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The True Cost of College Football Success



NCAA STATISTICS

\$18.9B

Net Worth of
Collegiate Sports by
2019

275% Increase

Revenues from
TV Deals

291% Increase

Revenues from
Sponsorships

2005

2018



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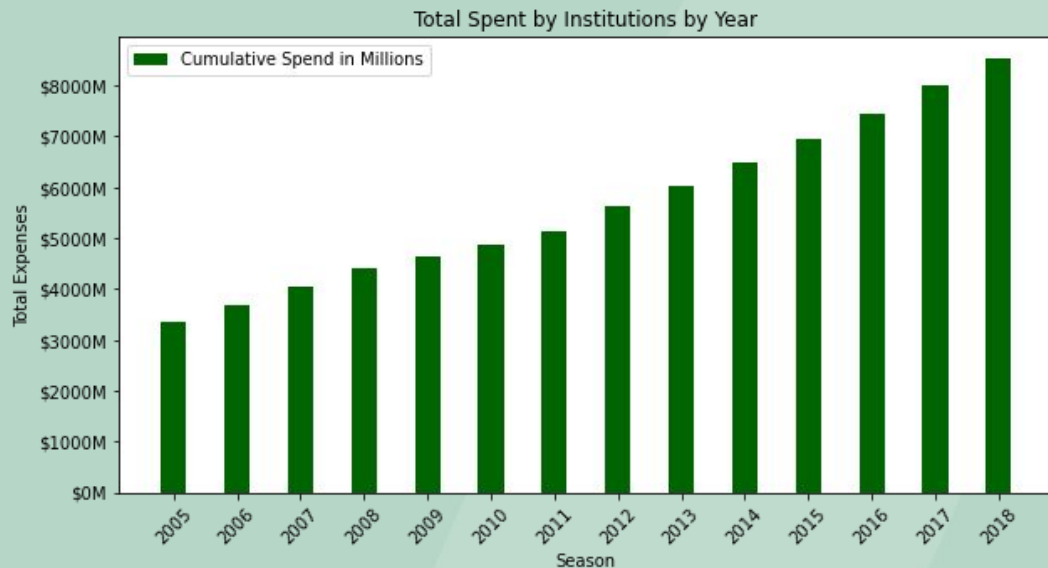
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COLLEGE FOOTBALL IS EXPENSIVE



Wins vs. expenses

Insight 1

01

Conference
comparison

Insight 2

02

Postseason
Success

Insight 3

03

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DATABASES

OVERALL WIN-LOSS AND
POSTSEASON DATA



College Football Data API 3.2.0

[Base URL: api.collegefootballdata.com/]
[/api-docs.json](#)



Knight Commission
On Intercollegiate Athletics



FINANCIAL INFORMATION

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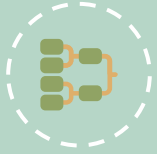
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DATA CHALLENGES



PREPARATION

- Merging datasets
- Sanity checks



EXPLORATION

- Financial data formatting
- Inconsistent data



CONCLUSIONS

- Checking outliers
- Consistent plot formatting



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RESEARCH QUESTION

What is the relationship between financial expenditures on college football and athletic success?

Primary



Secondary

What spending trends can be identified?

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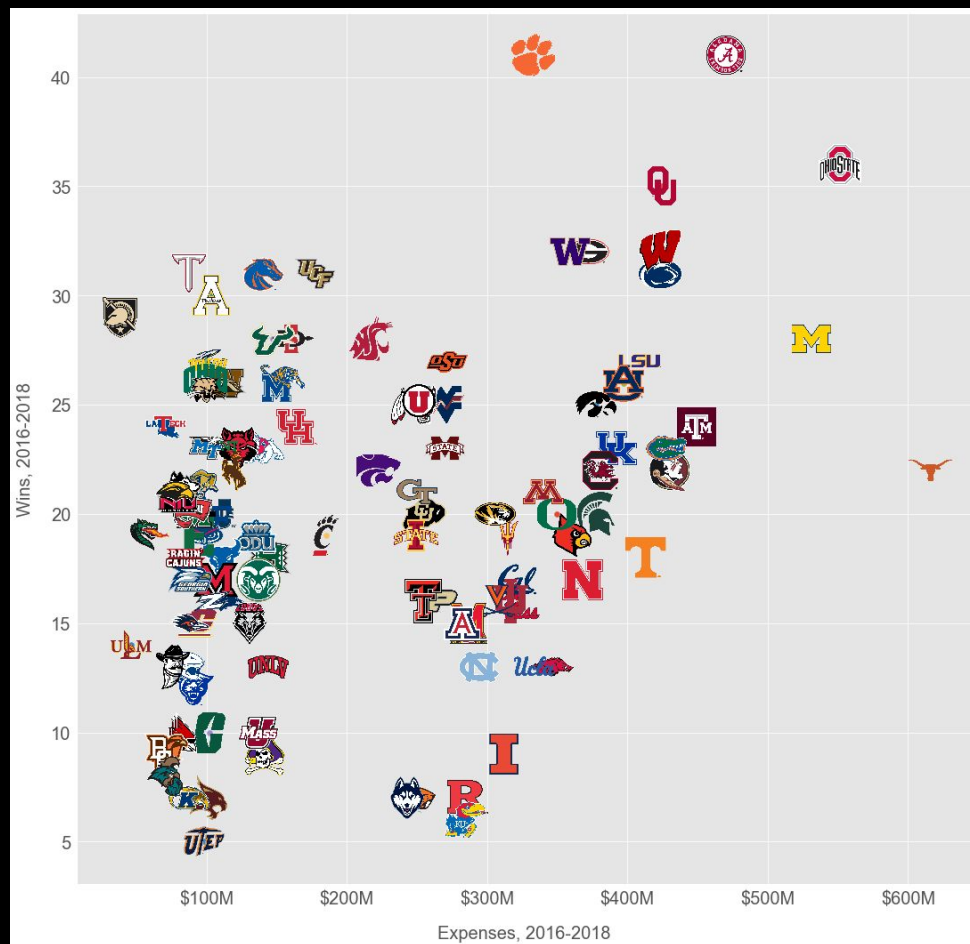
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Wins (Y-axis) vs. Expenses (X-axis)

2016 - 2018



Is Money Spent Correlated to Postseason Success?

More Spending

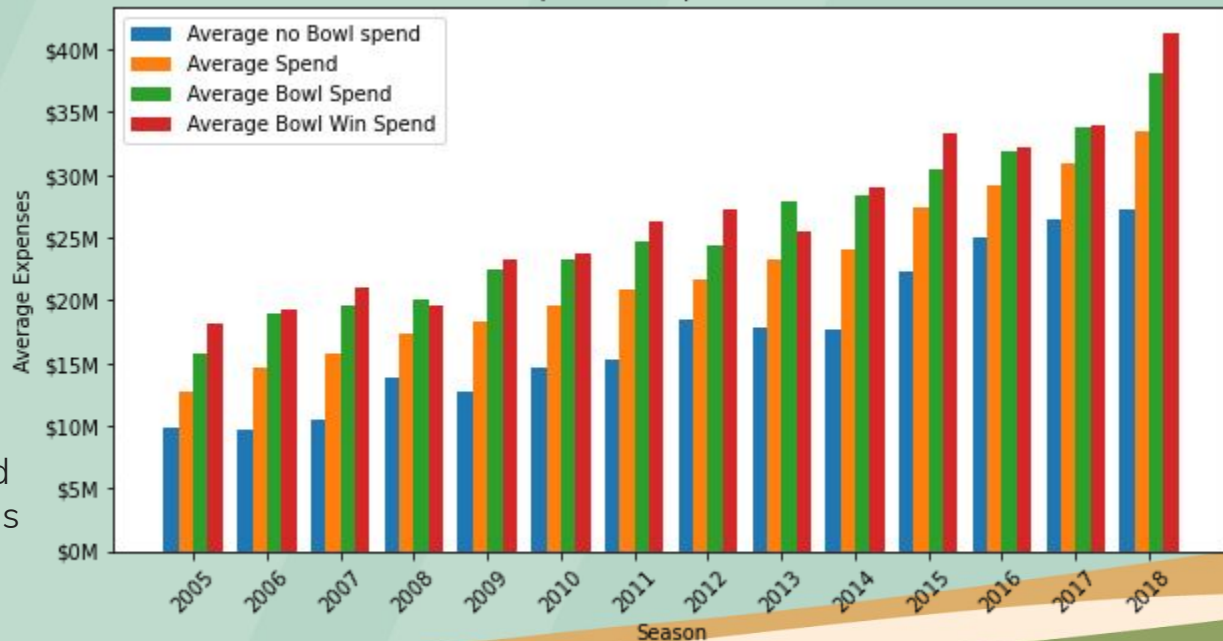
More Bowl Games

2005

2018

Average and median spend across FBS has doubled

Comparison of Spend Amounts



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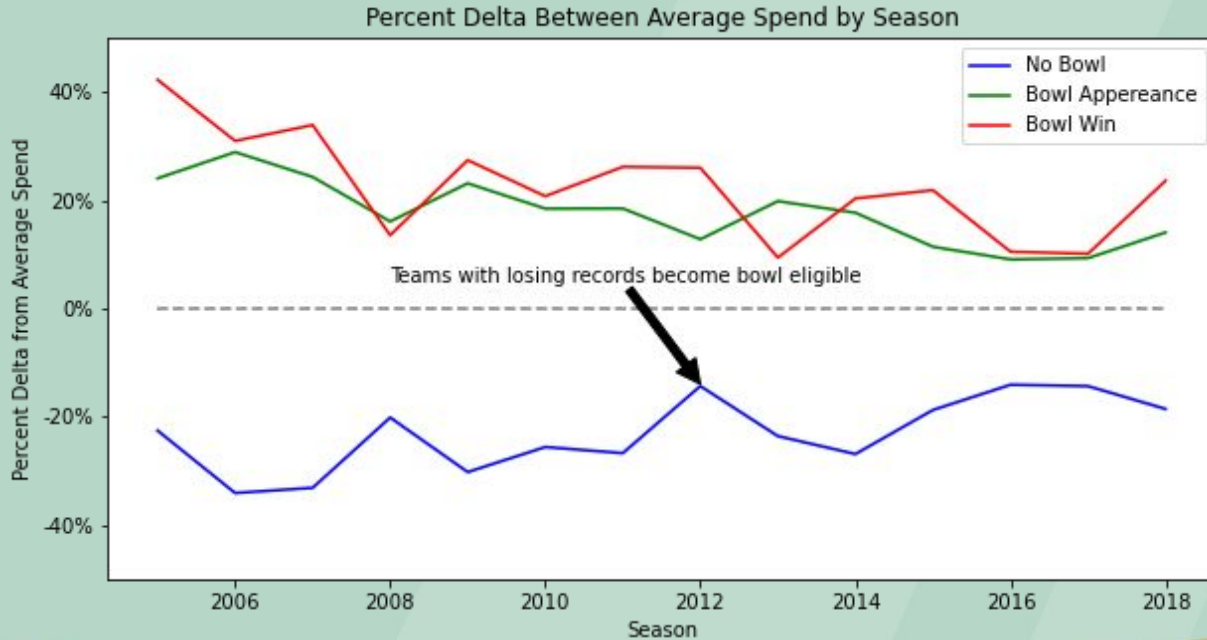
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Increase in Parity? Or Increase in Availability?



2005

56 out of 119
FBS teams
played in 28
bowl games

2012

Teams with losing
records are bowl
eligible.

2018

76 out of 130
FBS teams
played in 38
bowl games

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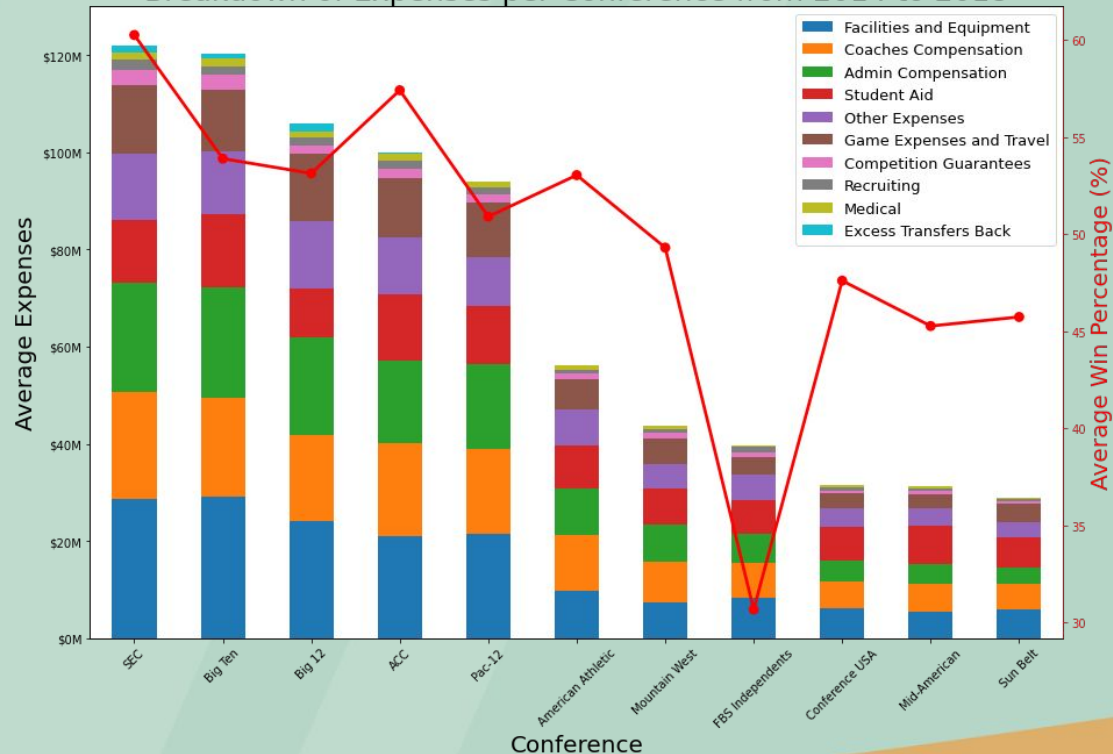
More Spending

More Wins

SEC +
BIG 10

40%
of all
conference
expenses

Breakdown of Expenses per Conference from 2014 to 2018



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LIMITATIONS

01

DATA LIMITATIONS

All Bowl games were
treated equally

02

REVENUE ANALYSIS

Is the goal to generate
money or win games?

03

OTHER SPORTS

How does investment impact
performance in other sports?

04

EXTERNAL FACTORS

Can we quantify external factors
like location and school history to
explain performance?

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LEARNINGS AND CONCLUSIONS

Pay to play
Amateurism at risk

Trends
“Arms race” to compete
in the largest
conferences

Bowl games
Winning championships
is increasingly
expensive



**Even playing
field**
Small conferences have
more parity

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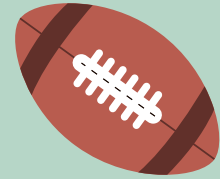
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THANK YOU!



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CONCLUSIONS

The planet's name has
nothing to do with the
liquid metal, since
Mercury was named after
the Roman messenger
god



AMERICAN FOOTBALL ICONS



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