

1086-K5-2126 **Jeffrey W. Heath*** (jeffrey.heath@centre.edu), 600 W. Walnut St., Danville, KY 40422, and
Sophie Han. *A New Basketball Shooting Efficiency Metric.*

Field Goal Percentage (FG%) has been widely used to measure a player's shooting ability due to its simplicity. However, FG% overlooks the effect of space, and thus it is often a misleading indicator of how well a player actually shoots. We develop a new metric, Effective Points Gained (EPG), that takes the shot distance and location into account, and computes each player's marginal points gained for each shot. The final result gives a better understanding of a player's shooting efficiency. Results from NBA data will be presented. (Received September 24, 2012)