saves Rob shots. Rob makes double or worse 45.7% of the time when in the left rough and 49.5% of the time when in the right rough. Compared to the 28.1% when he hits the fairway. It can also be noted that the most birdies have happened when Rob has hit the fairway off the tee. Therefore, Rob's main focus on course should be on hitting the fairway off the tee. This could require a slight change in technique, more practice with the driver or a different thought process when standing on the tee.

Average Green Success from Fairway



Average Green Success from Rough



This will contribute to why his greens in regulation is so low at only 18%. Green success rate looks at the success of all approaches aiming to hit the green (i.e. not a positional shot). Analysing the green success rate in further detail outlines that Rob hits 23% of greens from the fairway and only 13% of greens from the rough. Although both stats are low, it might be that Rob cannot reach some of the par 4s in two or is having to play positional shots instead – not unusual for a mid handicap. Nonetheless, Rob manages to hit 10% more greens from the fairway than the rough, which is a significant amount.

THE TAKEAWAY

Aim to hit more fairways, which will reduce the number of penalty shots taken, which should then lead to more greens hit. Then hopefully Rob will build confidence and will start to hit them closer to the pin. Ultimately all of this combined will lead to a reduction in Rob's overall score.

Article 3 George's Poor Greenside Play

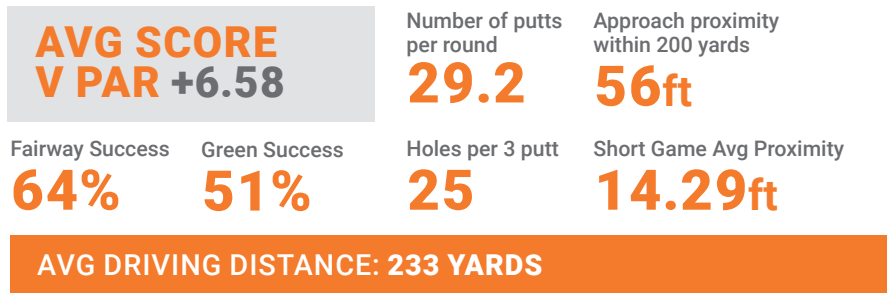
George is a long-time user of both Shot Scope V1 and V2. George happened to play with a member of the Shot Scope team at an event.

George mentioned his scoring and handicap had climbed from 4 to 6 over the past year and that he couldn't pinpoint the cause. George hadn't made any significant swing changes although he did change his wedge set up.

In 2017, using Shot Scope helped George identify poor gapping with his PW, 49°, and 56° wedges. This season, George altered his wedge set up to use a PW, 50°, 54° and 58° instead. The Shot Scope team decided to work with George on a case study to see if they could identify a cause for the increased handicap.



George
Handicap: 6

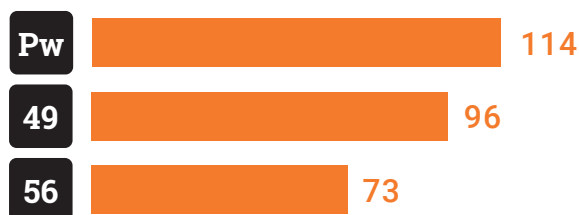


George's game overview shows he is now a 6 handicap, and his general game is in a good state. George mentioned that he plays 4/5 times a week (he is retired) at different courses and in competitions. He doesn't hit the ball too far, but with 64% fairway success he is accurate with the Driver. With no obvious red flags, the team decided to look at George's wedges, since that is the only change he has made.

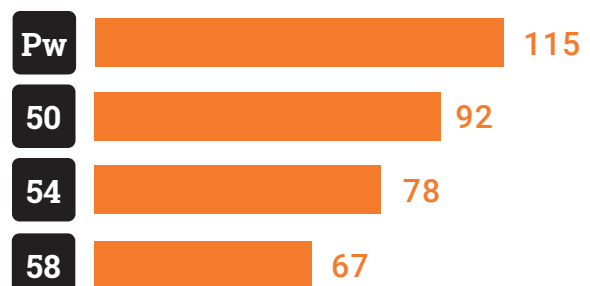
Average Wedge Distances

As you can see from the Shot Scope V2 data, George's gapping has improved with the new wedge set-up. When he added the extra club, George removed his 4-iron, which he hardly used since he carries a 23° hybrid. This was definitely the correct decision for George, and it's great to see the difference between his 2017 and 2018 distances.

2017 Wedge Avg Distances



2018 Wedge Avg Distances



Article 3 Cont...

Short Game Performance

When looking into George's short-game performance data, we found something intriguing. George uses a lot of clubs around the green, playing predominantly at a links course there should be a lot of chip and runs. He has a poor proximity to hole average with his 50°, 54°, 58° and 23° hybrid. Those clubs account for 64% of his greenside shots. It's possible there could be a bias towards using the new wedges at an increased frequency, and the inaccuracy could boil down to a lack of practice with the new lofts. There are obvious reasons to use high-lofted wedges around the greens; e.g., out of bunkers or other situations where obstacles must be carried, but on true links courses like the ones George plays, he could play more chip and runs. There is little reason to use the hybrid as the data suggests that George is not very good with this shot.

Club	Proximity to hole	Up + Down	Usage
P	7.6 ft	78%	22%
58°	16.92 ft	48%	31%
54°	15.97 ft	31%	18%
50°	19.25 ft	24%	11%
Pw	13.62 ft	55%	3%
9i	14.16 ft	60%	3%
8i	9.03 ft	74%	8%
H23	19.91 ft	33%	4%
Avg:	14.58 ft	50%	

Short Game Potential

We sent George an example of what his short game could look like if he decided to use specific clubs for short game shots, and how without changing technique, he could improve his scoring. We are aware that there will still be an occasional need to use high-lofted clubs around the green, but most golfers can benefit from lofting down around the green.

Not only could George improve his average proximity to the hole by 1.7 feet, but he could also potentially get up and down 8% more often.

Showing George the potential performance of his short game should encourage him to loft down around the greens and ultimately lower his handicap. George may not be able to resist using the higher lofted clubs around the green, but that is the goal.

Club	Proximity to hole	Up + Down	Usage
P	7.6 ft	78%	30%
58°	16.92 ft	48%	16%
54°	15.97 ft	31%	10%
50°			
Pw	13.62 ft	55%	13%
9i	14.16 ft	60%	13%
8i	9.03 ft	74%	18%
H23			
Avg:	12.88 ft	58%	

THE TAKEAWAY

George should attempt to use his putter, PW, 9i, and 8i more around the greens and not to use the H23 or 50 at all. George should monitor his stats to see if can attain the potential usages per club and maintain the up and down ratios.



Article 4 Helping Tom make better club choices

Tom is a 13 handicap golfer who has a well-rounded game, his 2018 overall statistics show that he is a steady player. Tom approached Shot Scope and asked us to investigate his stats as he was struggling to pinpoint where his weaknesses were.

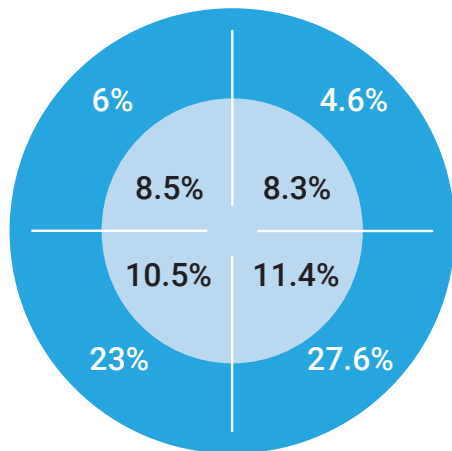


Tom
Handicap: 13

AVG SCORE V PAR +12.4		Number of putts per round 32	Approach proximity within 200 yards 89ft
Fairway Success 41%	Green Success 39%	Up + Down 43%	Short Game Avg Proximity 14ft
AVG DRIVING DISTANCE: 234 YARDS			

Tom has a Green Success rate of 39% and leaves 72.5% of approaches short of the pin, with 50.6% of these completely short of the green. Rather than this being a complicated fix, the data suggests that Tom simply needs to pick his club more carefully.

Approaches



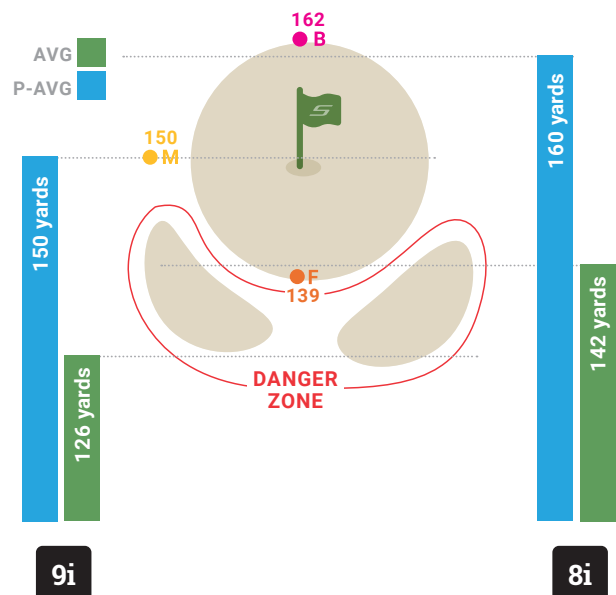
Breakdown

Looking at Tom's statistics we can see that he has good distance gapping with his clubs. Shot Scope's Performance Average removes all outlier shots (good and bad) to give the golfer a true representation of the distance a well struck golf shot travels. The 30 yard gap between Tom's average of 234 and performance average of 264 suggests that he struggles with swing consistency with his Driver.

Driver Distances

D	AVG	234yds
D	P-AVG	264yds

Club Choice 9 iron V 8 iron



Perhaps this means taking one more club than normal, to hit the green, or to ensure he gets it to the pin. Focussing on the back of the green distance would ensure that Tom selects the appropriate club and leaves fewer shots short of the green. In this example, if Tom was to hit a 9 iron, i.e. to the middle of the green yardage, his average and performance average show that he would end up in the danger zone at the front of the green. This is why Tom should hit one more club, his 8 iron.

Shot Scope data reveals that 72% of danger is at the front of the green whereas only 28% at the back.

Therefore, missing long is 99% of the time, less of a problem than missing short. Tom, gets 'Up & Down' 43% of the time, which is very steady for a 13 handicapper, considering the best PGA Tour players get 'Up & Down' 70% of the time.

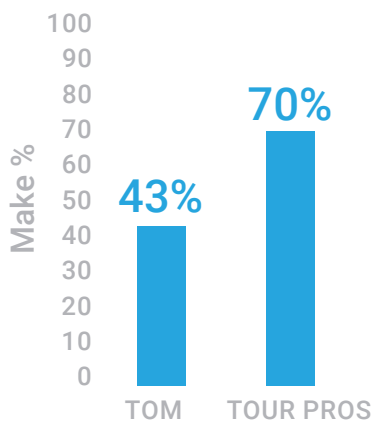


Article 4 Cont...

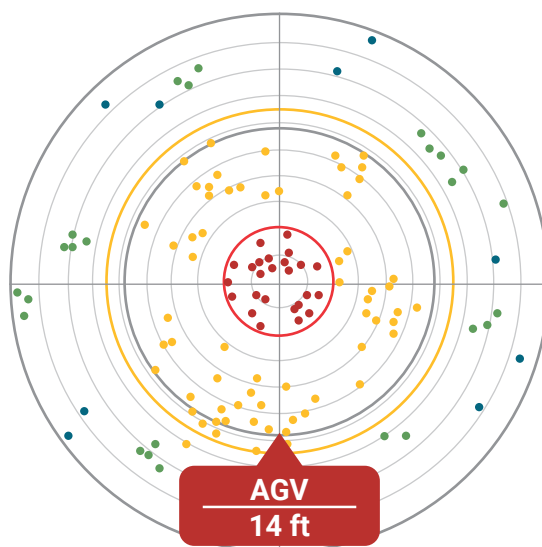
Short Game Statistics

Chipping is one of Tom's strengths, his average proximity from his short game is 14ft, but Tom is reliant on this to keep his score down. If Tom was to start hitting the correct club for his distance to the back of the green, he would start hitting more greens and wouldn't have to try and get 'Up & Down' as often.

Up + Down % V Tour Pro's



Short Game Proximity



Driver Distance Comparison Club Distances

D1	AVG	234yds	<30yds>
D1	P-AVG	264yds	
D2	AVG	251yds	<17yds>
D2	P-AVG	268yds	

THE TAKEAWAY

Tom needs to hit more greens from the fairway, so he is not reliant on his short game. Tom has committed to playing to the back of green distance, to try and increase the number of greens hit per round.

Tom has informed us he has a new Driver (Taylormade M3 with Twist Face Technology, 10.5 degree, Fujikura Atmos shaft) to try and sort out his distance inconsistency. After playing 8 rounds his Average Driving Distance is now 251yards and Performance Average is 268 yards.



Article 5 Improving Ian's Short Game

This article is about Ian, a 16 handicapper who doesn't hit many greens and suffers from a poor short game proximity. Hitting greens, or if you can't reach the green, chipping close is key to keeping your score down, or close to your handicap.



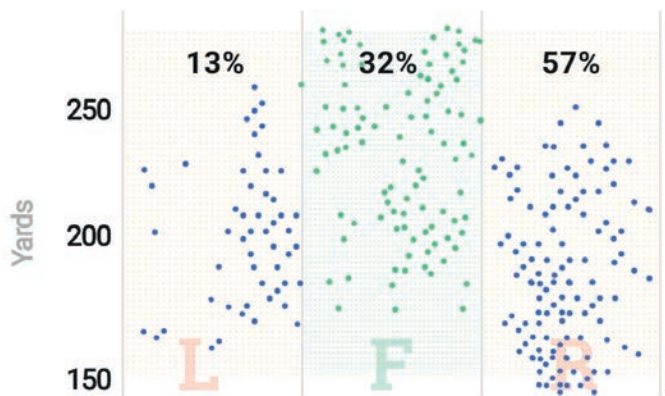
Ian
Handicap: 16

AVG SCORE V PAR +18.7		Number of putts per round 33.4	Approach proximity within 200 yards 101ft
Fairway Success 32%	Green Success 27%	Up + Down 12%	Short Game Avg Proximity 21ft
AVG DRIVING DISTANCE: 218 YARDS			

Tee Shot Dispersion

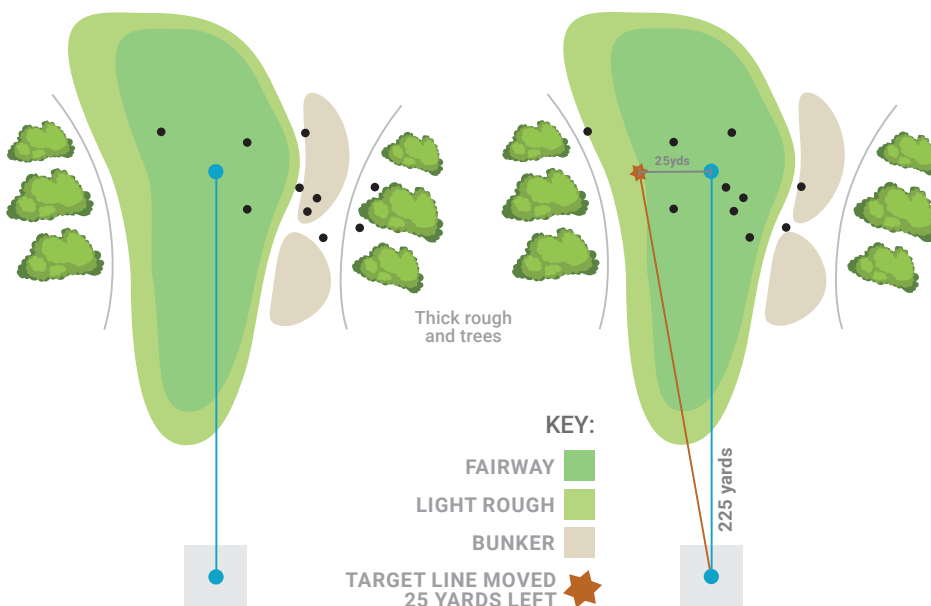
Ian struggles with a slice, which is highlighted by his high percentage of right misses 57%, but has also been confirmed by him. Even his drives on the fairway favour the right side as can be seen in the image on the right.

He loses distance due to his slice and subsequently, will struggle to reach some of the longer Par 4s in two or three shots. The image above shows, Ian's tee shots that hit the fairway go further than the ones that are in the right rough. A slice is something he will always play with, as he doesn't have the time to change. Ian could change his aim point to help reduce the damage of his slice. Ian could change his aim point to help reduce the damage of his slice. If he aims further left, and still slices it, the shots will finish on the fairway more often.



Ian's Current Aim Point

Ian's Suggested New Aim Point



However, what could help him lower his score, is if he focussed his efforts on chipping and putting, with greater emphasis on chipping. On his best day, Ian got 'up and down' 48% of the time, to shoot a round of 83 – this is a very rare occurrence, as highlighted by his season average of 12%.

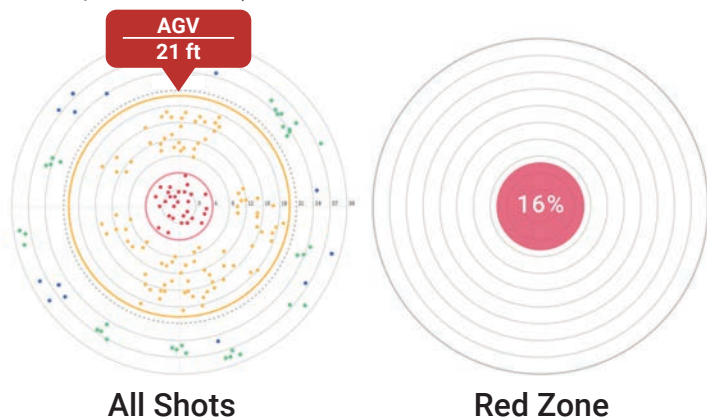
Up + Down %



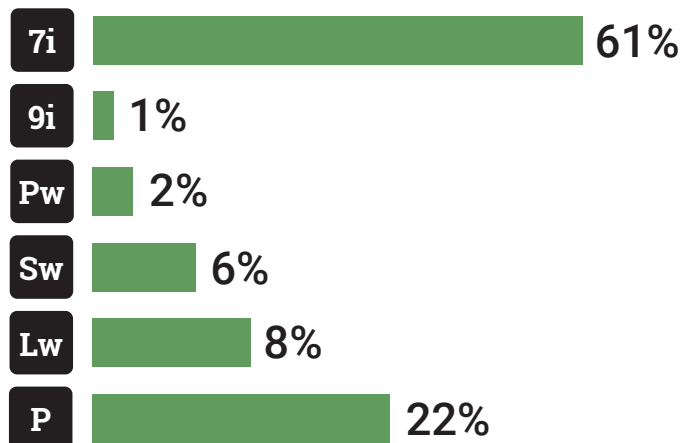
Article 5 Cont...

Short Game Proximity

Shot Scope defines any shot under 50 yards within the pin, as a short game shot, and Ian hits 27% of greens so will be left with many short game shots in a round of golf. Ian's average proximity to the hole from his short game shots is 21ft with only 16% of his short game inside 6ft (also referred to as the Red Zone on the Shot Scope dashboard).



Club Usage Short Game

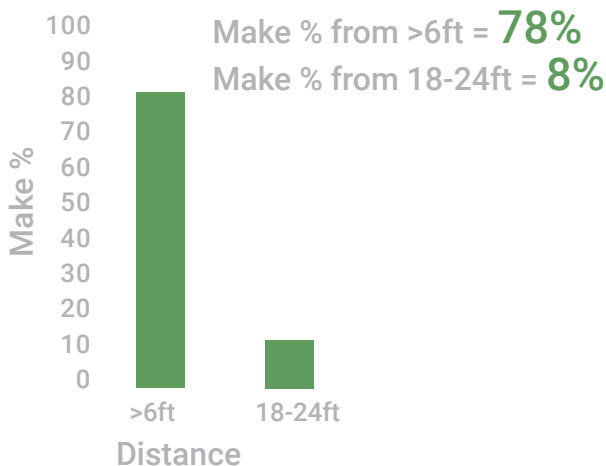


Ian's short game statistics show, he uses his 7 iron most frequently. This high percentage shows he is comfortable with this club, but it limits the type of shots he could play. For example, when short sided behind a bunker, a high lofted wedge shot is more appropriate. Ian's statistics drop even lower when he uses his lob wedge around the green, as seen in the image below.

Up + Down

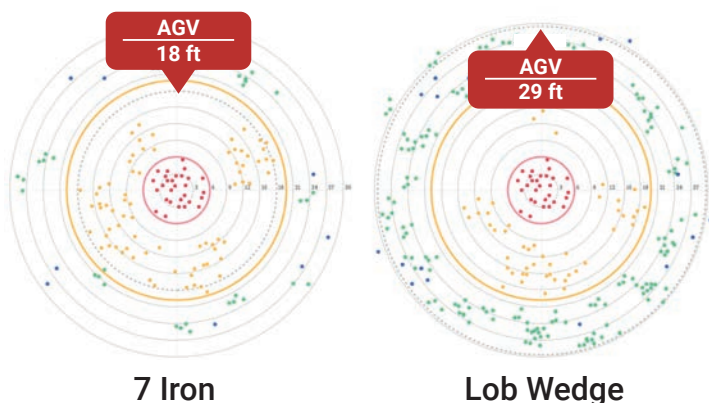
For Ian to get 'up and down' and reduce his score, he needs to be chipping inside 6ft more frequently. Ian's putting stats show; he makes 78% of 6ft or less putts, whereas he only converts 8% of putts from 18-24ft. Therefore focussing on chipping inside the 6ft circle will ultimately lead to fewer shots per round.

Putting >6ft V 18-24ft



PGA Tour players average a short game proximity of 7ft. If Ian can reduce his short game proximity to even 15ft (10ft ideally), he will have more shots finishing inside that vital 6ft (red zone). This will greatly enhance his chances of getting 'up and down' or saving par/bogey. Should Ian be able to reduce his average proximity to 15ft he would be able to save on average 2 shots per round.

Short Game Proximity



So how does Ian reduce his overall proximity? When it comes to short game there are many variants on shot type and club choice. Keep it simple and stick to what works best but have the ability to use the other clubs as required.

THE TAKEAWAY

A simple suggestion for Ian is to get to the course 20mins earlier than usual (as this is all the practice time he has) and just spend some time chipping onto the practice green, with both his 7 iron and lob wedge. This will not only improve his skill level but will greatly enhance Ian's confidence knowing that if he misses the green he has a greater chance of getting it inside that vital 'red zone'.

If Ian can hit that 15ft average proximity target he is much more likely to start playing to his 16 handicap again. If he can reduce it further to 10ft, he may even start to shoot lower than his handicap!



Article 6 Is the new driver worth the \$500 investment?

One of Shot Scope's golfers decided enough was enough and they should invest in a new driver for the golf season. The purpose of this is not to enhance a specific club or brand but to discuss and show the merits in custom fitting and understanding performance data.

The question posed to Shot Scope: **Was the \$500 investment worth it?**

Firstly, about the driver change. The original driver (Driver_Old) was from a well known brand and purchased new in 2009, it had an extra stiff shaft with 9 degrees loft. The new driver (Driver_New) is actually the newest release from the same brand and has an extra stiff shaft with 10.5 degrees loft.

	Driver_Old	Driver_New	Gain (+/-)
Clubhead Speed (mph)	99	107	+ 8 mph
Distance (yards)	267	293	+ 26 yards

Table 1 Launch Monitor Data from Driver Fitting

During the fitting process, multiple drivers and shafts were tested. Driver_New was found to go on average 26 yards further (using a Launch Monitor) than Driver_Old.

Discussing with the golfer, he said that he felt he was playing better with the new Driver and had lowered his handicap from 8.8 to 7.2 already this year but attributed that improvement to other areas of his game. Looking through his Shot Scope performance data:

	Driver_Old	Driver_New	Gain (+/-)
Number of Rounds	48 (2018)	12 (2019)	n/a
Average Distance (yards)	227	244	+ 17 yards
P-Avg Distance (yards)	263	274	+ 11 yards
Longest (yards)	352	334	- 18 yards
Driver Usage %	22%	27%	+ 5%

Table 2 Shot Scope Driver Statistics

It is obvious to see that Driver_New is longer than Driver_Old, using Average Distance it is 17 yards longer and if we look at P-Avg (Performance Average) it is only 11 yards longer.

*Shot Scope recommend users refer to their P-Avg Distance (Performance Average) as it removes all outliers good and bad, to give the user a true representation of how far they hit a good shot.



Article 6 Cont...

This isn't the 26 yards we are looking for from his fitting, but there is a caveat to this performance data. In 2018 summer golf in the UK was played on unusually hard and fast conditions creating some long drives such as his longest at 352 yards.

The main takeaway from his distance statistics is the consistency. Driver_Old had a 36 yard difference between average and performance average, whereas Driver_New has reduced that difference to 30 yards. Not only is Driver_New longer, it has better distance consistency as well.

This unsurprisingly has created an increase of confidence with Driver_New, resulting in a higher usage % of 27% compared to Driver_Old's 22%. The question is, has this resulted in more fairways being hit, well yes!

	Driver_Old	Driver_New	Difference (+/-)
Left Miss	24%	31%	+ 7%
Fairways Hit	38%	45%	+ 7%
Right Miss	38%	24%	- 14%

Table 3 Shot Scope Driver Accuracy

We can see from his Shot Scope performance statistics that he has now increased his fairways hit % to 45%, up 7% from Driver_Old. As well as hitting more fairways he has minimised his right miss by 14%, now down to 24% with Driver_New.

Looking into this further we discover that his misses are in fact smaller misses with Driver_New.

	Driver_Old	Driver_New
Distance from Fairway (Yards)	16.2	11.7

Table 4 Shot Scope Distance from Fairway

His average non-fairway hit with Driver_New is only 11.7 yards from the fairway whereas with Driver_Old it was 5 yards more off-line at 16.2 yards.

With the help of understanding performance statistics from Shot Scope, we can conclude that Driver_New is longer, more consistent and more accurate off the tee than Driver_Old, but the following question is, did the new driver lower his scoring?

The next area to look into is his approach shots:

	2018	2019	Difference (+/-)
210 yards and in proximity	83.74 ft	56.46 ft	- 27.28 ft
150 yards and in proximity	57.60 ft	33.39 ft	- 24.21 ft
Greens in Regulation	38%	60%	+ 22%

Table 5 Shot Scope Approach Statistics

Article 6 Cont...

He has increased his Greens in Regulation by a massive 22% in 2019. Not only this, but he is hitting the ball considerably closer to the pin compared with last year – over 20ft closer! There is no doubt that this is due to him hitting more fairways and being more accurate off the tee with Driver_New. Subsequently, leaving himself better approach shot positions, with more approaches from fairways and less from a long way offline.

As the golfer mentioned he has lowered his handicap and Shot Scope statistics shows this with his scoring improvements.

	2018	2019	Difference (+/-)
Average Score V Par	+ 11.45	+ 7.74	- 3.71
Par 4 Scoring	4.74	4.51	- 0.23
Par 5 Scoring	5.42	5.04	- 0.38

Table 6 Shot Scope Scoring Statistics

Total round scoring has improved by 3.71 shots, with Par 4 and Par 5 scoring both improving due to his better driving and subsequent approach performance.

A great way to show that the improvement can be attributed to Driver_New is through the fact that his Par 3 scoring has remained static.

	2018	2019
Par 3 Scoring	3.64	3.68

Table 7 Shot Scope Par 3 Scoring

THE TAKEAWAY

It is evident that custom fitting can improve scoring, it should be noted that this case is dramatic as there was a 10-year gap in the technology of the Drivers.

Most importantly one Shot Scope user can sleep soundly knowing their \$500 investment was worthwhile and can be even more confident in using his Driver to find more fairways.

Understanding Shot Scope performance statistics can help provide a golfer with better knowledge of where they can improve their game, alongside allowing them to see any changes over the years just as in this example. Knowing how to analyze and understand statistics of this type can be hugely beneficial to your game.



Article 7 Why am I 3 Putting so often?

David approached Shot Scope at the Scottish Golf Show in March, and asked us to dig deeper into his statistics. He is an 18 handicap golfer who feels he is a good putter but doesn't understand why his stats show him 3 putting nearly 3 times per round (every 7.8 holes).



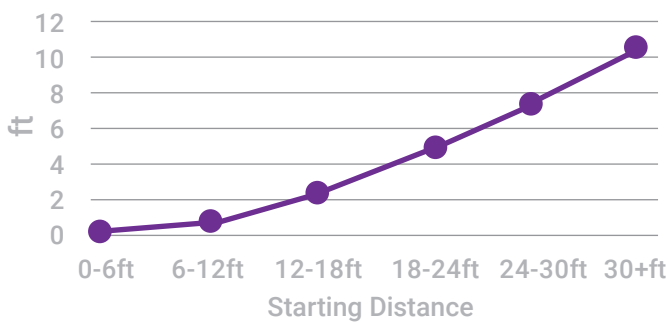
David
Handicap: 18

AVG SCORE V PAR +21.1		Number of putts per round 32.9	Number of 2 putts per green 62%
Fairway Success 35%	Green Success 24%	Up + Down 29%	Holes per 3 putt 7.8
AVG DRIVING DISTANCE: 259 YARDS			

With the number of 3 putts David has per round it is evident that we need to look into his long putting, as it could be severely letting him down. The Shot Scope performance dashboard provides an excellent platform to break down your stats in lots of detail.

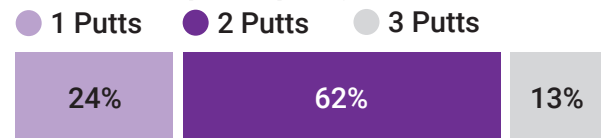
Looking at the putting statistic 'Average Proximity to Hole', we can see that David is simply not hitting his first put close enough, with an average proximity to the hole of 4.9ft from 18-24ft putts, 7.9ft from 24-30ft putts and over 10ft from over 30ft putts.

Avg Proximity to hole



To understand Shot Scope putting statistics properly, it benefits to know that poor long range putting means you should look into your approach shots and the proximity of those shots. If you do not hit it close enough to the pin then you are leaving yourself in 3 putt territory. After analysing David's statistics we can see that it is infact his approach proximity to the hole that needs to improve.

Number of putts per green



Avg. Holes per 3 putt = 7.8



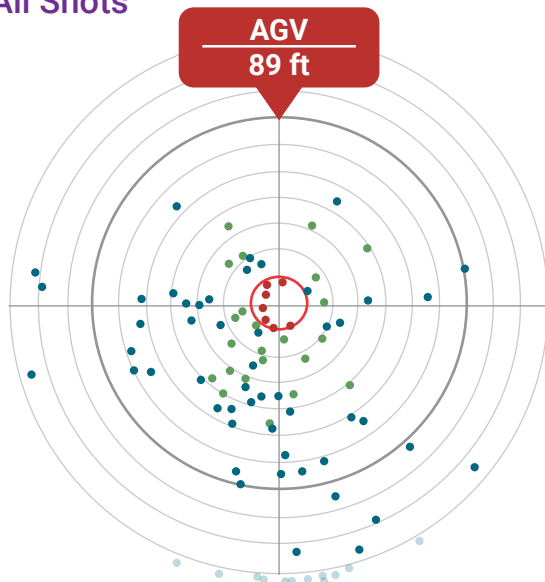
Approach play and approach proximity come hand-in-hand with fairway success. Hit more fairways = hit more greens and David's stats prove this. He hits more than DOUBLE the number of greens from the fairway than he does from the rough. 34% success from the fairway with only 12% from the rough. The mobile phone image shows this statistic displayed on Shot Scope's mobile app.



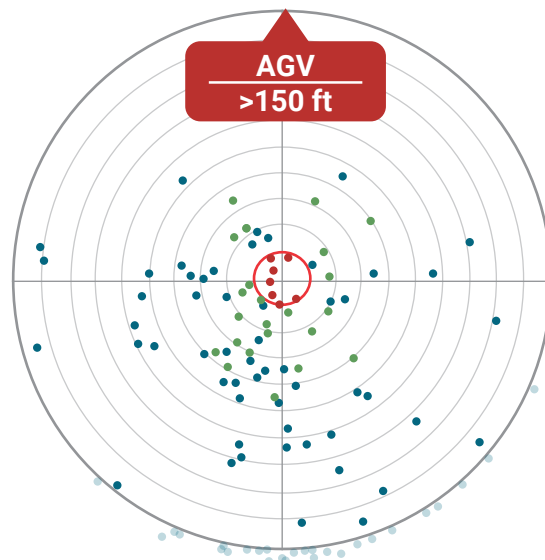
Article 7 Cont...

Hitting the fairway more often should enable David to increase his green success percentage but also reduce his average proximity from the hole, which is currently over 150ft for all approach shots (50-350 yards). The Shot Scope performance dashboard allows you to filter by shot distance and when we filter David's approach shot distance to 50-210 yards, his average proximity reduces to 89ft. This is a massive jump in proximity from 150ft to 89ft.

Approach Proximity (50-210 yards) All Shots



Approach Proximity (50-350 yards) All Shots



So why is this the case? With the distance David currently hits his H13 and 3 wood, he will be unable to hit or reach the green from anywhere over 220 yards from the green. Unless David is able to increase the distance he hits these clubs we recommend that he does not attempt to reach the green and merely leaves himself in the best pace possible for his next shot.

Club Distance

3w	188yds
H13	202yds
4i	200yds
5i	181yds

Top Tip: All shots that you will not be able to hit the green with due to the distance (i.e. over 220 yards in David's case) should be marked as 'Positional Shots'. This removes these shots from your approach stats.

THE TAKEAWAY

Going forward, if David wants to improve he should focus on his approach play first. If David works on his approach shots, and manages to hit them closer to the hole, he will give himself the best possible chance of 1 or 2 putting. As a second focus, David should practice his pace putting for long range putts by doing some drills before he goes out to play.

Long Putting Drill: Take 3 balls and pick a putt about 30-40ft. Aim to hit the first ball past the hole (no more than 3ft), hit the second ball short of the hole (no more than 3ft) and then hit the last one dead weight. Repeat a number of times before heading out to play.

Reducing the number of 3-putts was David aim, but Shot Scope has allowed us to gain a deeper understanding of the issue and proved that the best solution to this is for David to spend time practicing his approach shots first with a smaller focus on his long putting. Not what you might think at first glance.

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