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Stats 302

Final Project - Northwestern Football 2012/2013

There were a few insights that I wanted the visualization that I created to communicate about the Northwestern Football Offensive performance in 2012 and 2013. One observation that I wanted to communicate was the general tendencies of Northwestern to either pass or run the ball in any given game. Another observation that I wanted to communicate was the relative success that the Northwestern Offense had in 2012 versus the downturn that it took in 2013. A third observation that I wanted to communicate was the effect of injuries on both the attempts and yards on the rushing offense of Northwestern.

In my app it is possible to see the amount of pass attempts that Northwestern tries in a given game versus the rushing attempts. In both 2012 and 2013 there was a emphasis on the rushing attack. In 2012 there were only two games where there was a significantly higher number of passes attempted than rushes. In addition, there were only two games where the number of attempts were relatively similar. In 2013 this was similar as there were only three games where there significantly more passes attempted than rushes.

I also designed my app to show the difference in the success of Northwestern’s offense in 2012, versus it’s performance in 2013. In general, the Northwestern offense was more successful in 2012. We can see this by looking at the yardage output in both rushing and passing in both years. In 2012 there were 3 games where the Northwestern rushing attack generated more than 300 yards and 1 where it came extremely close to that mark. The passing offense was also potent as there were 3 games where it generated around 250 yards or more. These performances were also interspersed throughout the year, signaling a fairly consistent performance. On the other hand, in 2013, the Northwestern offense was generating a significant amount of yards in the first 5 games, and did worse from that point on. The passing offense generated around 250 or more yards 2 times beyond the fifth game. The rushing attack gained 300 or more yards only once in the 2013 season.

Lastly, it is possible to see the effect that significant injuries had upon the Northwestern offense in 2013. In Week 6, Venric Mark, the starting runningback was injured and did not return for the rest of the season. In the visualization, this might be related to the imbalance between passing and rushing in Week 7. However, the effect was not truly felt until Stephen Buckley, a replacement runningback was lost in Week 9 to a knee injury. After this point the rushing attempts and rushing yard totals fell accordingly.