NCAA Football Analysis Case Study (2013–2023)

This project analyzes NCAA football team statistics from 2013 to 2023 to identify performance metrics most predictive of team success. It follows the Google Data Analytics framework across six phases: Ask, Prepare, Process, Analyze, Share, Act.

Key findings: Efficiency metrics (e.g., third-down conversion, turnover margin) explain 72% of win percentage variance. Balanced teams (offense + defense) win 84.7% of games, while special teams contribute minimally.

This version includes executive summary, data cleaning steps, model insights, recommendations, and tools used.