As more sports data becomes widely available to the public, there has been increasing debate over the apparent foolishness of certain commonly used strategies in sports. For example, many numerate baseball fans feel that the bunt in baseball is overused. In football, data suggests that the punt is overused, and that fourth down conversions should be attempted in many more situations. In these two scenarios and others, we will consider how the mathematical data can be interpreted to suggest that managers and coaches are chronically foolish. We also note unquantifiable psychological factors that coaches can and do cite as arguments to disregard the apparent mathematical conclusions. (Received September 25, 2012)