

Can AI Enhance Data Analysis?

Technology Helps Technology



Copilot

Compound Sector Performance — Fastest & Average
(Valid Laps Only)

Driver	T7+S3 Fastest (s)	T7+S3 Avg (s)	T10-12+S4 Fastest (s)	T10-12+S4 Avg (s)
Driver 1	24.269	24.784	27.415	27.206
Driver 2	24.310	24.628	27.182	27.245
Driver 3	24.253	24.541	27.002	27.196
Driver 4	24.292	24.568	27.057	27.252

Observations

- T7+S3:**
 - On outright pace, **Driver 3** edges it by a hair (24.253 s), but **Driver 1** has the best average — meaning they're more repeatable in this momentum-critical section.
 - Driver 2 is close on average, suggesting they're strong here but maybe not maximising the single-lap peak.
- T10-12+S4:**
 - Driver 3 again has the outright fastest (27.002 s) and the best average — they're

Ask anything

Smart

+

Copilot uses AI. Check for mistakes. Conversations are used to train AI and Copilot can learn about your interests. Change this anytime in your [settings](#) or [learn more](#).

Host:
Roger Caddell
AiM Sports

Guest:
James Colborn
JamesColborn.com



aimsports.com

Tuesday August 26th, 2025

LearnFast™

Co-Host:
James Colborn
www.jamescolborn.com



- Avid Formula Ford Racer, Motorsports Enthusiast and SIM Racer
- Producer of AiM Sports "How To" Videos on YouTube (Since 2012)
- Voice of **AiM Academy** for AiM Technologies (AiM United Kingdom)
- This is His 13th Time Co-Hosting in our AiM Sports Webinar Series



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James Colborn

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AI Enabled Data Analysis

Principles & Use Cases



CORE PRINCIPLES OF AI ANALYSIS (PERSONAL LEARNINGS)

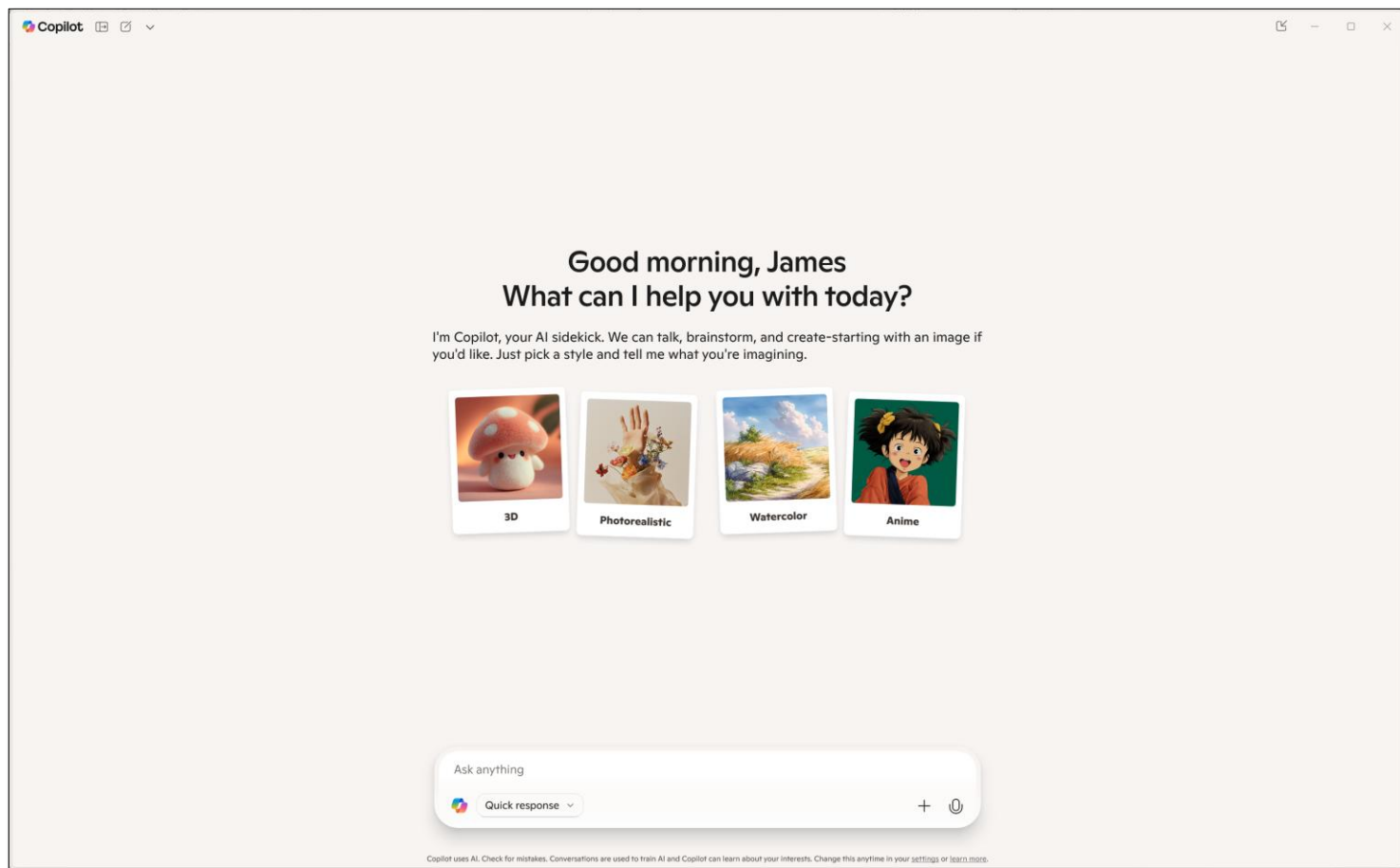
- AI should make analysis **faster, easier**, or more in depth (**better**)
- **AI is a tool**, so it won't produce magical insights unless you use it
- The quality of what you put in will determine the **quality of your output**
- **AI can get things wrong** so be vigilant with your analysis
- **Don't be frightened of experimentation** and let the AI learn from you

EXAMPLE USE CASES FOR RACE DATA ANALYSIS

- When there is a **large amount of data** to be analyzed (e.g. an Enduro)
- When there are **multiple variables** being analyzed (drivers, sectors, conditions)
- When there is **prediction** or **scenario planning** ('what if' scenarios)
- When there are **comparisons** that are needed (driver or setup comparisons)
- When looking at aspects of **consistency** (e.g. who is best over 30 laps)

Choosing Your AI Tool

ChatGPT | Google Gemini | CoPilot



3 Steps For AI Data Analysis

3 Step Approach



KNOW YOUR ANALYSIS GOAL

What is the **output that you are looking for** from the AI analysis?

In our demonstration we'll be looking at an endurance race and driver improvements (consistency, comparison, lap time and segment analysis)

CLEAN & READY YOUR DATA

Have you got all of your **data ready to go for the AI tool** to analyze?

In our analysis we'll be looking downloading Split Times Analysis reporting into a .csv file and then ensuring that the AI has cleaned the file and can read all of the data.

PREPARE YOUR PROMPT

AI will look for 4 key elements to your prompt; **goal, context, source and expectation.**

In our analysis we'll be looking downloading Split Times Analysis reporting into a .csv file and then ensuring that the AI has cleaned the file and can read all of the data.

Can AI Help With Data Analysis?

Principles & Use Cases

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If You Have Questions



LIVE DEMONSTRATION



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Can AI Help With Data Analysis?

Live Demonstration

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We Have Answers!

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Final Few “Best Practices”

Tips & Tricks (when using AI)



- **Know something about the data** source to ‘double check’ the initial analysis
- Ask the AI to ‘**show workings**’ so you can ensure it’s doing it right
- Use the **latest models or deep learning models** if there is a lot of data
- If you want something from AI, **just ask** e.g. “a summary report for each driver”
- Ask the AI to **remember your analysis** for the next time (it saves a ton of time!)
- Have the **mobile versions of AI available** for track side conversations
- There is **data everywhere** you can analyze (e.g. MyLaps, TSL Timing)

LearnFast™ E-Training Videos



Currently **289** Videos and Growing

YouTube www.youtube.com/aimdata

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- T10-S3:**
 - Driver 4** leads here (27.002-s) and has the best average — meaning they're more repeatable in this momentum-critical section.

Ask anything

Host: Roger Caddell
AIM Sports

Guest: James Colborn
JamesColborn.com

aimsports.com Tuesday August 26th, 2025 LearnFast™

CJ Greaves
Legendary Off Road Racer

Host: Roger Caddell
AIM Sports

Guest: CJ Greaves
CJGreaves.com

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March 31st, 2020

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- Race Studio 3 Basic Configuration - Part 2
- **I Have Downloaded my Data, Now What - Part 1*
- **I Have Downloaded my Data, Now What - Part 2*
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Additional Materials

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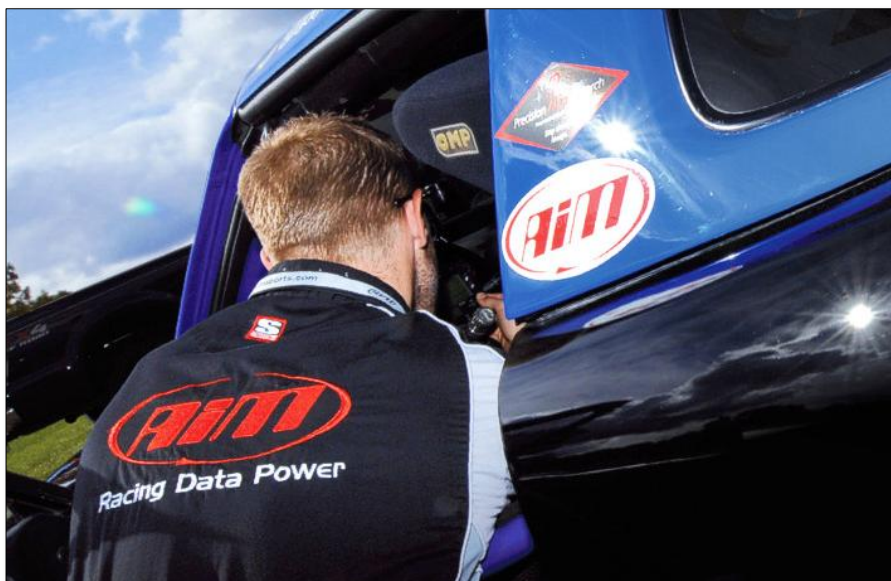
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Customer Support



AiM Sports Technical Support Staff Regularly
Attend Races and Other Events

Look For Us At An Event Near You
Or Call Us At **800.718.9090**



Customer Support

At An Event Near You!

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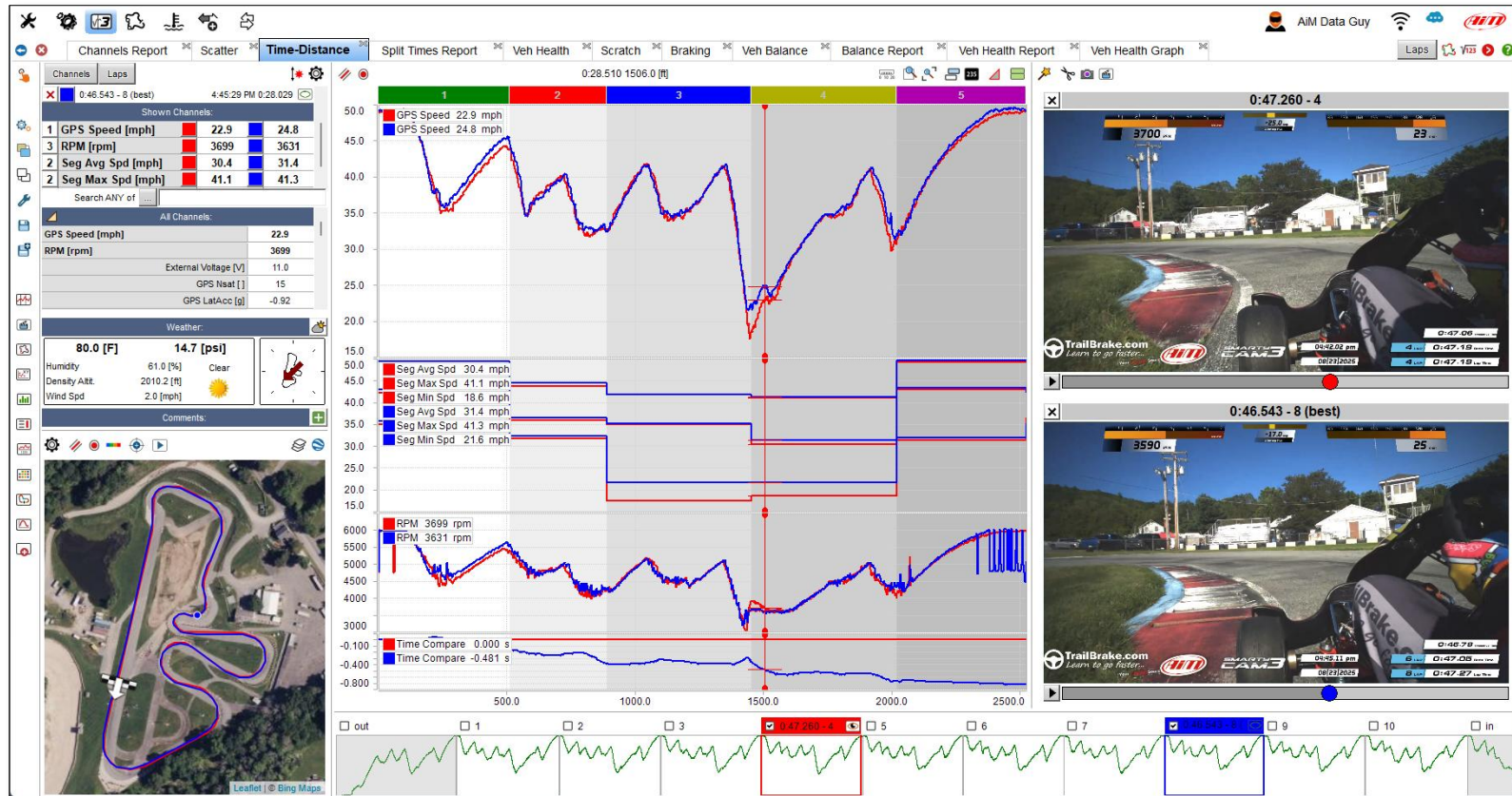
[aimsports.com](https://www.aimsports.com)

Next AiM Sports Webinar

Tuesday, Sept 9th, 2025 – 6pm Pac / 9pm East



A Data Guy Goes Karting with Guest Matt Romanowski



Next Webinar

2nd & Last Tuesday of Each Month

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Contact Information



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