

Path to Victory – Factors that Make Winning Teams in the National Football League

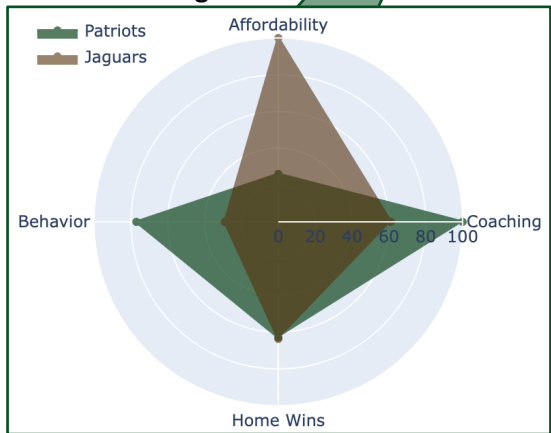
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There Is No Substitute for Victory – The NFL is one of the most commercially valuable sports leagues in the world, and victory is its primary currency. Each of the league’s 32 teams spend millions of dollars each year with the goal of winning the most games and, ultimately, the Super Bowl. Discovering and capitalizing on the factors that most directly correlate to wins is essential for NFL teams and their dedicated fans. Which of the most common advantages most directly contribute to teams’ success? Does the data support these stereotypes? Data from every NFL game played from 1950 – 2021 allows us to answer some of these questions.

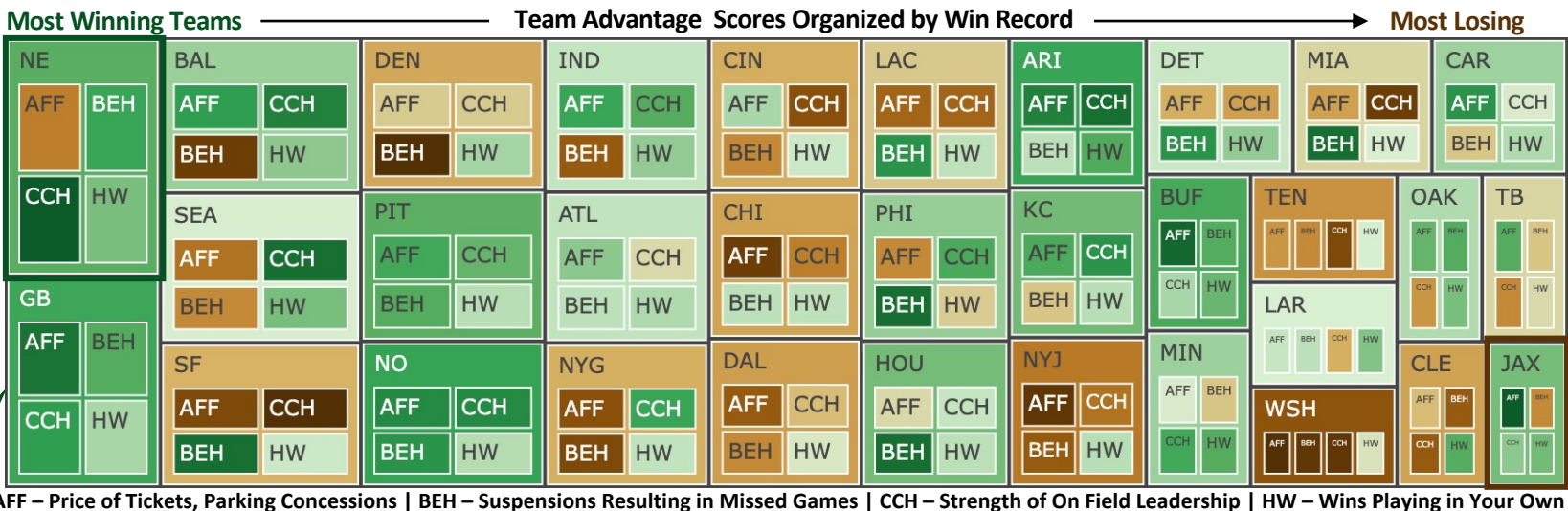
Scouting Report

- 1) Home Field Advantage (HW)**
How Much Does It Matter?
- 2) Show Me the Money (AFF)**
Do Teams with Fans Who Spend More, Win More?
- 3) Do the Crime, Do the Time (BEH)**
Does Player Behavior Impact Team Performance?
- 4) Leading From the Front (CCH)**
How Important is Coaching to Team Success?

Head-to-Head Matchup
Best vs Worst
New England Patriots vs.
Jacksonville Jaguars



Home Field Performance is the Same Even for the Best and Worst Teams in the League

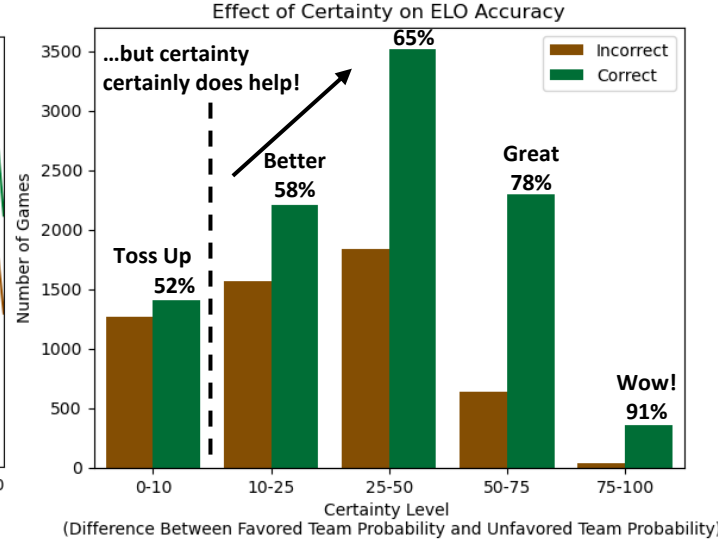
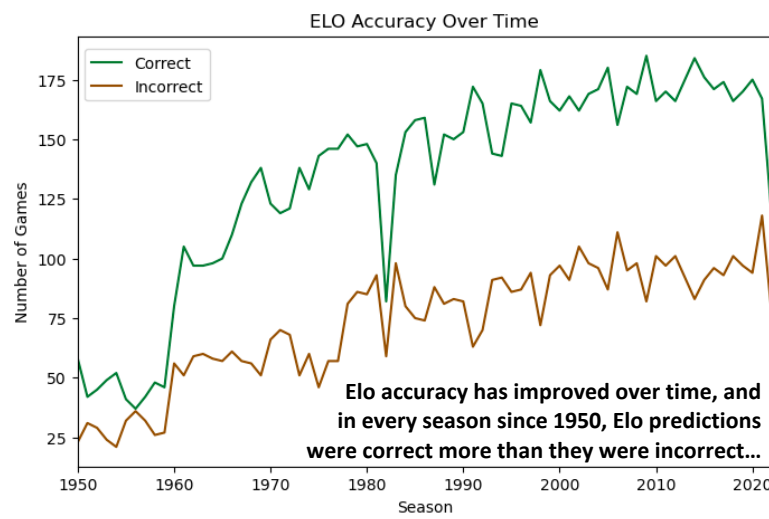


- Rating**
- Takeaways**
- ✓ 2010 – 2015 Seasons
 - ✓ #1 – New England **70 Wins (77%)**
 - ✓ #32 – Jacksonville **22 Wins (27%)**
 - ✓ Coaching rating Consistently High for Winning Teams
 - ✓ Home Field Advantage is **Universal** for Good and Bad Teams
 - ✓ Good Teams Are Not Always Unaffordable
 - ✓ **Bad Teams Have More Bad Behavior**

Time Out!

What About the Elo? - The Elo rating system calculates the relative skill levels of opposing players and predicts game outcomes. How does it perform here?

- ✓ Elo outcomes from 1950-2021
- ✓ On average, team Elo ratings **accurately pick the winning team 65% of the time.**
- ✓ Elo accuracy **improves with certainty** (higher probability percentages)
- ✓ Elo has **gradually improved** over time with some anomalies (1960 Spike & 1982 Drop)



Huddle Up!

At the end of the game, there’s no perfect metric capable of predicting a team’s winning record, although coaching performed best of the advantages we evaluated. There’s a plethora of data available in the NFL, but even the most confident Elo ratings are not foolproof. Make your bets based on the Elo, but still tune in to watch a game where **the unexpected can always happen!**