

# Receiver Efficiency & Impact Score (REIS)



Receiver Evaluation Packet  
Developed by Patrick Grosskopf, MPS

# About the Author & The REIS Framework

My background is rooted in sport management, performance analytics, and player evaluation. I earned my Master's degree in Sports Management (MPS) while working in Division I athletics, where I supported coaching staff through film breakdown, data analysis, scouting preparation, and athlete monitoring technologies such as Catapult. That environment taught me how decisions are made inside a program — where time is limited, margins are small, and information must be actionable.

Alongside my applied experience, I've built an analytical foundation through hands-on work in Python and Excel, using them for data cleaning, metric development, trend analysis, and visualization. I've used these tools to structure player evaluations, track performance indicators, and build models that translate raw data into football-relevant insights. I am also continuing my development through coursework with The Scouting Academy, where I focus on film evaluation, player grading, and understanding how traits translate to scheme and role.

Through these experiences, I developed a strong interest in how quantitative analysis can support football decision-making. I believe analytics should not replace coaching or film study, but rather help direct attention, sharpen questions, and reduce blind spots. That mindset led me to begin building my own evaluation tool "REIS".

## REIS Methodology

### REIS Framework Overview

The Receiver Efficiency & Impact Score (REIS) is a composite metric designed to evaluate wide receiver performance through a multiplier framework that balances volume, efficiency, reliability, and impact. The goal is to capture how receivers contribute to offensive success beyond raw totals.

REIS can enhance film evaluation, but to provide a structured data lens that highlights where deeper analysis should be directed.

### REIS Pillars:

#### Reliability (25%)

Measures how consistently a receiver converts opportunities. Metrics include: catch rate, drop avoidance (via catch %), first-down conversion rate, success rate on targets

Why it matters: reliable receivers sustain drives and maintain quarterback trust.

#### Efficiency (30%)

Measures value per opportunity. Metrics include: yards per target, yards per reception, explosive play rate, yards generated relative to volume.

Why it matters: efficiency shows whether production is earned or inflated by volume.

### **3 Impact (25%)**

Measures high-leverage contribution. Metrics include: touchdowns, first-down conversions, explosive plays (20+ yards), chain-moving plays.

Why it matters: impact plays change field position and scoring probability.

### **4 Usage (20%)**

Measures role and workload. Metrics include: targets per game, offensive involvement, share of Passing offense.

Why it matters: usage provides context for production sustainability.

A high REIS score typically indicates a receiver who:

- Converts opportunities into real offensive value
- Sustains production rather than fluctuates
- Provides return on financial investment
- Supports quarterback efficiency and drives success.

Data Sources: Publicly available NFL statistics with proprietary aggregation and normalization methods.

## **Composite Scoring**

Each pillar is normalized and weighted into a **100-point scale** to create a balanced profile. Players with no major weaknesses across pillars typically grade highest.

## **Why I Built REIS**

REIS was created to answer a simple but important question:

## **Which receivers truly create offensive value per opportunity?**

Traditional stats often reward volume. A player with heavy targets can accumulate production even if efficiency is average. However In a salary-cap league, teams must distinguish between volume-based production and impact-based production. I wanted a framework that balanced usage, efficiency, reliability, and scoring impact in one structured view.

REIS was designed to:

- Highlight receivers who maximize opportunities
- Identify sustainable production profiles
- Surface potential surplus-value players
- Support smarter roster and cap decisions

The goal is to provide context for deeper evaluation. Not to label players as “good” or “bad”.

## What REIS Measures

REIS evaluates receivers across four pillars:

**Reliability** — Catch rate, ball security, and ability to convert targets.

**Efficiency** — Yards per target, yards per reception, success rate.

**Impact** — Touchdowns, first downs, explosive plays.

**Usage** — Target volume and yards per game.

Together, these create a balanced profile that reflects both opportunity and performance.

## My Goal in Football Analytics

My goal is to contribute to a football operations or analytics department where data can be used to support smarter decisions. I enjoy building models, but more importantly, I enjoy asking the right questions and connecting numbers back to football reality that helps teams win.

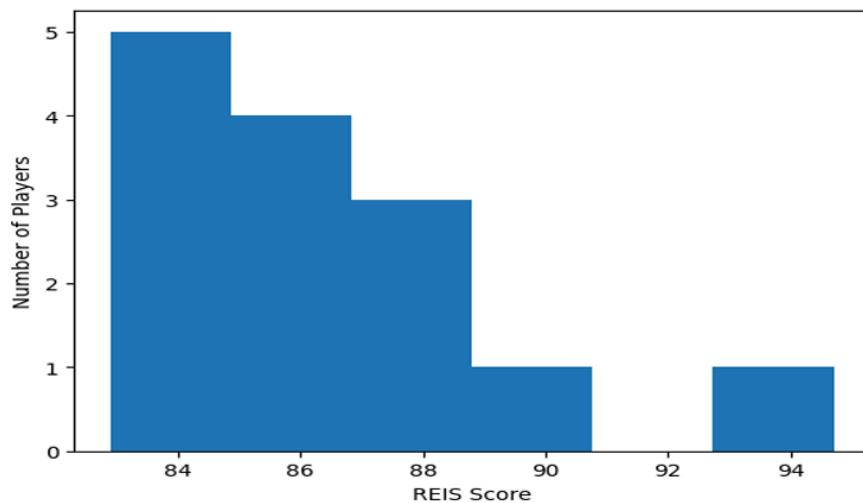
REIS is one step in my development as an evaluator. It reflects how I think about value, sustainability, and roster construction. I plan to continue refining it, testing it against film, and improving its predictive power.

At the end of the day, my goal is simple: **help teams make better decisions and gain small advantages that add up over a game for the whole season.**

## Top 10 REIS Rankings

Rank	Player	Team	REIS
1	Puka Nacua	LAR	94.7
2	Jaxon Smith-Njigba	SEA	89.0
3	Ja'Marr Chase	CIN	88.4
4	Amon-Ra St. Brown	DET	88.4
5	Stefon Diggs	NWE	88.3
6	CeeDee Lamb	DAL	86.5
7	Chris Olave	NOR	86.1
8	Jameson Williams	DET	86.0
9	DeVonta Smith	PHI	85.6
10	Nico Collins	HOU	84.6
11	A.J. Brown	PHI	84.6
12	Courtland Sutton	DEN	84.2
13	Zay Flowers	BAL	83.5
14	Alec Pierce	IND	82.9

## REIS Distribution



## REIS Distribution Summary

This distribution illustrates how receiver value concentrates at the high end of REIS. The clustering near the top tier shows that only a small subset of receivers truly combine reliability, efficiency, impact, and usage. This suggests separation between offensive drivers and complementary pieces. The curve indicates diminishing returns

after the top tier, which aligns with roster-building realities. Teams rarely have more than one or two receivers in this range. This reinforces the importance of identifying true difference-makers. It also shows why volume alone does not create elite grades. Players in the top cluster consistently convert opportunities into offensive value. This makes them sustainable assets rather than situational producers.

## Expanded REIS Player Evaluations

### Puka Nacua — LAR

2025 Stats: 166 Targets | 129 Receptions | 1,715 Yds | 10 TD  
2025 Cap Hit: \$1,100,694

Puka Nacua grades at the top of REIS because he produces across all four pillars without a clear weakness. His production is not volume-driven — his efficiency and conversion rates remain strong under heavy usage. He consistently turns targets into first downs, boosting both reliability and impact. His catch rate reflects strong hands and quarterback trust. Continued success against bracket coverage and top corners will determine if he sustains elite status, but his profile already projects as a franchise-level WR1.

Cap Context: Elite WR1 production on a rookie-scale cap hit makes him one of the highest surplus-value receivers in the league.

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### Jaxon Smith-Njigba — SEA

2025 Stats: 163 Targets | 119 Receptions | 1,793 Yds | 10 TD  
2025 Cap Hit: \$3,939,238

Jaxon Smith-Njigba REIS grade is driven by strong per-target efficiency paired with meaningful usage. He maximizes opportunities instead of relying on sheer volume. His yards-per-target and success rate show real value creation. He wins with elite route detail and coverage awareness. His profile suggests scalability — higher volume likely won't tank efficiency. Growth areas include red-zone scoring and becoming a primary read. If touchdown totals rise, he enters the elite tier.

Cap Context: High-end WR1/2 production while still on a rookie deal creates strong contract value.

### **Ja'Marr Chase — CIN**

2025 Stats: 185 Targets | 125 Receptions | 1,412 Yds | 8 TD  
2025 Cap Hit: \$23,570,000

Chase's REIS score is boosted by explosive plays and scoring impact. He forces defensive adjustments that don't show in stat sheets. His usage is high but efficiency remains sustainable. He creates chunk plays that flip field position. His physicality and ball tracking create contested wins. Growth comes in short-area efficiency and consistency underneath. Even marginal gains keep him top tier.

Cap Context: Paid as a true WR1, and his defensive gravity and production justify the investment.

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### **Amon-Ra St. Brown — DET**

2025 Stats: 172 Targets | 117 Receptions | 1,401 Yds | 11 TD  
2025 Cap Hit: \$13,910,000

St. Brown's value comes from elite reliability and chain-moving ability. He consistently converts targets into meaningful gains. His game is built on repeatable skills — leverage, route detail, and hands. Quarterbacks trust him in key moments. He thrives in traffic. Growth lies in generating more explosive plays. Increased vertical impact raises his ceiling.

Cap Context: Producing above his pay tier relative to top-market WR contracts.

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### **Stefon Diggs — NE**

2025 Stats: 102 Targets | 85 Receptions | 1,013 Yds | 4 TD  
2025 Cap Hit: \$ 8,701,260

Stefon Diggs grades well due to technical mastery. His route running and timing create separation. His catch reliability reflects trust. Even under coverage attention, efficiency holds. His game relies on skill and detail. Growth depends on maintaining separation as he ages. He remains a high-floor asset.

Cap Context: Veteran reliability at a moderate cap figure offers stable value.

### **CeeDee Lamb — DAL**

2025 Stats: 117 Targets | 75 Receptions | 1,077 Yds | 3 TD  
2025 Cap Hit: \$15,339,913

Ceedee Lamb's profile shows balance across pillars. He handles high usage without efficiency collapse. He wins at multiple levels. His impact and versatility add value. Growth lies in maximizing YAC and scoring. Small improvements elevate him into top tier.

Cap Context: Contract reflects WR1 status; production remains in line with cost.

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### **Chris Olave — NO**

2025 Stats: 156 Targets | 100 Receptions | 1,163 Yds | 9 TD  
2025 Cap Hit: \$6,140,464

Chris Olave's efficiency is separation-driven. He creates throwing windows consistently. He threatens at all depths. His scoring supports impact. Growth areas include catch-point physicality and red-zone role. More touchdowns raise his grade.

Cap Context: Strong surplus value for a high-volume, high-efficiency receiver.

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### **Jameson Williams — DET**

2025 Stats: 102 Targets | 65 Receptions | 1,117 Yds | 7 TD  
2025 Cap Hit: \$7,426,055

Jameson Williams' grade is driven by explosive efficiency. He generates chunk plays that swing games. His role is big-play dependent, creating volatility. His speed forces coverage respect. Growth comes from route-tree expansion and reliability underneath. A more complete profile raises REIS.

Cap Context: Big-play output at mid-tier cost provides positive value.

### **DeVonta Smith — PHI**

2025 Stats: 113 Targets | 77 Receptions | 1,008 Yds | 4 TD  
2025 Cap Hit: \$7,527,030

Devonta Smith maintains efficiency in a shared offense. He converts opportunities consistently. His route precision boosts reliability. He fits timing systems well. His body control offsets size concerns. Growth lies in the red-zone scoring share.

Cap Context: High-end WR2 production at a fair cap number.

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### **Nico Collins — HOU**

2025 Stats: 120 Targets | 71 Receptions | 1,117 Yds | 6 TD  
2025 Cap Hit: \$8,586,000

Nico Collins excels in per-target value. He creates meaningful gains when used. He stresses defenses vertically. His catch radius helps QBs. Growth comes from sustaining efficiency with more volume. If usage rises without drop-off, his grade climbs.

Cap Context: Efficient production at a reasonable veteran cap hit.

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### **Alec Pierce — IND**

2025 Stats: 84 Targets | 47 Receptions | 1,003 Yds | 6 TD  
2025 Cap Hit: \$4,160,064

Alec Pierce grades well because of elite vertical efficiency. He produces chunk plays relative to volume. He forces safeties to respect the deep ball. His role is specialized but valuable. Growth lies in route diversity and intermediate usage. Expanded deployment would raise his overall profile.

Cap Context: Explosive-play production at a low cap hit creates strong value.

### **A.J. Brown — PHI**

2025 Stats: 121 Targets | 78 Receptions | 1,003 Yds | 7 TD  
2025 Cap Hit: \$17,523,497

A.J. Brown commands defensive respect and coverage tilts. His physicality creates contested wins and YAC. Some of his value isn't fully captured by efficiency metrics. Usage context matters. Growth comes from maximizing per-target efficiency.

Cap Context: Premium contract aligned with WR1 talent and defensive gravity.

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### **Courtland Sutton — DEN**

2025 Stats: 124 Targets | 74 Receptions | 1,017 Yds | 7 TD  
2025 Cap Hit: \$13,908,190

Cortland Sutton provides red-zone and contested-catch value. His size makes him QB-friendly. He delivers impact plays even when efficiency fluctuates. Growth lies in separation consistency.

Cap Context: Cap figure reflects scoring and leverage value.

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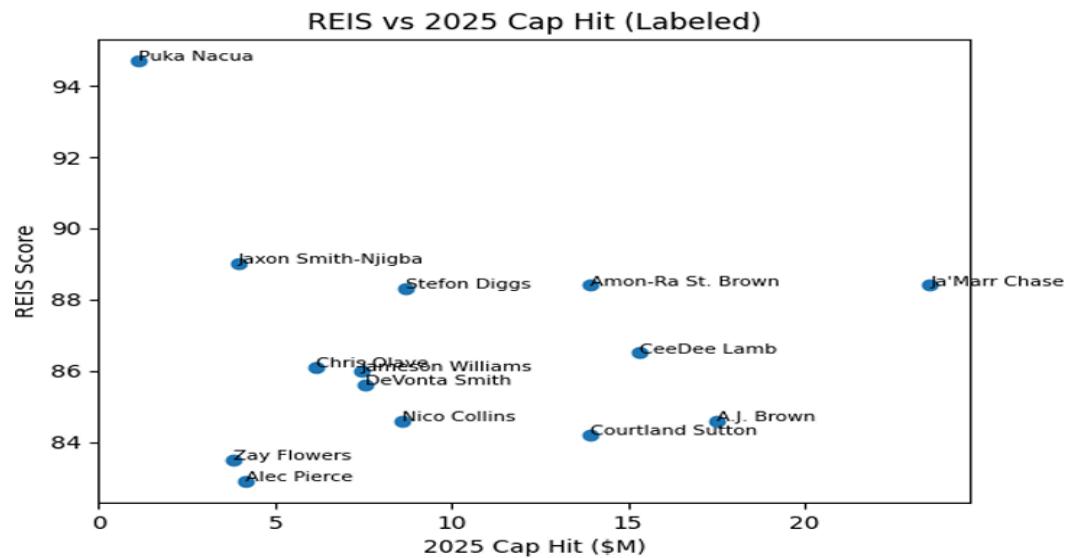
### **Zay Flowers — BAL**

2025 Stats: 118 Targets | 86 Receptions | 1,211 Yds | 5 TD  
2025 Cap Hit: \$3,830,010

Zay Flowers creates mismatches with quickness and change of direction. He fits modern spread systems well. His volume slightly trails the elite tier. Growth comes from larger target shares.

Cap Context: High-efficiency production on a rookie deal makes him a surplus-value asset.

## REIS vs Cap Hit



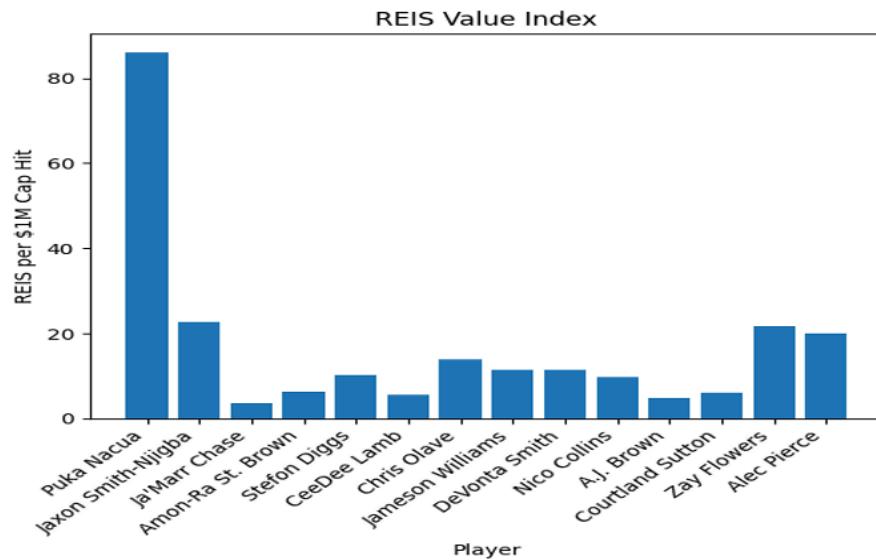
## REIS vs Cap Hit Summary

This chart visualizes the relationship between performance and financial investment. Players in the upper-left quadrant (high REIS, lower cap hit) represent surplus-value assets — receivers delivering strong production relative to cost. These players often provide roster flexibility by allowing teams to allocate cap space elsewhere.

Conversely, players with high cap hits must maintain high REIS scores to justify investment. The scatter shows that price does not always correlate efficiency or impact. Some mid-tier cap players provide similar value to top-market contracts. This reinforces the importance of evaluating cost alongside production.

For decision-makers, this chart supports smarter contract strategy and helps identify undervalued assets.

## REIS Value Index



### REIS Value Index Summary

The Value Index translates production into cap efficiency. It highlights how much impact a team receives per dollar invested. Players grading highly here often outperform their financial tier and create competitive advantages.

This view is especially useful in cap-constrained environments where surplus value matters. Teams that consistently identify high Value Index players can maintain deeper rosters and greater flexibility. It also reveals how rookie contracts can provide outsized returns when paired with strong efficiency.

Importantly, this chart does not diminish high-paid stars — it simply frames value relative to cost. Both elite players and surplus-value players are necessary for roster construction.

### 🔮 Future Development of REIS

REIS is designed as a living evaluation framework rather than a static model. As additional data, tagging, and testing opportunities become available, the model can be expanded and refined to better isolate individual receiver contributions and improve predictive value. The intention is for REIS to evolve alongside the modern NFL, where offensive structure, player usage, and data availability continue to change.

The long-term objective is to develop REIS into a more context-aware tool that supports both descriptive evaluation and forward-looking decision-making. While the current version focuses on production-based signals, future development aims to deepen context, improve projection, and strengthen real-world application in football operations.

## Expanded Context Metrics

Future iterations of REIS may incorporate additional situational and role-based variables to better separate scheme-driven production from independent receiver value. Potential areas include:

- Coverage-type splits (man vs. zone efficiency)
- Alignment data (slot vs. boundary performance)
- Situation-based production (third down, red zone, two-minute situations)
- Target depth and route-tree tendencies
- Yards After Catch Over Expected (YACOE)

These additions would provide clearer insight into how production is created and how transferable that production may be across systems.

## Deeper Film Integration

REIS is most powerful when paired with film study. Future development will emphasize stronger alignment between quantitative outputs and qualitative evaluation by:

- Tagging plays by coverage and leverage
- Tracking separation and contest indicators
- Linking efficiency metrics to specific route types
- Pairing film grades with REIS outputs for validation

This approach helps ensure the model reflects football realities rather than isolated numbers.

## Predictive Modeling

A major area of growth is testing REIS as a projection tool. Planned directions include:

- Studying year-over-year stability
- Comparing REIS scores to future production
- Identifying breakout indicators
- Measuring performance decline curves for aging receivers

If validated, these steps could support forecasting and risk assessment in personnel decisions.

## Contract & Market Modeling

REIS can also expand into financial evaluation by connecting performance to market dynamics. Potential applications include:

- Comparing production to contract tiers

- Studying surplus value over time
- Identifying contract-year anomalies
- Supporting extension and trade timing decisions

This connects on-field evaluation directly to roster construction and cap strategy.

### Long-Term Vision

The long-term vision for REIS is not to create a definitive ranking system, but a decision-support framework that reduces uncertainty in evaluation and highlights where deeper investigation is warranted.

REIS is intended to complement film, scouting, and coaching insight — not replace them. Its value lies in structuring information so decision-makers can evaluate players with clearer context.

At its core, the philosophy behind REIS is simple: **Better information leads to better questions, and better questions lead to better football decisions.**

## Closing Perspective

Modern football decision-making is strongest when coaching, scouting, and analytics operate in alignment. Each discipline views the game through a different lens, and the best outcomes occur when those perspectives inform one another rather than compete.

The purpose of REIS is to provide structure to evaluation. The model highlights patterns, flags outliers, and surfaces questions that deserve deeper film review. It is a tool for prioritization and context, not a substitute for expertise.

Receiver production is inherently influenced by quarterback play, scheme, coverage structures, and situational football. Because of this, no metric should be interpreted in isolation. The most effective use of analytics pairs quantitative signals with qualitative evaluation — asking *why* production occurs, not just measuring that it does.

From a roster-building perspective, sustainable success comes from identifying value, not just acquiring talent. Organizations that consistently recognize efficiency, scalability, and role fit gain advantages that extend beyond a single season. Metrics like REIS aim to support that process by framing production in a way that connects on-field impact to decision-making.

As the league continues to evolve, the integration of data and football knowledge will only deepen. The goal is to make smarter football decisions with better information.

REIS is one step toward that process — a framework designed to support thoughtful, context-aware football decisions.

At its core, this work reflects a simple belief: Good evaluation reduces uncertainty, but **Great evaluation reduces costly mistakes.**

### **Thank You**

Thank you for taking the time to review this work. I appreciate the opportunity to share my approach and perspective on receiver evaluation and football analytics. My goal is to continue learning, refining, and contributing value to a forward-thinking football organization.

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