SWINGFIT

ACTIONABLE DATA ANALYSIS

Case Study

Michigan State University Men's Golf Team Implements SwingFit Data Analysis Program

Michigan State University Men's Golf Coach Casey Lubahn implemented the SwingFit Data Analysis Program in October 2019. Casey found his player's clubs were not the "perfect fit" as he had been led to believe.

The SwingFit Data Analysis Program provided the necessary information for Casey and his team to make alterations that improved their team scoring during the spring season in 2019.

"This level of detail led us to our best finish in the Big Ten Championship since 2008 and improved our national ranking by 20 spots. This is the next competitive advantage in collegiate golf." Casey Lubahn

Problem

Are your team members getting the best performance from their golf equipment? Are they capable of consistently producing "ideal ball flight"?

Golf coaches usually depend on club manufacturers or local club fitters to provide their players with "fitted clubs". But what are the actual performance numbers of these "fitted clubs"? Do they match? Does the set have a consistent progression? Does each player have one or two favorite clubs or ones they dislike? If so, why is this?

Unfortunately, "fitted clubs" are not usually consistent. There are ten critical club performance specifications that make a set consistent, i.e., loft/lie angles, shaft frequency, length progressions, grip size, swing weight, etc.

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CLUB SPECIFICATIONS EVALUATION FORM

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Name	Division 1 College Player	Men's	LH ☐	RH X	
Location		Ladies	LH ☐	RH ☐	
State		Date	November, 2018		

CLUB SPEC GOLF EQUIPMENT ANALYSIS

Woods	MFG	Model	Shaft Model	Shaft Wt	Shaft Flex	Shaft Freq	Length	Loft Angle	Lie Angle	Face Angle	Grip Model	Grip Size	Swing Wt	Total Wt
Driver	Callaway	Epic	Fujikura Pro 62	60	S	254	45.625	9.0	D & -1		GP Tour Wrap	0.925	D6.0	321.1
3 Wood	Titliest	915 F	Aldila Rogue 95 MSI	80	X	285	43.0	15.0	D & 2		GP Tour Wrap	0.914	D2.0	349.2
Hybrids														
Irons	**MFG**	**Model**	**Shaft Model**	**Shaft Wt**	**Shaft Flex**	**Shaft Freq**	**Length**	**Loft Angle**	**Lie Angle**	**Bounce °**	**Grip Model**	**Grip Size**	**Swing Wt**	**Total Wt**
Utility	Srixon	ZU 65	Steel Fiber	110	5	295	39.75	20.0	59.75		GP Tour Wrap	0.914	D5.0	407.2
2														
3														
4	Srixon	7565	Dyn Gold	130	S300	310	38.75	22.0	60.0		GP Tour Wrap	0.914	D3.5	427.5
5	Srixon	7565	Dyn Gold	130	S300	314	38.25	25.0	60.75		GP Tour Wrap	0.915	D5.25	437
6	Srixon	7565	Dyn Gold	130	S300	321	37.75	27.5	61.75		GP Tour Wrap	0.918	D4.0	441
7	Srixon	7565	Dyn Gold	130	S300	328	37.25	32.5	61.75		GP Tour Wrap	0.912	D3.5	447.5
8	Srixon	7565	Dyn Gold	130	S300	333	36.875	36.0	62.25		GP Tour Wrap	0.901	D5.5	458.2
9	Srixon	7565	Dyn Gold	130	S300	337	36.50	41.0	63.0		GP Tour Wrap	0.908	D5.0	461.8
PW	Srixon	7565	Dyn Gold	130	S300	341	35.75	46.5	63.0		GP Tour Wrap	0.917	D4.0	469.7
Wedge	**MFG**	**Model**	**Shaft Model**	**Shaft Wt**	**Shaft Flex**	**Shaft Freq**	**Length**	**Loft Angle**	**Lie Angle**	**Bounce °**	**Grip Model**	**Grip Size**	**Swing Wt**	**Total Wt**
52°	Cleveland	RTX3	Dyn Gold	130	S300	340	35.50	50.5	63.0	10°	GP Tour Wrap	0.920	D3.5	471.9
56°	Cleveland	RTX3	Dyn Gold	130	S300	337	35.375	54.0	64.25	11°	GP Tour Wrap	0.910	D5.0	475.8
60°	Cleveland	RTX3	Dyn Gold	130	S300	337	35.25	58.5	63.5	9°	GP Tour Wrap	0.919	D5.25	478.8
Putter	**MFG**	**Model**	**Shaft Model**	**Shaft Wt**	**Shaft Flex**	**Shaft Freq**	**Length**	**Loft Angle**	**Lie Angle**		**Grip Model**	**Grip Size**	**Swing Wt**	**Total Wt**
1	Odyssey	Oworks7	T T Face Balanced Back Weighted	125			34.375	0.5	67.5		Super Stroke Pistol GT Tour		E1.0	519.1

COMMENTS: Driver shaft is too flexible & light. Grip size is a concern. Swing weights vary too much 8-iron is 1/8" too long compared to other clubs in set.
Driver swing weight is too heavy with a light total weight. Iron swing weights are too heavy and vary too much. 8- & 9-irons lengths are out of sync.

Casey Luban found this to be the case with his team. What was thought to be custom fit clubs turned out to be inconsistent performance specifications numbers.

Tour professionals, who are the best players in the world, have available to them an army of technicians to fine-tune their equipment. They do not just accept an assembled club with pre-determined specifications. Through practice with launch monitor data they are able to determine what alternations are needed to produce their desired ball flight results.

Your players are likely experiencing club performance problems. As a college golf coach, are you providing them the solution?

Solution

Your solution is SwingFit Data Analysis. In the 2018-2019 college golf season, Casey undertook this program to improve his teams' performance. With alterations made mid-year, his team improved 20 spots in the national ranking, culminated by their best finish in the Big Ten since 2008 with an invite to the NCAA tournament.

New clubs are not the answer. Analyzing the performance specifications and altering them to produce a consistent set of balanced clubs is a simple solution to creating ideal ball flight for each of your players.

Implementation

Ensure your team plays its best by implementing a SwingFit Data Analysis program. This program includes equipment analysis, launch monitor data analysis, corresponding video analysis, playing stats analysis, personal questionnaire and putting metrics analysis.

Follow-up equipment alteration is an important option to the SwingFit Data Analysis program. Alterations are available from an industry expert on golf club performance with over 50-years of experience working on golf clubs for all types of golfers including winners of major championships.

With the 2019-2020 college golf season, Coach Luban and the MSU team begin their second year with the SwingFit Data Analysis Program. Returning and new players will depend on it to improve their team scores.

Your team can enjoy a similar success story. Contact Ed Mitchell Technologies today for information on how your team can improve their scoring.

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