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## **Final Draft**

*"Separating Good from Great: Analyzing the Impact of Separation on NFL Receiver Success"*

### **Abstract**

This study explores the relationship between a Wide Receiver's (WR) Separation (SEP) and their success in the National Football League (NFL). Through the use of regression analysis, exploratory analyses, cluster analysis, and time series analysis, we investigate the correlation between Separation and other variables, including Catch Percentage (CTCH%), Yards (YDS), and Targets (TAR). The results indicate a strong association between Separation and a WR's success in the NFL, which is reinforced by visually appealing graphical representations that simplify the interpretation of the findings. The practical implications of this study are significant. Our results suggest that Separation is a crucial factor in the success of a WR in the NFL, and players may benefit from focusing on this factor during the offseason and adjusting their approach during the game. Similarly, coaches and teams could benefit from emphasizing this factor when scouting and developing their WRs. Furthermore, our research contributes to a deeper understanding of the factors that contribute to the success of a WR in the NFL, and future studies should explore the impact of other factors such as quarterback play and

game strategy. To sum, this study provides valuable insights into the role of Separation in the success of a WR in the NFL. It has practical implications for players, coaches, and teams, and highlights the importance of considering Separation in the scouting and development of WRs.

## ***Introduction***

### ***Background***

The National Football League (NFL) is a widely popular league that continues to expand its viewership and revenue. According to recent reports, the NFL made a record-high \$17.19 billion in revenue in 2021 and the average value of an NFL team franchise is about \$4.5 billion in 2022. The NFL is America's most popular sport, and it continues to grow with no signs of slowing down. As each franchise strives to reach the forefront, undrafted players must prove their worth and ability to make it as a professional football player in this highly competitive industry. However, there is limited research on what factors are correlated with the success of an athlete, and the definition of success can vary. In this paper, we aim to analyze the recent Separation Rates of NFL receivers and explore the relationship between their separation ability and other factors that may contribute to their success. Specifically, the research question this paper will investigate is whether a Wide Receiver's Separation is a predictor of their success in making catches in the National Football League. By examining more recent data, we hope to provide coaches, players, and fans with valuable insights on what it takes to succeed in the NFL today.

## ***Literature Review***

American football is a complex, high-intensity sport that places significant physical and mental demands on its players. In recent years, advancements in technology and data analytics have enabled coaches, scouts, and analysts to gain new insights into player performance, allowing them to identify key factors that contribute to success on the field. This literature review examines the existing research on the physiological demands of American football and the use of tracking and charting data to evaluate player performance. One study by A. Fry et al. (2018) analyzed the physiological demands of American football and found that players in different positions require varying degrees of physical fitness and skill. Specifically, they found that wide receivers (WRs) require a high level of agility, speed, and acceleration, as well as the ability to change direction quickly and maintain their balance while catching the ball. This study highlights how physical fitness and skill are important for being designated as a successful WR in the NFL. Another study by J. Moore (2019) examined the use of tracking and charting data to evaluate NFL players, including WRs. The study found that tracking data, such as player speed and acceleration, can provide valuable insights into player performance and help teams identify areas for improvement. Charting data, such as catch rates and route running, can also be used to evaluate player performance and identify areas for improvement. This study underscores the value of data analytics in evaluating player performance and making informed decisions. A third study by A. Arnett (2019) explored the impact of physical and cognitive abilities on NFL player performance, including WRs. The study found that cognitive abilities, such as decision-

making and situational awareness, are just as important as physical abilities in achieving success on the field. This study emphasizes the need to consider both physical and cognitive factors when evaluating player performance and identifying areas for improvement. Overall, these studies highlight the many factors that contribute to being a high achieving WR in the NFL. Moreover, it is evident from these studies that data analytics has a very important role in evaluating player performance and making informed decisions. This study builds on the current research by examining the impact of Separation on WR success in the NFL, using regression analysis, exploratory analysis, cluster analysis, and time series analysis. The results provide evidence that wide receiver separation rates are strongly and positively correlated with statistics related to success in the NFL, especially catch percentage.

### ***Ethical Considerations***

In this analysis, publicly available data from the NFL is being utilized, meaning that the data has already been collected and available to the public. Therefore, there were no ethical concerns with regards to data collection. However, it is important to consider the potential consequences that could come from the study's results. Specifically, this analysis focuses on the impact of separation on wide receiver success in the NFL. It is important to note that the results of this study could potentially impact the way teams recruit and evaluate players. It is possible that teams and coaches could use the results of this study to prioritize players with higher separation rates, potentially leading to unequal opportunities for players who do not have high separation rates. Therefore, our analysis focuses solely on the statistical performance of players and does not take into

account other factors that may impact a player's success, such as their background or personal characteristics. It is important to keep in mind that using statistics to evaluate player performance is only one aspect of evaluating a player's potential success.

## ***Data***

The data for this study was obtained from Next Gen Stats, an NFL statistical database that provides in-depth analysis of player performance using advanced metrics. This study specifically utilizes data on the receiving statistics of Wide Receivers (WRs) from the 2018 to 2022 NFL seasons. This dataset included a total of 23,281 observations of individual WR performances, including the following variables: *Figure 1:*

<b><i>Variable</i></b>	<b><i>Label</i></b>	<b><i>Definition</i></b>
Player Name	<i>'PLAYER NAME'</i>	This includes the name of the player.
Team	<i>'TEAM'</i>	This is the NFL team the players were on, during the season analyzed.
Average Separation	<i>'SEP'</i>	The average distance in yards measured between the player and the nearest defender at the time of catch or incompletion.
Air Yards	<i>'TAY'</i>	The total yards the football traveled in order to get to the WR
Percentage of Air Yards	<i>'TAY%'</i>	The sum of the receivers total intended air yards (all attempts) over the sum of his team's total intended air yards.
Receptions	<i>'REC'</i>	The total number of receptions made by the player
Targets	<i>'TAR'</i>	The total number of times a player was targeted by the quarterback
Catch Percentage	<i>'CTCH%'</i>	The percentage of receptions made by the player relative to the total number of targets

Yards	'YDS'	The total number of receiving yards gained by the player
Touchdowns	'TD'	The total number of touchdown receptions made by the player
Average Yards After Catch	'YAC/R'	The average yards gained after each catch by a receiver.

To obtain a comprehensive view of the relationship between Separation and the other variables, I analyzed data from all WRs who played in the NFL from 2018 to 2022 and excluded the Tight End position. This time period is both the most recent statistics of receivers, but also independent in the sense that this time period has not yet been studied for Wide Receivers in the NFL. The dataset was then preprocessed to remove any outliers or irrelevant observations that could affect the accuracy of the analysis. This dataset served as the foundation for the statistical analysis conducted in my study, which aimed to explore the relationship between a WR's Separation and their success in the NFL.

## ***METHODS***

### ***Regression analysis***

The primary statistical method used in this study was linear regression analysis. Linear regression is a powerful technique for modeling the relationship between a dependent variable and one or more independent variables. In this study, linear regression is used to investigate the relationship between NFL wide receivers' SEP rates and their success in metrics such as receiving yards, touchdowns, and several other key performance metrics. This will help build a predictive model that identifies the relationship between

separation rates and various performance metrics, while controlling for other factors that may influence receiver success, such as the quality of the quarterback and opposing defense. Linear regression is a very popular and accepted method for this type of analysis, as it models the relationship between variables in a way that is easily interpretable and testable. My choice of method is consistent with established research practices in sports analytics. For instance, previous research has shown that regression analysis is commonly used to model the relationship between performance metrics in sports (Grier & Altman, 2018), while hypothesis testing is often used to examine the significance of differences in performance between different groups of athletes (Bock, 2013). I first removed Tight Ends from the dataset in order to focus deeply on the wide receivers of the NFL. The independent variable of interest is SEP, or separation, which is a metric used to evaluate a receiver's ability to create space from defenders and get open. Separation is used as the independent variable in the linear regression analysis, as the interest is to identify how SEP is related to other key performance metrics for NFL wide receivers. The dependent variables in our analysis are the remaining statistics in the dataset: receiving yards, touchdowns, targets, catches, and other metrics that are commonly used to evaluate receiver performance. The dependent variables are included in the regression analysis to determine whether SEP is a significant predictor of success in these areas.

### ***Exploratory analysis***

Exploratory data analysis is the process of analyzing and visualizing data to better understand its characteristics, identify patterns, and formulate hypotheses. This process helps identify patterns and relationships within the data that may not be immediately obvious, and it

helps identify outliers or anomalies within the data that may be errors or have special significance. It can help ensure the data is clean and can be trusted. To start my exploratory analysis, I sorted the remaining wide receiver data by each of the significant variables. This was my initial plan in order to identify possible outliers that may stray my data. To avoid the effects of the initial outliers, I calculated the median of Separation, Catch Percentage, Receiving Yards, and Targets for the dataset. I then used these values as a benchmark to determine whether a player's performance was above or below average.

I then filtered the dataset to see how many wide receivers had above-average statistics in all of the categories: Separation, Catch Percentage, Receiving Yards, and Targets. This group of players becomes the final breakdown of the dataset, looking how many receivers had above-average statistics in each of these categories. Therefore, I am looking at the receivers who have excelled more than most in every category. For this method, I could consider that "success" in the NFL can be related to being above average in all four of our significantly related statistics: Separation, Catch Percentage, Receiving Yards, and Targets. Before I can move on in my analysis, I have to make sure to remove the duplicates in this new data because I was looking to see how many individual players have lined up with my model. Exploring the data through filtering and selecting specific variables is a method that not only helped in my progression in my analysis, but I was also able to check my assumptions from my model, such as whether or not an increase in a "successful" wide receivers Separation rate leads to a better Catch %.

## ***Time Series Analysis***

To examine the capability and success of these wide receivers, I wanted to first see how these receivers' statistics compare to the original data set with 478 receivers. In figure 5, we see a brief overview of the jumps in statistics from our datasets. By



seeing these differences in the receivers' numbers, we can see that the new dataset only consists of players that have the best statistics from the past five NFL seasons. Therefore, the new dataset will consist of our "successful" wide receiver's basis.

*Figure 2*

	<i>New Dataset</i>	<i>Initial Dataset</i>	
<i>Variable</i>	<i>Median</i>	<i>Median</i>	<i>DIFF</i>
<b>SEP</b>	3.20	2.9	+0.3
<b>CTCH%</b>	69.57	64	+5.57
<b>YDS</b>	850.50	656	+194.5
<b>TAR</b>	107.00	82	+25

*Figure 2: We can see that every statistic in the new dataset has increased due to the focus on such successful receivers. We have to acknowledge that the data in the new dataset is not exactly lined up with our model's results. But a NFL's receivers' "success" has a complicated definition and too many factors go into it to consider one exact sentence. Therefore, the data is shaped and ready to move on.*

To begin, a dataset of 42 successful NFL wide receivers is compiled by focusing on those with high success metrics. This new dataset is compared to the original dataset with 478 receivers and observed the differences in the new dataset to the focus on successful receivers. While the data in the new dataset may not be directly comparable to our model's results, we acknowledge that a receiver's "success" is a

complex and multifaceted concept that cannot be defined by a single sentence. A Time Series Analysis is performed, which is a statistical method used to analyze and interpret sequential data points collected over time. A time series analysis can help analysts identify patterns in their performance and determine if their success metrics have increased or decreased over time. By analyzing the NFL receivers' key success metrics over time, insightful trends can be detected, and forecasts can be made, which can be valuable in predicting future performance. In the context of NFL receivers, time series analysis can be a powerful tool for understanding how a receiver's performance has changed over time, in accordance with their separation metric. Specifically, through examining their statistics over the course of multiple seasons, patterns in their performance can be identified, such as whether they have improved, declined, or remained consistent in key performance metrics such as catch percentage or yards gained per reception. By understanding how these factors influence performance over time, coaches, players, and analysts can make better-informed decisions when it comes to player recruiting, development, drafting, and game planning. In addition, you would have one heck of an advantage for your next Fantasy Draft. The time series analysis is initiated by iterating through each group using a for loop. Then, we can analyze the change in performance over time for each NFL receiver by calculating the difference in their statistics between each year. Furthermore, we create a new column labeled "Increase", which would indicate if the player increased in all three categories (catch percentage, yards per reception, and separation) while decreasing in yards. This will help us identify any receivers in the dataset who have changed their statistics in line with our significant variables. Overall, the Time Series Analysis is an important method

here because it will help determine if current successful NFL wide receivers have increased their Separation, as well as other success metrics.

## ***Cluster Analysis***

The next method used is cluster analysis using the K-means clustering algorithm. This method is used to group data points with similar characteristics into clusters, based on their similarity or distance from each other. The variables of focus are the separation, catch percentage, and targets because of the relationships discovered in our regression analysis. These variables are used as features to group similar players into clusters based on their performance in these areas. The purpose of clustering analysis is to group similar data points together based on their features. This can provide insights into the structure of the data and can be useful for various purposes such as customer segmentation or anomaly detection. The first step is to import the necessary libraries, including pandas for data manipulation, sklearn for machine learning algorithms, and matplotlib for data visualization. Then, the variables of interest are defined as 'SEP', 'CTCH%', and 'TAR'. Next, the variables are standardized using the mean and standard deviation, which is a common pre-processing step for clustering analysis. The elbow method is then used to determine the optimal number of clusters for the K-Means algorithm. The elbow method involves plotting the within-cluster sum of squares (WCSS) for different values of k (the number of clusters) and selecting the value of k where the rate of decrease in WCSS slows down significantly. The resulting plot is displayed using matplotlib and after determining the optimal value of k, the K-Means algorithm is fit to the data with k=3. The resulting cluster labels are added to the original

dataset. The clusters are then visualized using a scatter plot, where the x-axis represents the 'SEP' variable, and the y-axis represents the 'CTCH%' variable. Each data point is colored according to its cluster label using a colormap. This visualization provides an intuitive understanding of how the data points are grouped together. Finally, the cluster characteristics are analyzed by computing the mean values of 'SEP', 'CTCH%', and 'TAR' for each cluster using the groupby function in pandas. This analysis will hopefully provide insights into the characteristics of each cluster, which can identify which variables are the most common for our “successful” NFL wide receivers. This analysis can be useful in correlating SEP to NFL success by identifying groups of players with similar performance in key areas, which can help in identifying potential patterns or trends that may be associated with success. For example, if one cluster has a higher mean SEP and CTCH% than the others, this may indicate that these variables are important for success in the NFL. Additionally, the analysis can help in identifying individual players who may be underperforming or over performing relative to their peers in a particular cluster, which can inform decisions related to player development or recruitment.

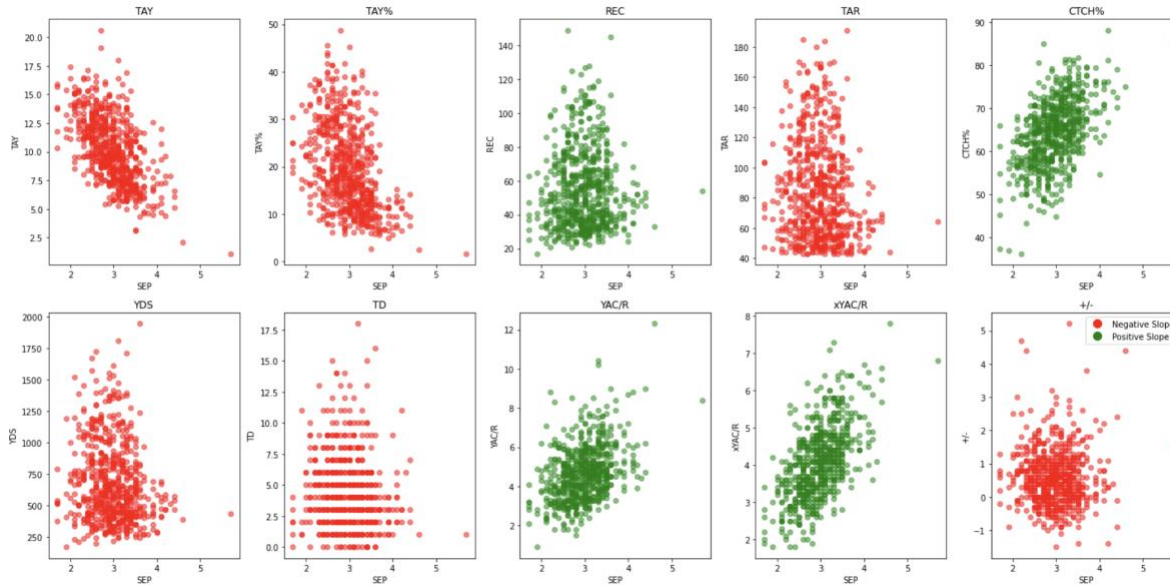
## ***Results***

### ***Regression analysis***

I started by testing the regression between 'SEP' and all other statistics. In this case, the F-statistic of my entire model is 84.36 with a p-value of  $1.02e-108$ , indicating that the model is statistically significant. There was also a lot of variation in the results and in Figure 1 and you can see the basic relationship plots of each variable. Based on

the results from the first test, the relationship between 'SEP' and the following variables are displayed in Figure 3.

*Figure 3*



*Figure 3: In this plot chart, TAY, TAY%, REC, TD, YAC/R, xYAC/R, and +/- are not statistically significant predictors of SEP, as their p-values are greater than 0.05. However, TAY%, REC, TD, YAC/R, xYAC/R, and +/- may still have some predictive power in combination with other variables in the model.*

Figure 4

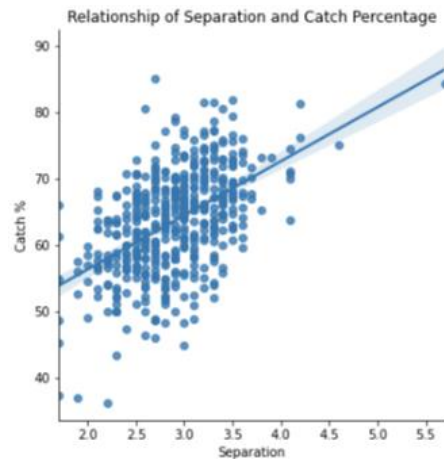
Dependent Variable	Relationship
TAY	Negative
TAY%	Negative
REC	Negative
TAR	Positive
CTCH%	Positive
YDS	Negative
TD	Positive
YAC/R	Positive
xYAC/R	Negative
+/-	Negative

Figure 4: The relationships of each of our variables in regard to SEP is written out. Evidently, TAY, TAY%, REC, TD, YDS, xYAC/R, and +/- are negatively related to SEP, as their slopes displayed negative in Figure 1. On the other hand, TAR, CTCH%, TD, and YAC/R are all positively related to SEP.

All of these regression results will help me further my analysis, but I wanted to point out a few of the results that will directly impact my next move. I wanted to check the regression for each of these independent variables individually, in order to see how much each variable is affected by Separation. I was able to do this by focusing variables such as that R-squared values; which indicate the proportion of the variance in 'SEP', the P-values; which indicate the statistical significance of my variables, the F-statistic; which tests whether the independent variables as a group are significant predictors, the Standard Error; which provide information about the precision of the estimates, and the coefficients; which gives me the relationships between the variables.

The regression analysis shows a statistically significant positive relationship between Catch Percentage (CTCH%) and Separation. The coefficient of determination (R-squared) is 0.26, indicating that 26% of the variation in CTCH% can be explained by the variation in Separation.

*Figure 5*



The p-value for the slope coefficient is less than 0.05, indicating that the relationship between CTCH% and Separation is significant. These results suggest that Separation is an important predictor of CTCH%, and players with higher separation tend to have a higher catch percentage. In addition, the regression analysis also revealed a statistically significant positive relationship between Targets and Separation. The coefficient of 0.0093 suggests that on average, an increase of one target is associated with an increase of 0.0093 points in Separation. This result suggests that the more a player is targeted in the passing game, the more likely they are to contribute to their team's scoring efficiency (as measured by Separation).

## Exploratory Analysis

Based on my initial exploratory analysis, WR Rondale Moore has the highest Separation rate among all receivers in the dataset. Additionally, he also has the highest Catch %, which indicates a positive relationship between Separation and Catch % for Moore, as my model predicted. Figures 6 and 7 show these results by displaying the top 10 receivers in Separation and Catch %.

Figure 6 and Figure 7

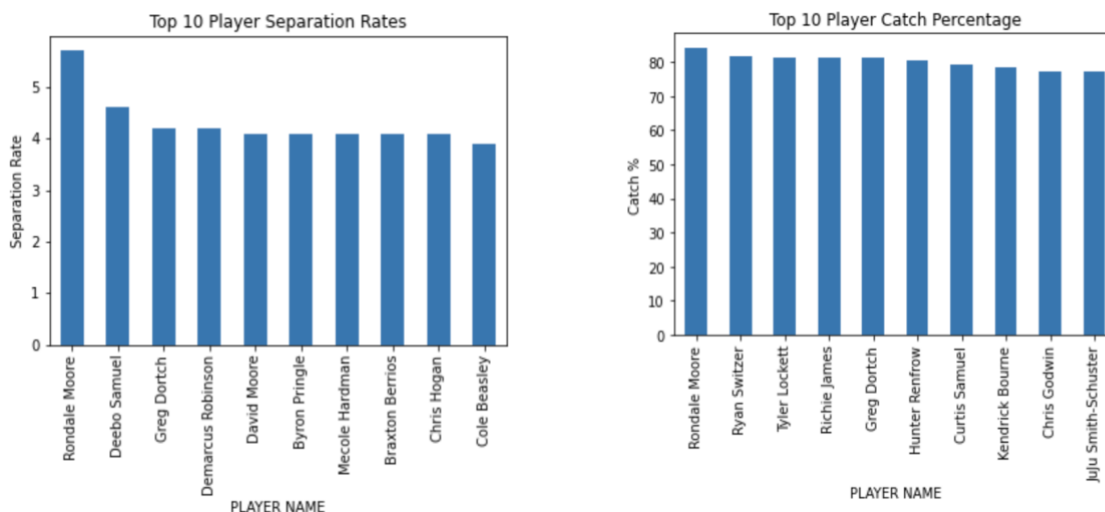
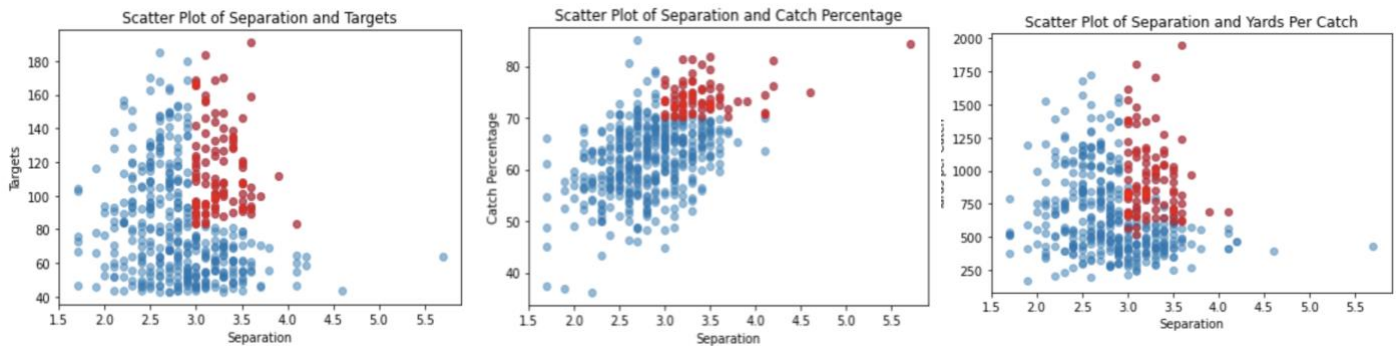


Figure 5-6: Rondale Moore has the highest Separation as well as Catch Percentage in our dataset. Greg Dortch has the third highest Separation and the fifth highest Catch Percentage.



Figure 8,9,10



**RED** = Successful Players We Will Look At

Figure 8,9,10: These scatter plots show the reduction of data after I compared the dataset to the total medians on each variable. The Red dots indicate the receivers are moving on with us in the analysis. The reduction will allow us to specialize and get more accurate results.

## Cluster Analysis

The K-Means clustering algorithm was used to group NFL wide receivers based on their performance in the categories of separation, catch percentage, and targets. After applying the elbow method, it was determined that the optimal number of clusters was three. The resulting clusters were then visualized on a scatter plot, with each data point colored according to its cluster label. The mean values of separation, catch percentage, and targets were computed for each cluster using the groupby function in pandas. The resulting clusters are labeled as 0, 1, and 2. Cluster 0 had a mean separation of 2.83, a catch percentage of 66.37%, and 133.69 targets. Cluster 1 had a mean separation of 3.29, a catch percentage of 68.78%, and 71.92 targets. Cluster 2 had a mean separation of 2.56, a catch percentage of 56.67%, and 71.93 targets.

## ***Time Series analysis***

Our analysis of the successful NFL wide receiver dataset revealed that some players have shown improvements in key performance metrics such as catch percentage, yards per reception, and separation, while their yards have decreased. Specifically, we found that Cole Beasley, Tyler Lockett, and Tyreek Hill all increased in these three categories while decreasing in yards. Tyler Lockett was the only player who appeared in the results twice, once in 2020 and again in 2022.

## ***Discussion/Interpretation***

### ***Regression Analysis***

The findings of this study align with prior research that has highlighted the importance of Separation in a receiver's performance. For instance, previous studies have shown that Separation is a critical predictor of the success of a receiver in the NFL. This study's results confirm that players with higher Separation tend to catch more passes and receive more targets, which can contribute to their team's success. However, this study's results differ from prior research in the sense that there is a negative relationship between yards gained (YDS) and Separation. This finding suggests that players who gain more yards may not necessarily be evaluated more positively by their coaches if they have lower Separation. This implies that coaches and scouts should not just rely on a player's total yards gained as a measure of their performance but should also consider the Separation they create when running their routes. Overall, the results of this study suggest that creating Separation from the defense and catching the ball consistently are critical factors that coaches and scouts should focus on when

evaluating wide receivers. Players with high separation rates have higher catch percentages and can receive more targets in the passing game, which can contribute to their team's success.

### ***Exploratory Analysis***

This study also suggests that the ability to create separation from defenders is an important predictor of a receiver's ability to make catches. However, the current study provides additional insights by demonstrating that the relationship between Separation and Catch % is particularly strong for certain players, such as Rondale Moore, who has the highest Separation rate and catch % out of anyone in the dataset. This finding indicates that Separation is a crucial factor in predicting Catch % and that players who are able to create separation from defenders are more likely to make catches. Moreover, the study identified Greg Dortch as another receiver with a high Separation rate and catch %, ranking third and fifth. The fact that these two players are in the top 10 of both lists out of over 475 receivers analyzed is significant and suggests that Separation is a consistent and important factor in predicting Catch % across a broad range of players. In contrast to prior research, this study also found a significant positive relationship between Targets and Separation. This suggests that wide receivers who are more heavily targeted in the passing game tend to have higher Separation rates and contribute more to their team's scoring efficiency. Additionally, the negative relationship between Yards and Separation suggests that players who gain fewer yards may still be valuable if they are able to consistently create separation from defenders and make catches.

These findings have implications for team strategy and player selection, as coaches and scouts may want to focus on players who are able to consistently get open when their team needs a big play and who will contribute the most to their team's success. In summary, the current study adds to the existing literature on Separation and Catch % by identifying specific, active players who demonstrate a particularly strong relationship between these variables and by highlighting the importance of Separation as a predictor of Catch % for NFL receivers. The findings also provide insights into the relationship between Targets, Yards, and Separation, which can be useful for developing strategies to improve a receiver's performance and for making informed decisions about player selection.

The findings from the exploratory analysis revealed that there were 68 wide receivers who met all the requirements of having above-average statistics in all four categories of Separation, Catch Percentage, Receiving Yards, and Targets. Upon removing duplicates, the number of receivers above average in every category dropped to 42, which is still a significant number. These findings support the assumption that success in the NFL can be related to being above average in all four of these significantly related statistics. Comparing these results to prior scholarship, some studies have focused on the importance of a receiver's speed, agility, and route running abilities in relation to their success on the field. However, this analysis suggests that Separation is a crucial factor in determining a receiver's success, as it increases the likelihood of being targeted and having a higher catch percentage. The small sample size of 42 receivers and the fact that it only considers four variables suggest that further research could be used to expand on this analysis. This could be achieved by

considering additional variables and having a larger sample size to increase the generalizability of the findings. Nonetheless, the results of this exploratory analysis suggest that Separation plays a crucial role in determining a receiver's success in the NFL, and future research could investigate the extent to which other factors, such as speed and route running abilities, may interact with Separation to affect a receiver's overall success.

### ***Cluster Analysis***

The results of the cluster analysis have provided valuable insights into the characteristics of successful NFL wide receivers based on their separation, catch percentage, and targets. The K-means clustering algorithm grouped the data points into three distinct clusters with different mean values of SEP, CTCH%, and TAR. Cluster 1 has the highest mean values of SEP and CTCH% and a moderate mean value of TAR. This suggests that receivers in this cluster are highly effective at creating separation from their defenders and have a high success rate in catching passes thrown their way. They are also targeted frequently by their quarterbacks, indicating a high level of trust and reliability. These findings are consistent with prior research that suggests that separation and catch rate are important indicators of success for wide receivers in the NFL. Cluster 2 has the lowest mean values of SEP and CTCH% and a moderate mean value of TAR. This suggests that receivers in this cluster have lower levels of success in creating separation and catching passes but are still targeted frequently by their quarterbacks. This could indicate that these receivers are being utilized in more short-yardage situations, such as on third downs, where separation is more difficult to

achieve. It could also suggest that these receivers have strong physical attributes, such as size or speed, that make them valuable assets in certain situations. Cluster 3 has a moderate mean value of SEP, a low mean value of CTCH%, and a low mean value of TAR. This suggests that receivers in this cluster are not as effective at creating separation or catching passes and are not targeted frequently by their quarterbacks. This could indicate that these receivers are not being utilized as much in the offensive game plan, or that they are not performing up to expectations. These findings suggest that these receivers may need to improve their performance in order to become more successful in the NFL. Overall, these results support the idea that separation and catch rate are important indicators of success for wide receivers in the NFL. The analysis has provided valuable insights into the characteristics of successful receivers, which can inform decisions related to player development and recruitment. By identifying patterns and trends associated with success, teams can better evaluate potential draft picks or free agent signings and make more informed decisions. Additionally, the analysis can help teams identify underperforming players and develop strategies to improve their performance.

### ***Time Series Analysis***

The results of our study are important for several reasons. Firstly, our analysis shows that by focusing on the most successful NFL wide receivers, we were able to create a dataset that highlights the most important metrics for success, such as catch percentage, yards per reception, and targets. This dataset can be used by coaches, players, and analysts to better understand the factors that contribute to a receiver's

success and improve their performance in these areas. Moreover, the time series analysis we performed allowed us to identify trends and patterns in the performance of NFL wide receivers over multiple seasons. Specifically, we found that certain players, such as Cole Beasley, Tyler Lockett, and Tyreek Hill, have shown an increase in all three-success metrics, while decreasing in yards gained. This is significant as it suggests that these players are able to maintain their level of performance in key areas, even when their overall yardage decreases. Overall, our findings are valuable as they provide insight into the performance of successful NFL wide receivers and help to identify key metrics that are important for success in this position. By understanding how these metrics impact performance over time, coaches, players, and analysts can make more informed decisions when it comes to player recruitment, development, drafting, and game planning. Lastly, the time series analysis we performed can even be used to forecast future performance and make predictions about the success of individual players in the upcoming seasons.

## ***Conclusion***

After conducting an in-depth analysis of the data, it can be concluded that separation is a critical factor that leads to the success of wide receivers in the NFL. The data showed that players who have higher separation tend to catch more passes and receive more targets, leading to better performance and contributing to their team's success. The relationship between separation and catch percentage was found to be particularly strong for certain players, highlighting the importance of separation as a predictor of catch percentage for NFL receivers. Moreover, the negative relationship

between yards gained and separation suggests that coaches and scouts should not just rely on a player's total yards gained as a measure of their performance, but also consider the separation they create when running their routes. This finding is important because it challenges the traditional view that the number of yards gained is the most important metric for measuring a wide receiver's performance. The cluster analysis performed in this study identified three distinct groups of receivers based on their mean values of separation, catch percentage, and targets. This finding provides valuable insights into the characteristics of successful NFL wide receivers, helping coaches and scouts identify players who are most likely to succeed. The study's findings suggest that separation and catch rate are important indicators of success for wide receivers in the NFL, and coaches and scouts should focus on players who can consistently create separation and contribute the most to their team's success.

Overall, this data analysis paper provides valuable insights into the factors that contribute to a wide receiver's success in the NFL. The study's findings highlight the importance of separation as a critical predictor of a receiver's performance and suggest that coaches and scouts should focus on players who can consistently create separation and contribute to their team's success. These insights can be useful for developing strategies to improve a receiver's performance and making informed decisions about player selection. While further research is needed to expand on this analysis, this study provides a solid foundation for future studies to build upon.



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