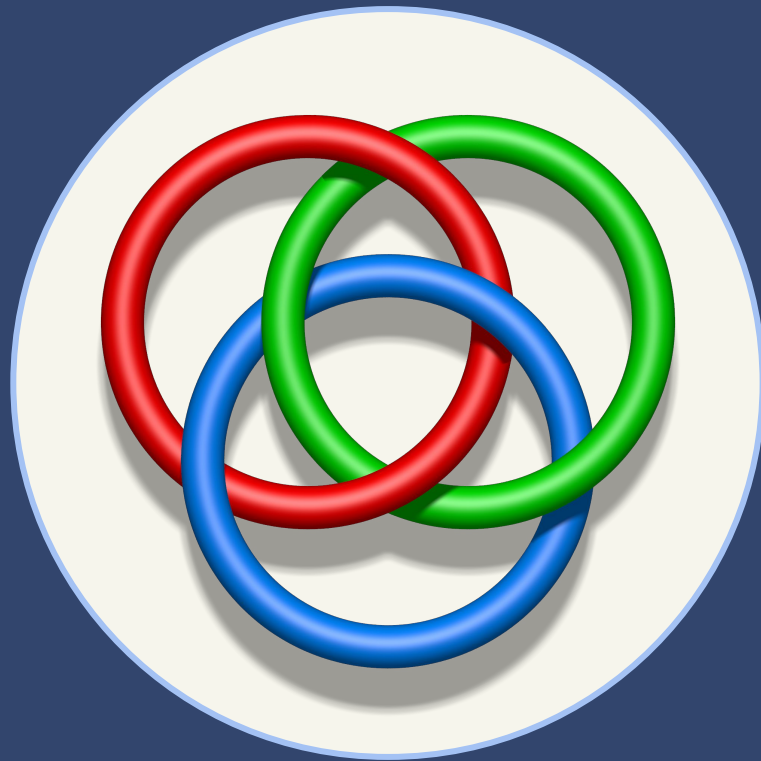


Borromean Digital

Business Value in NFL Salary Efficiency

Emir McGreevy
emir



Business Idea



Idea

Launch a data consulting service that helps NFL teams optimize spending on player salaries

Services

Wins-per-dollar dashboards

Positional ROI models

Roster construction simulations

My Dataset

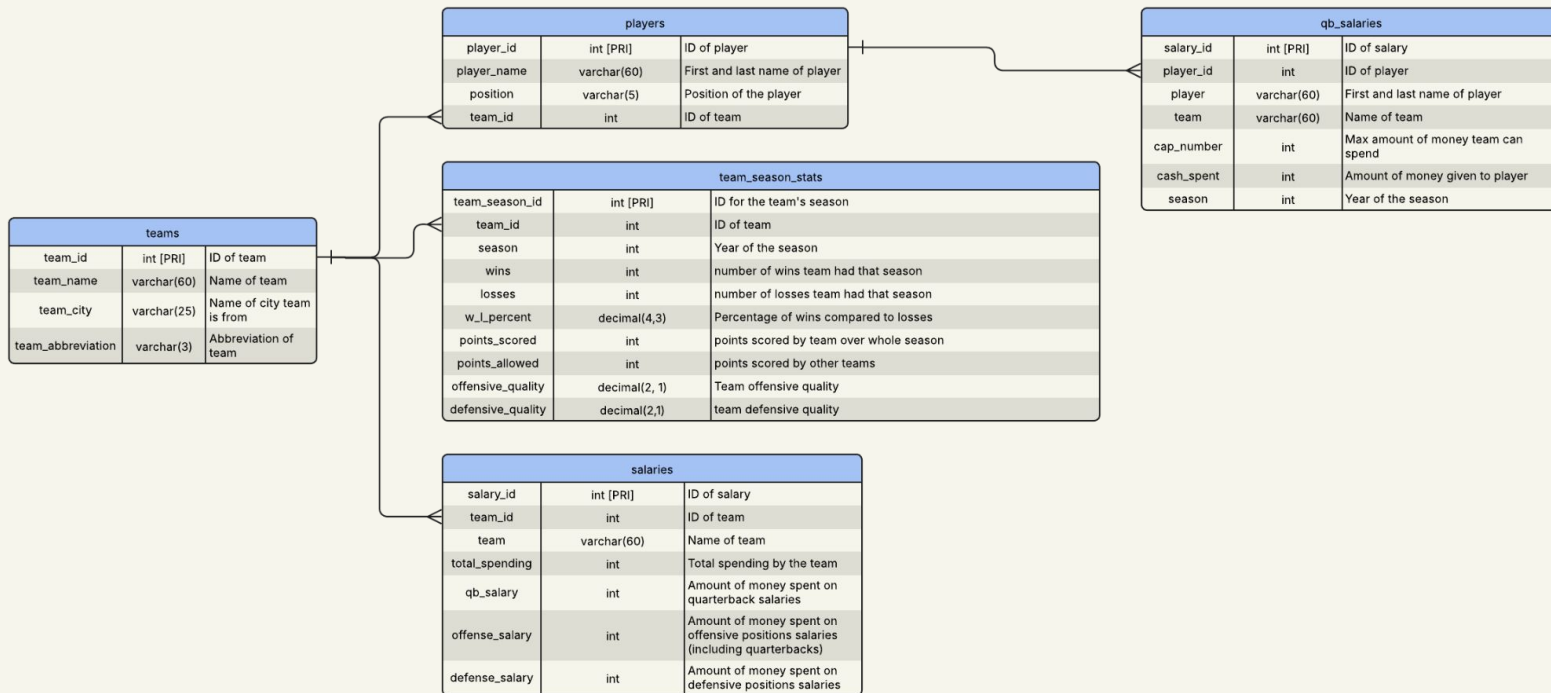
NFL data from the 2023 season

Includes wins, losses, salaries, and spending breakdowns for all teams

Why?

Teams misallocate salary resources. Using SQL we can identify which positions or areas are worth investing in and which teams are undervalued or inefficient.

Dataset ERD



Most and Least Efficient Teams

Minnesota Vikings

Most Efficient

- Spent \$160,552,548 for all players' salaries
- 14 wins
- 3 losses
- 0.087 wins per \$1M

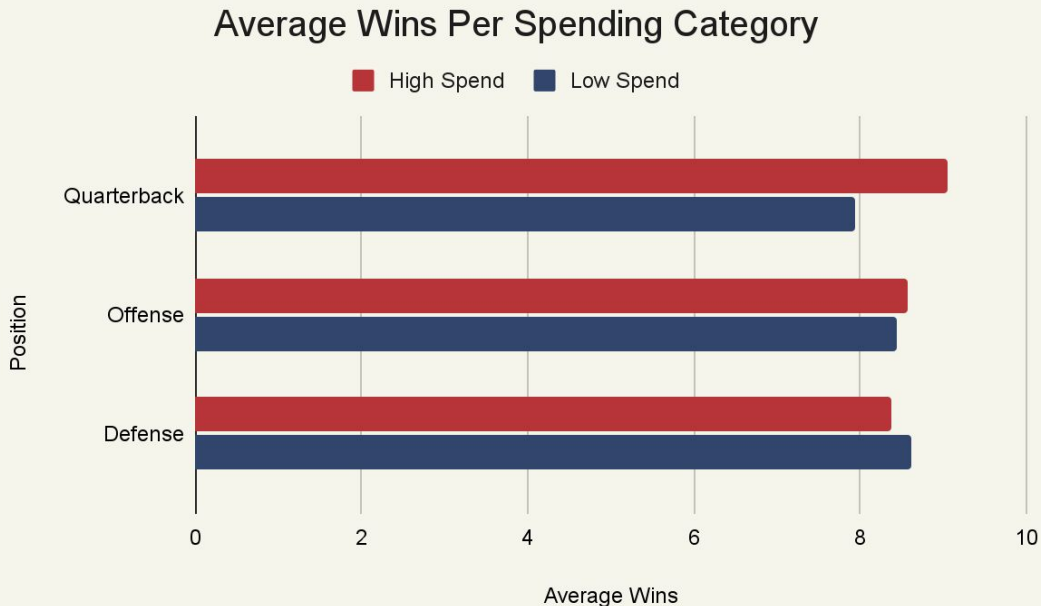
Cleveland Browns

Least Efficient

- Spent \$191,343,507 for all players' salaries
- 3 wins
- 14 losses
- 0.016 wins per \$1M

Where to Spend Money

- High QB spenders averaged 9.0625 wins, while low QB spenders averaged 7.9375
- Investing in elite QB talent leads to better on-field performance and **offers the strongest return on investment**
- Not as beneficial to allocate funds to defensive positions or overall team salaries



Thank You Questions?