

How does on-pitch performance impact commercial success in the English Premier League (EPL)?



By Uyi Erhabor
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Introduction

Presentation structure:

- Methodology
- Executive summary of findings
- Explanation of findings
- Strategic recommendations
- Case study 1
- Case study 2
- Important considerations
- Q&A

Methodology

Data sources:

- On-pitch performance data (points totals, league position): FBref
- Off-pitch performance data (revenue): Deloitte Money League, Companies House

Data Preparation:

- Filtered Deloitte Money League data for EPL teams' revenue data
- Collected revenue data for EPL teams not in Deloitte Money League from Companies House
- Filtered FBref EPL standings data for team, points totals and league position data
- Standardised team names across the on-pitch and off-pitch datasets
- Combined the on-pitch and off-pitch datasets for the 2019/20 to 2023/24 seasons

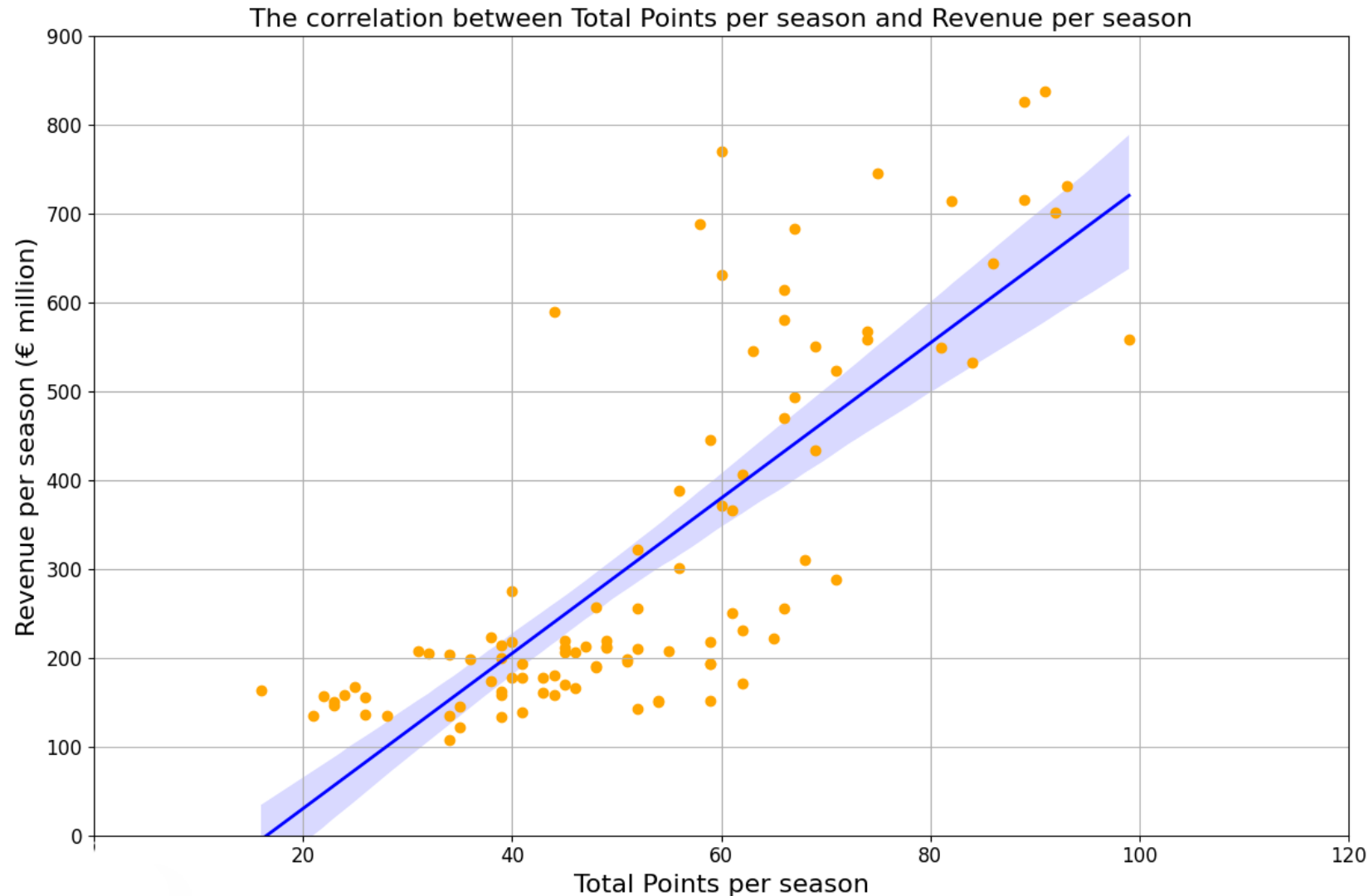
Analysis:

- Correlation analysis (identifying relationships)
- Regression analysis (quantifying the impact of on-pitch performance on commercial success)

Executive Summary

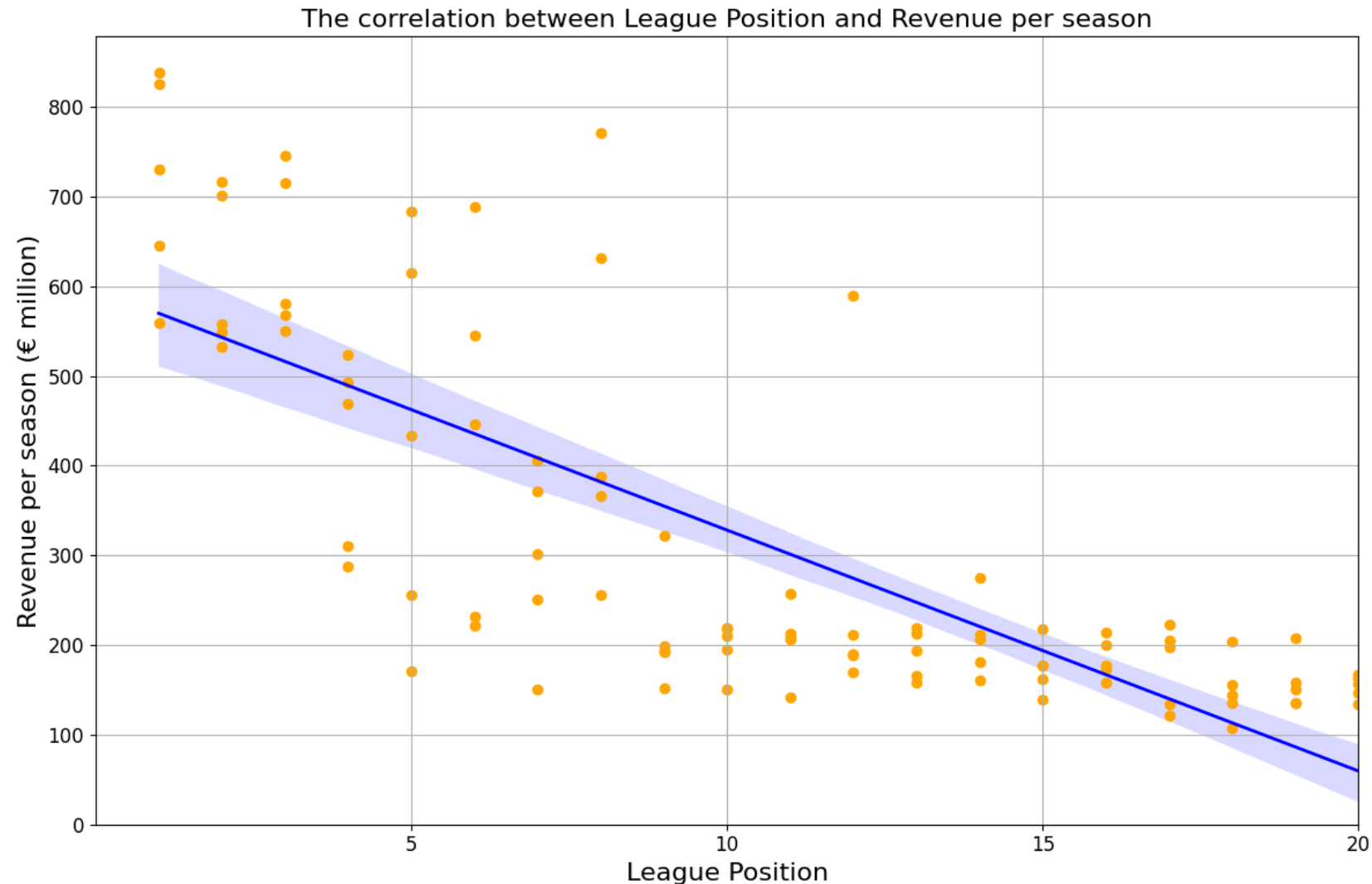
- A strong positive relationship exists between points totals and revenue
- A strong negative relationship exists between league position and revenue
- On-pitch performance has positive and negative quantifiable impacts on commercial success
- In a worst-case scenario there is commercial success that can be achieved in the Premier League
- Points totals and league position are significant on-pitch performance factors that drive commercial success

Strong positive relationship between points totals and revenue



- Correlation coefficient of **0.79**

Strong negative relationship between league position and revenue



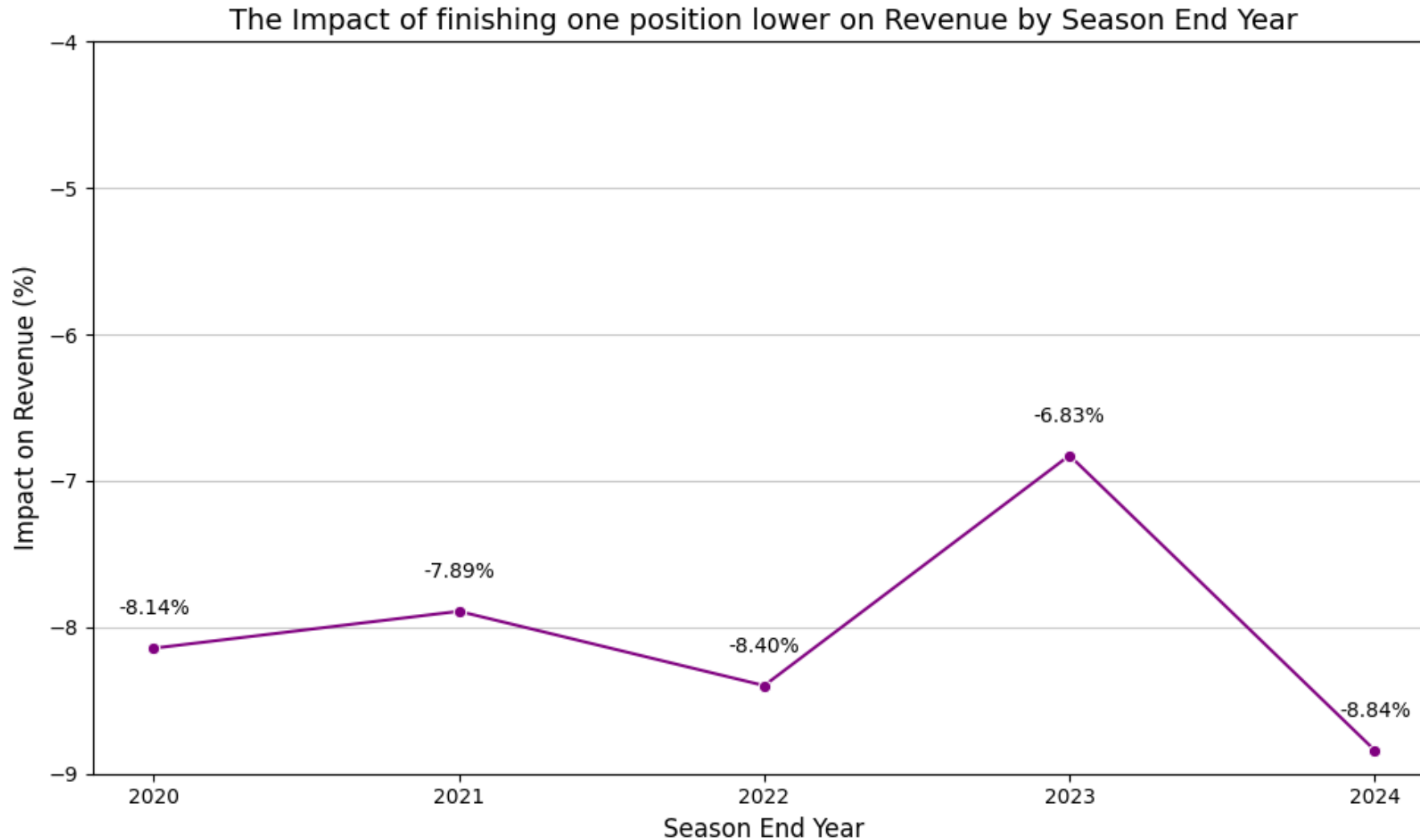
- Correlation coefficient of **-0.77**

How much can an additional point contribute to revenue?

+2.54% ↑

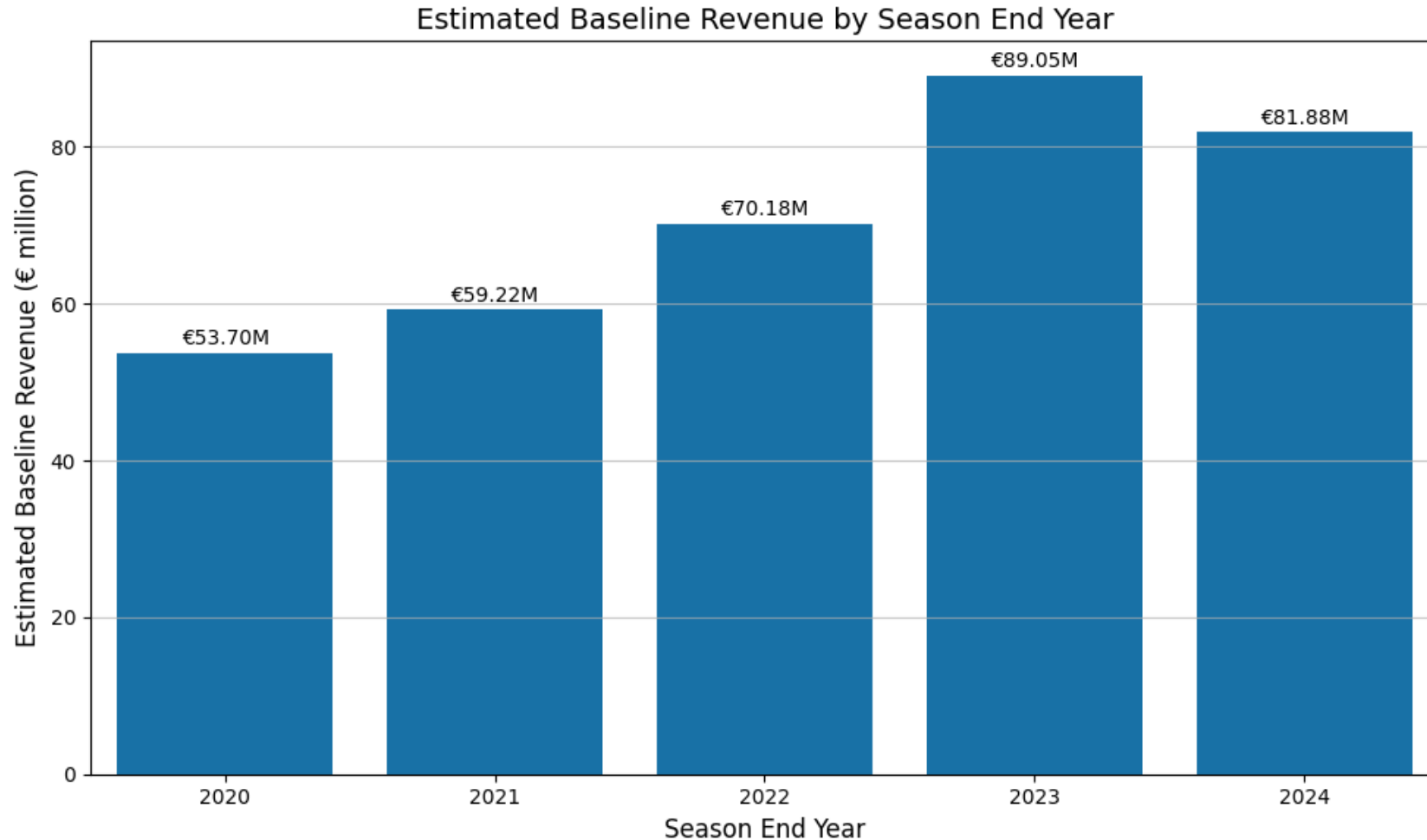
- Estimated revenue impact of an additional point over the 5-season period

How does a lower league position impact revenue?



- Estimated impact of finishing one position lower of -8.02% over the 5-season period

Commercial success can be achieved in a worst-case scenario



- **Baseline revenue:** revenue earned in a 0 point/minimum performance season
- Estimated baseline revenue of € 69.70m on average across the 5-season period

The significance of points totals and league position in driving commercial success

- ***R-squared***: a measure of the importance of one variable in determining another
- Points totals and league position have R-squared values of 70% in terms of their ability to predict revenue

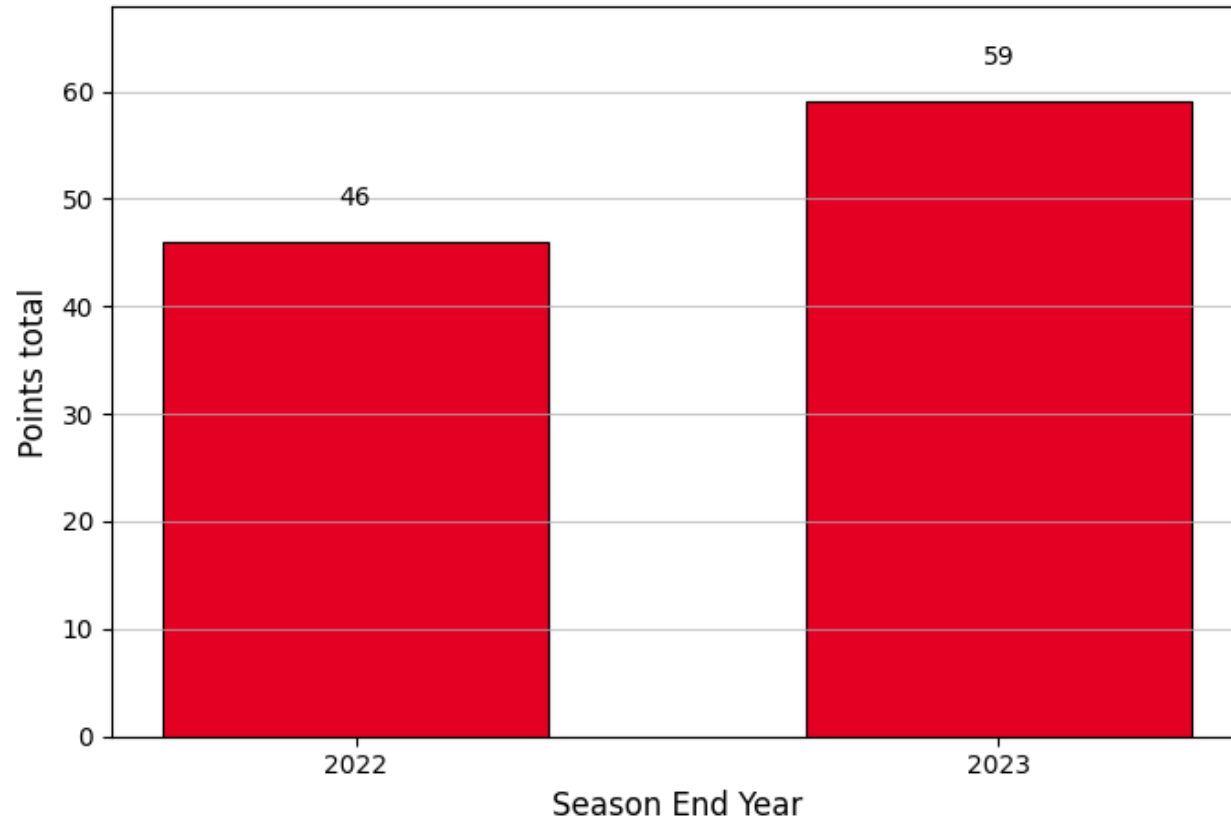
Strategic recommendations

- Invest in squad development to maximise on-pitch performance and commercial success as an additional point is estimated to increase revenue by **2.54%**
- Utilise estimated baseline revenue (**€69.70m**) in setting minimum expectations of **commercial success** in the EPL

Case study: Brentford

- League position 2021/22: **13th**
- League position 2022/23: **9th**

Brentford: Points totals 2021/22 vs 2022/23



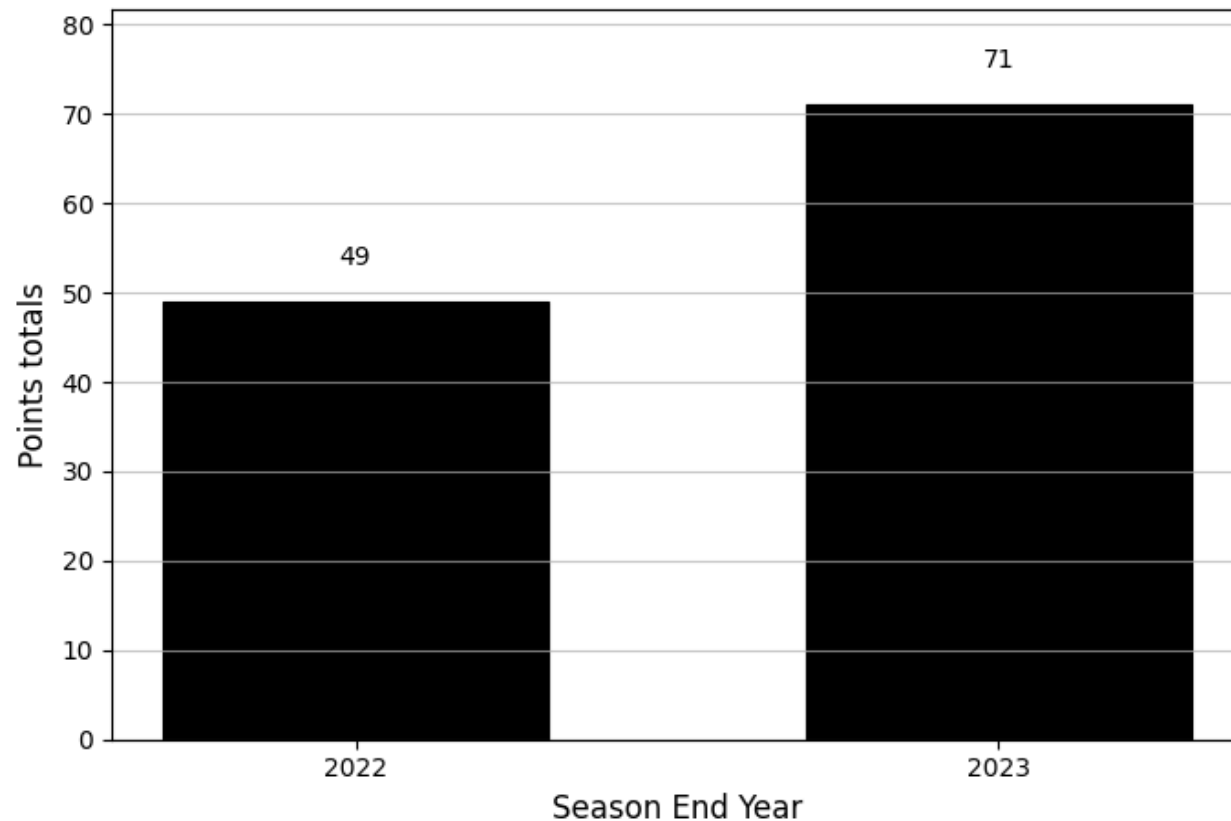
Brentford: Revenue 2021/22 v 2022/23



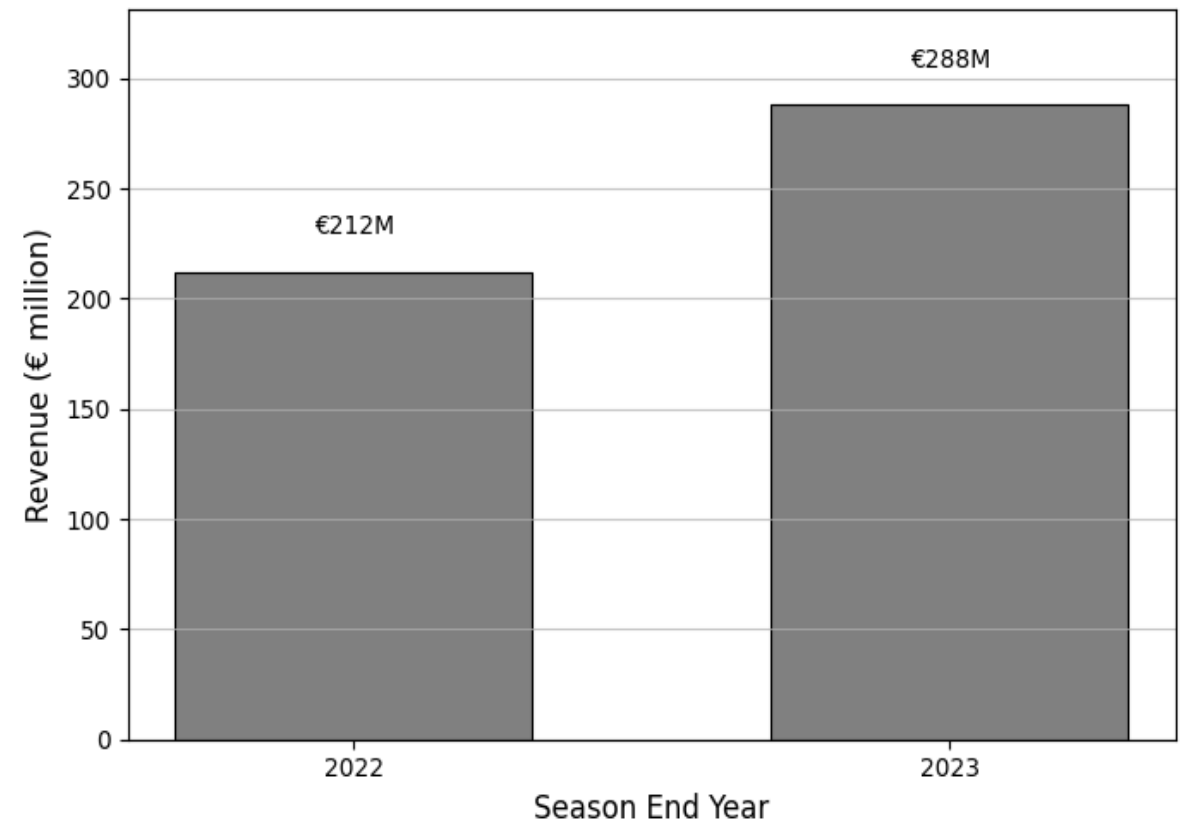
Case study: Newcastle United

- League position 2021/22: **11th**
- League position 2022/23: **4th**

Newcastle United: Points totals 2021/22 vs 2022/23



Newcastle United: Revenue 2021/22 vs 2022/23



Important considerations

- Analysis of a larger dataset e.g. 10 seasons may reveal different estimates
- There are other factors other than league position and points totals that influence commercial success

