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*Links to Other work, Medium Articles
and LinkedIn available on request*

INTRODUCTION

The sports industry is valued at more £1.3 trillion

This accounts for over 35.6%. Of the recreation industry

The NFL itself made approximately 8.1 billion dollars in the 2019/20 season

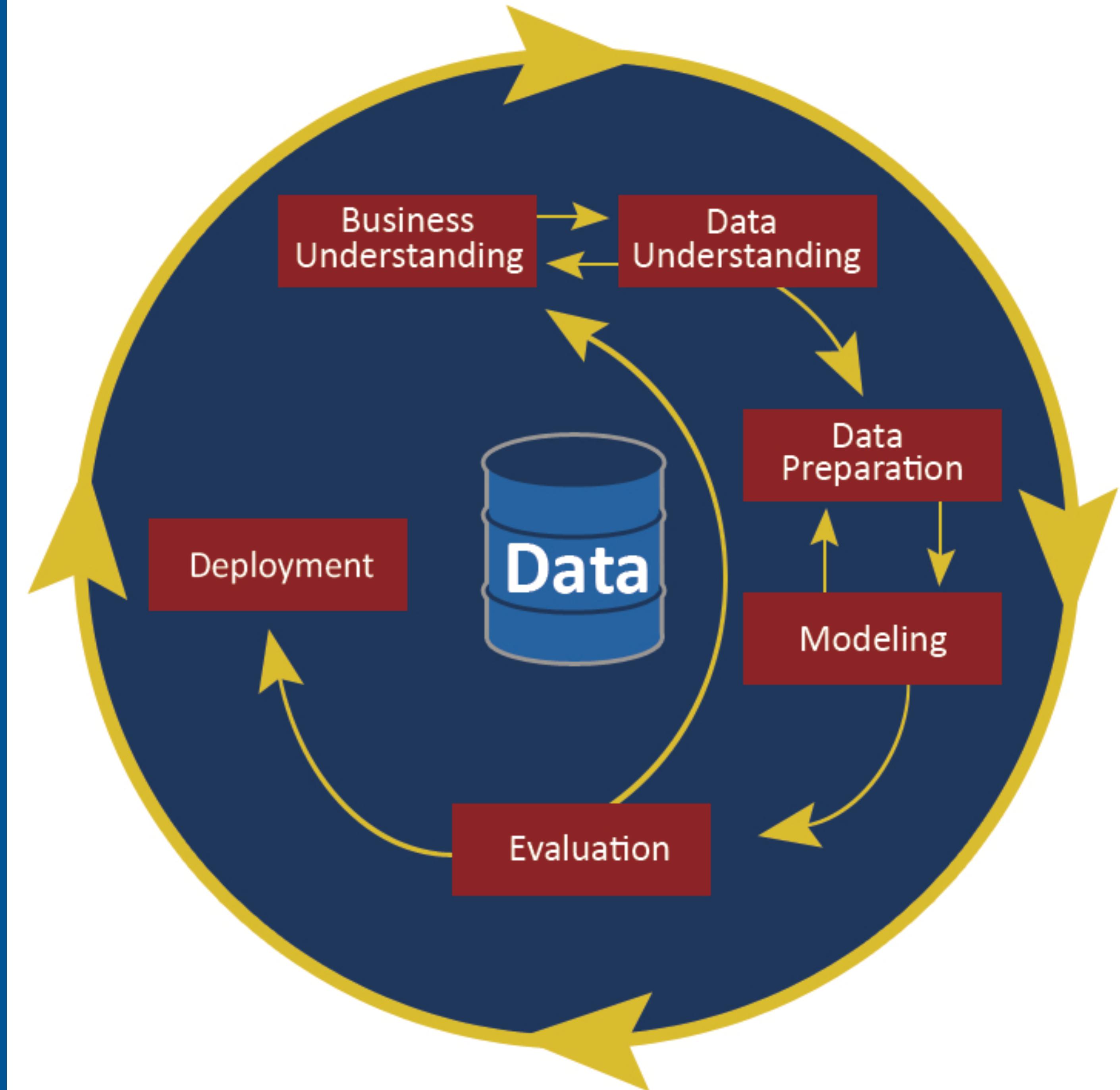


THE PROBLEM

How can an NFL Team Win more games, and in turn enlarge its profit margin?



THE PROCESS



THE SOLUTION

1. Run
anthropometric
analysis of
performance

2. Build a model that
predicts in game
situations in real-
time



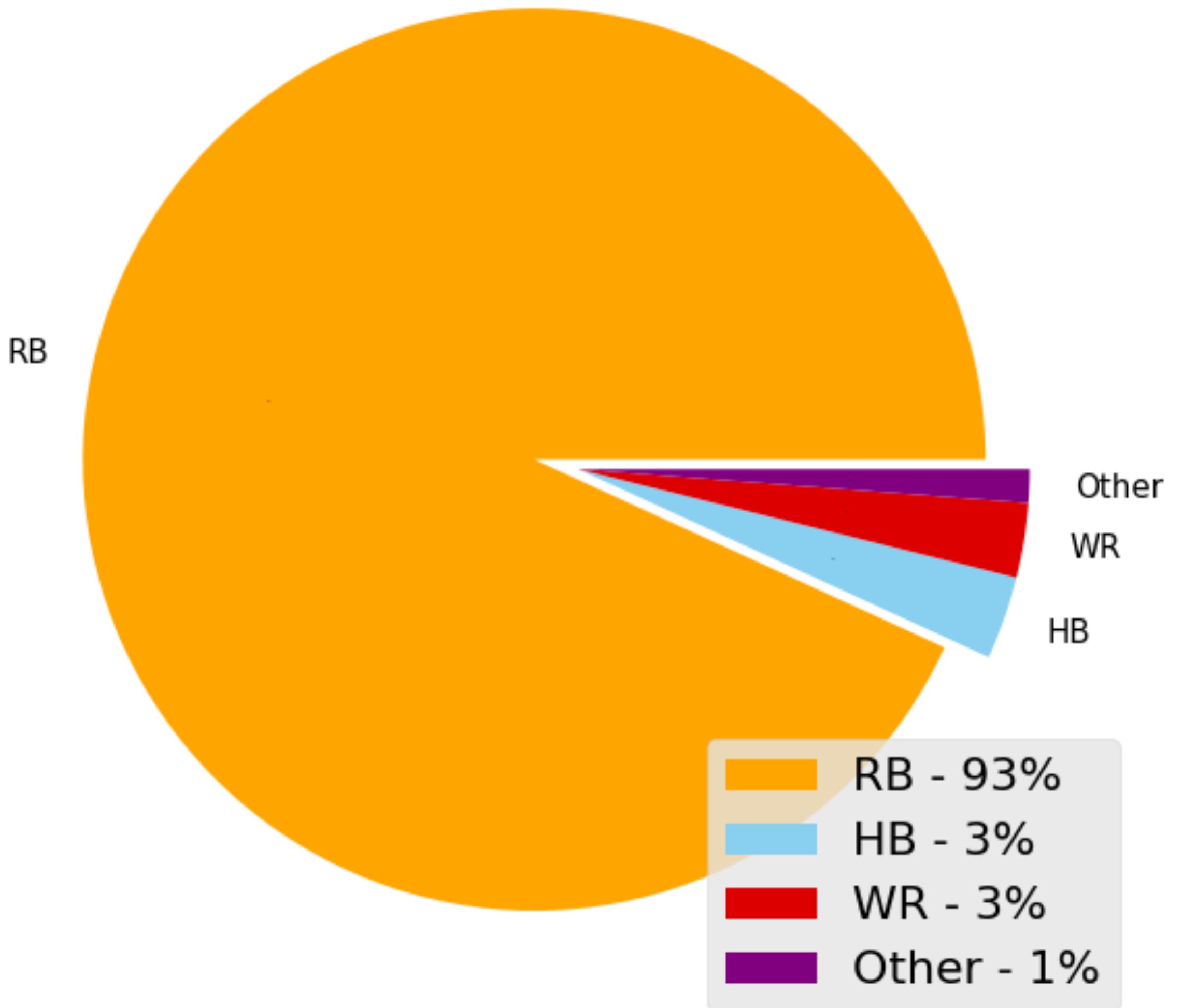
FINDINGS

Most Running Backs will run for around 300 yards per season

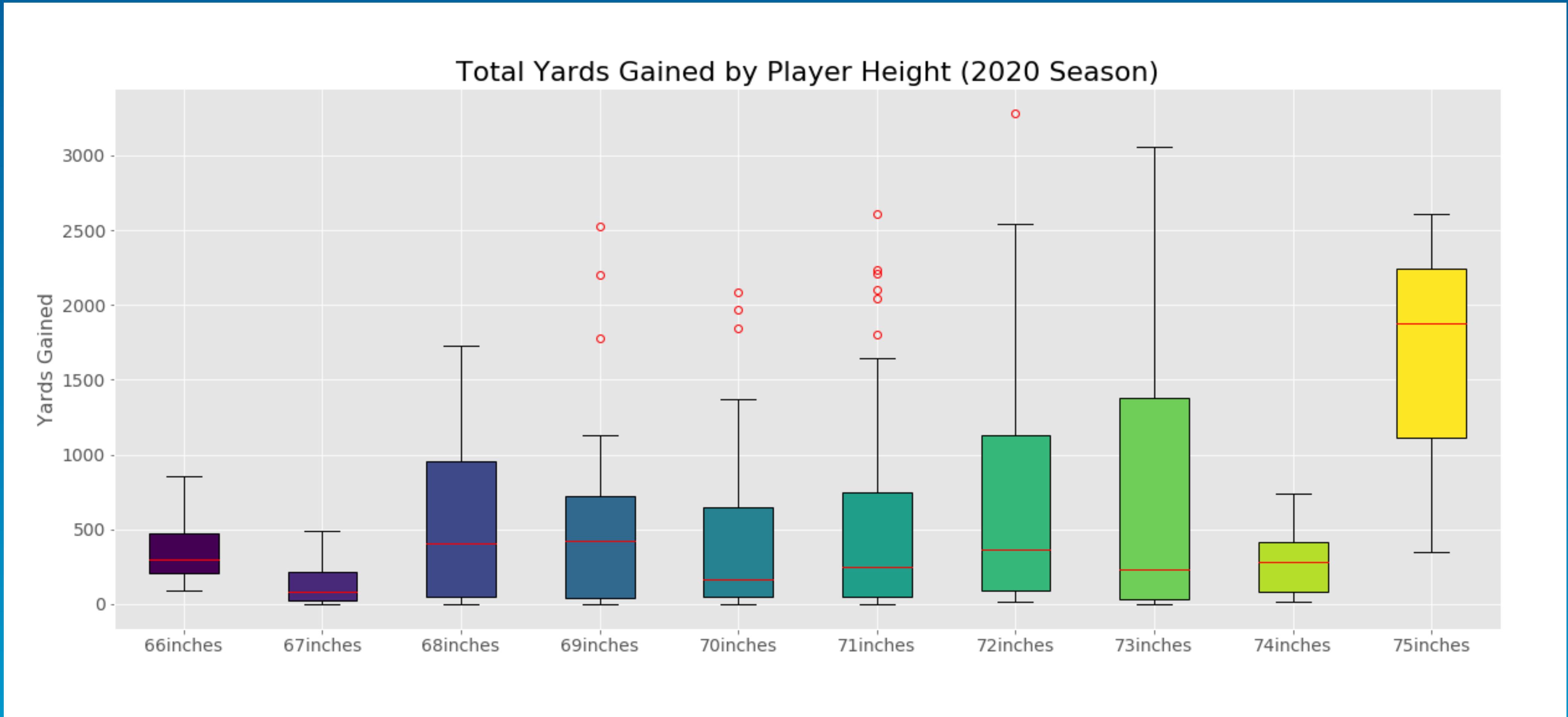
Most of the plays that resulted in a loss of yards involved a Wide Receiver running the ball

There were no Running Backs under 200lbs or over 230lbs that ran for more than 2,000 yards

Proportion of Run Plays by Position



FINDINGS



*Surprisingly, the **median** number of yards ran for is **largely identical** across categories*

THE MODEL

*The final model used was
a **Linear Regression** model*

*All models drastically
under performed*

*The reason for this is due
to the relationships
between the features and
output variable not
satisfying the **assumptions**
of Linear Regression*



FUTURE IMPROVEMENTS

*Run a **time series analysis** on the data across the weeks of the competitive season*

*Utilise **non-linear models** to better explain the relationships between the features and the yards gained per play*



THANK YOU FOR LISTENING

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