

DATA ANALYSIS USU FOOTBALL

Insights for recruiting and offensive
strategy

Quintuple Bam Corp

01

Background

3 Approaches

01 Offensive Approach:

How do different offensive strategies (e.g., run-heavy, pass-heavy, balanced attack) correlate with scoring efficiency and winning margins?

02 Strategy vs. Talent:

Does a higher reliance on data-driven decision-making correlate with better results in close games?

03 Special Teams Impact:

How does special teams performance (e.g., field goal success, punt returns, onside kicks) affect overall win probability?

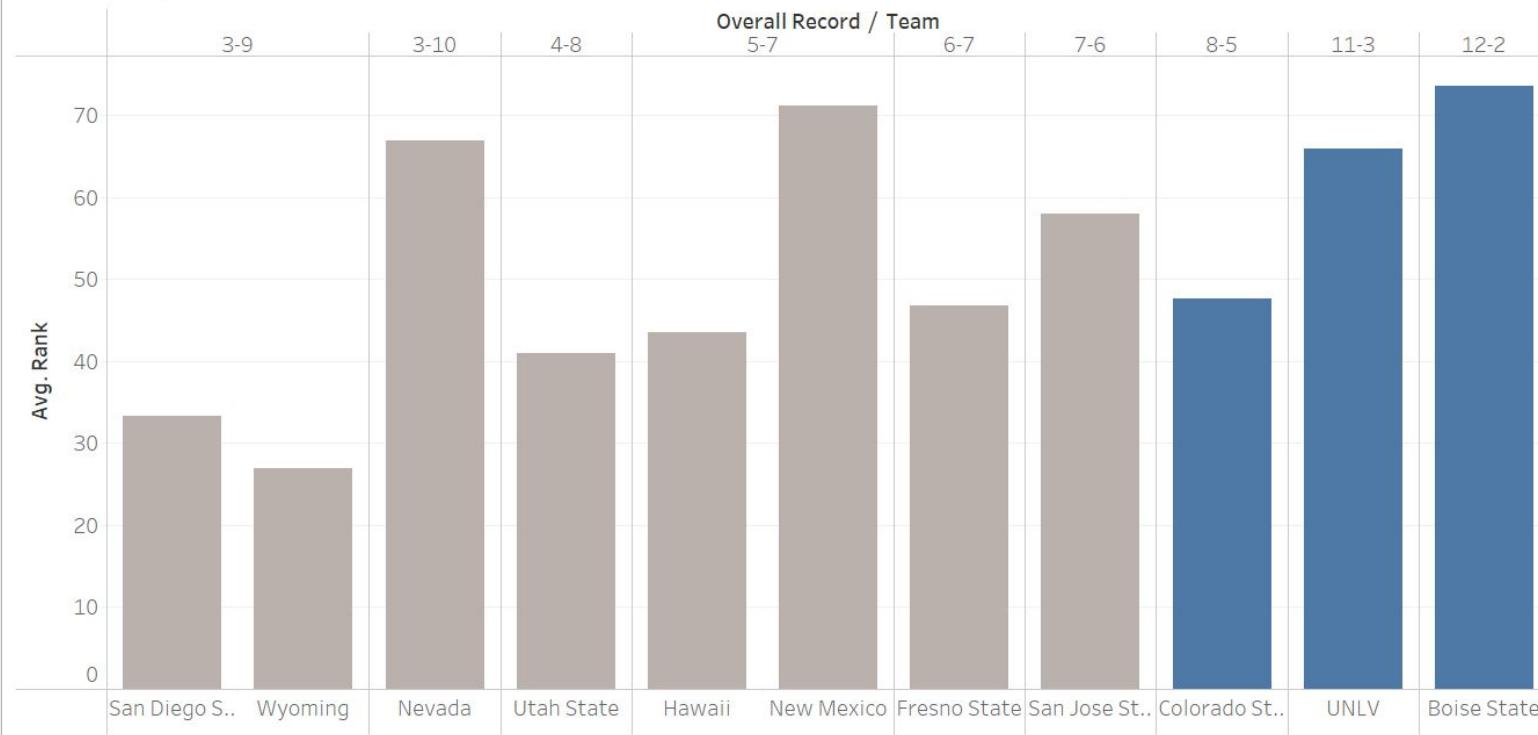
02

Solution

A Basic Look Into Player Positions: QBR

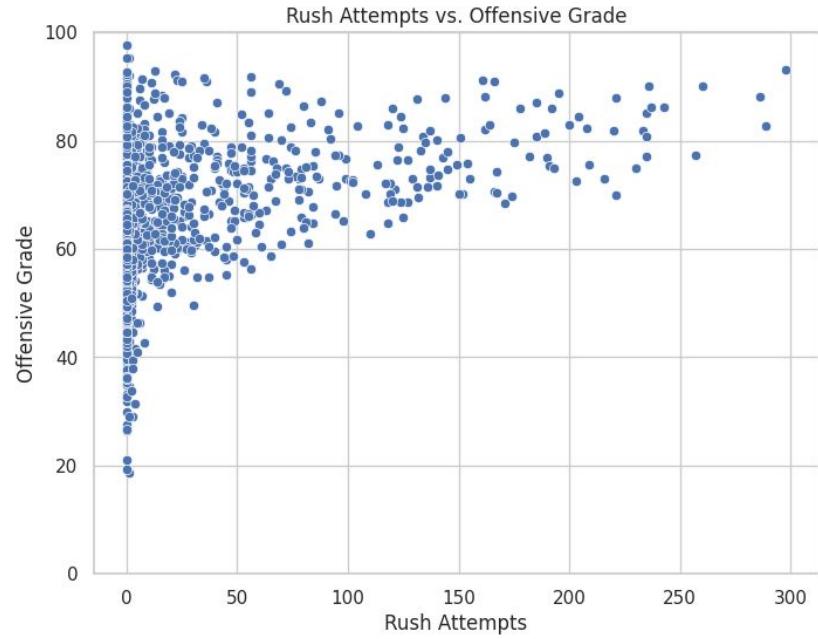
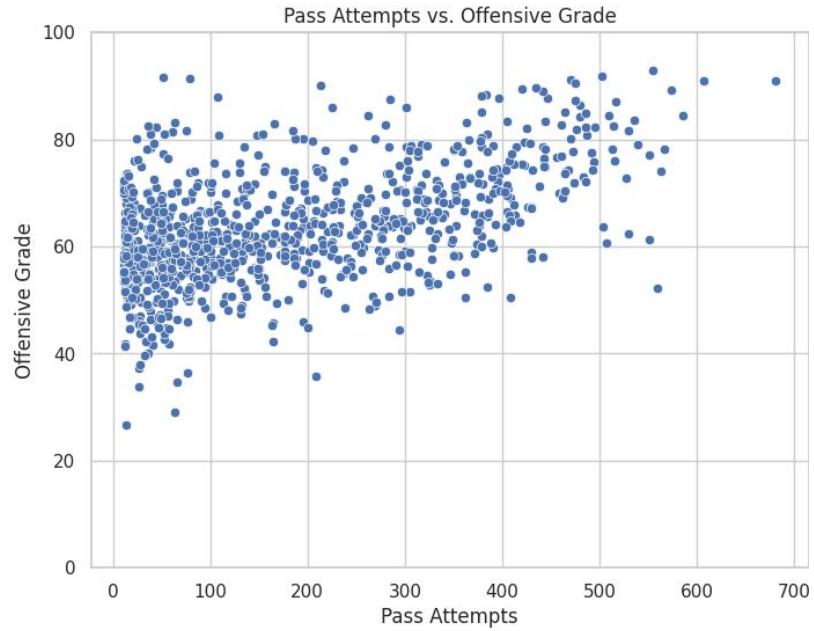
Although there are some discrepancies, there is likely positive correlation between the rank of the best QBR on a team and their overall record.

QBR compared w overall record



What is the optimal play pass percentage?

While passing can bring large yard gains, there is a larger chance for fumbles or incomplete throws, but passing still results in a larger yard gain per play than rushing does.



Vision

To apply new strategies backed by data to improve their offense, USU should apply these ideas. Generally, offensive plays should tend to **pass more (higher play-pass percentage)**, therefore a focus should be put on playing excellent **QuarterBacks** and **wide receivers**. In cases where passes are not possible, more effort should be made to play great **halfbacks** who are the main rushers for any rushes.

Questions?

THANK YOU

Additional Analysis is available on our
Executive Summary and our Google Drive



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