

NFL Play Type Call Sheet

Jeffrey Budiman, Mrinal Chawla, Mickey Hua, Adi Khurana

Football

- Team Sport
- 4 downs to gain 10 yards
- Play types
 - Running
 - Passing
 - Punting
 - Kicking
- 4 quarters of 15 minutes
- Scoring
 - 6 points for touchdown
 - 1 extra point
 - 3 field goal





Not Your Traditional Sheet

Traditional:

- **Play calls**
- Run, Pass game plays
- 3rd down plays
- Personnel types
- Red zone

Our Product:

- **Play Types**
- Score difference
- Down and distance
- Position on field

Product Variables

Input:

- Offensive/Defensive
- Your Team
- Opposing Team

Output (Sheet of Play Types):

- Time Remaining
- Score Difference
- Down and Distance
- Position on Field

Market Assessment & Competitors

Company Name	Product / Solution overview	Who is the primary customer?	Key differentiation vs your proposal
SportRadar.com	Creates insights based on betting database, player analysis.	Betting professionals, sports enthusiasts & broadcasters.	Our product focuses on creating insights to tune in-game play-calling while this product is focused on generating betting odds & insights.
SportsData.io	Creates insights based on betting database, player analysis.	Betting professionals & Fantasy sports.	Sports data focuses on generating betting odds and fantasy insights for professional betting clients while we are focused on enabling coaching staff to better in-game plays.
Draftkings.com/fantasy-football/ & FanDuel.com	Consumer focus platform to bet on sport and fantasy sports	Betting professionals & Fantasy sports.	Sports data focuses on generating betting odds and fantasy insights for professional betting clients while we are focused on enabling coaching staff to better in-game plays.
Ably.com	Creating fantasy sport insights & in-game stream	Betting professionals & Fantasy sports.	Sports data focuses on generating betting odds and fantasy insights for professional betting clients while we are focused on enabling coaching staff to better in-game plays.

Key Insights:

Most of the key players in the industry are focused on fantasy sports and sports betting. (Clear revenue model)

Insights are leveraged to either *determine odds* or inform clients on data insights to *bet smarter*.

Fantasy sports & Sports analytics are expected to have compound growth cycles and are expected to reach \$6.4B and \$7.2B by 2030 respectively.

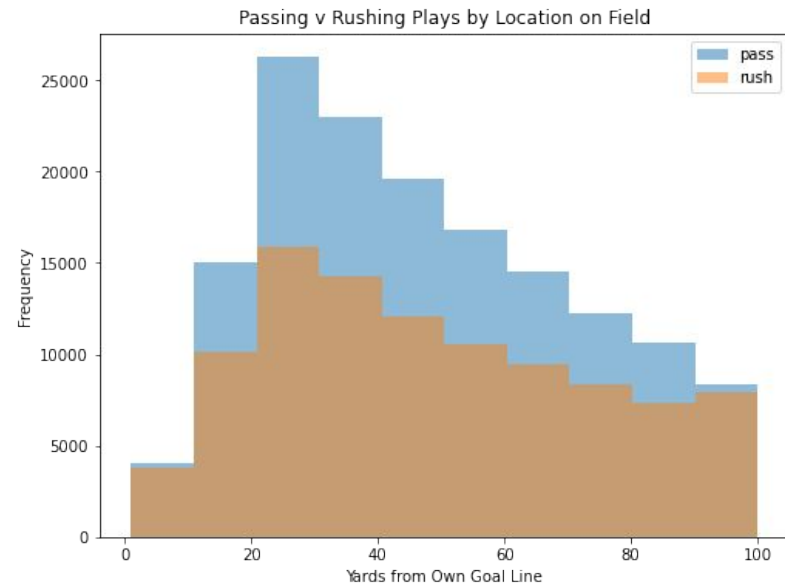
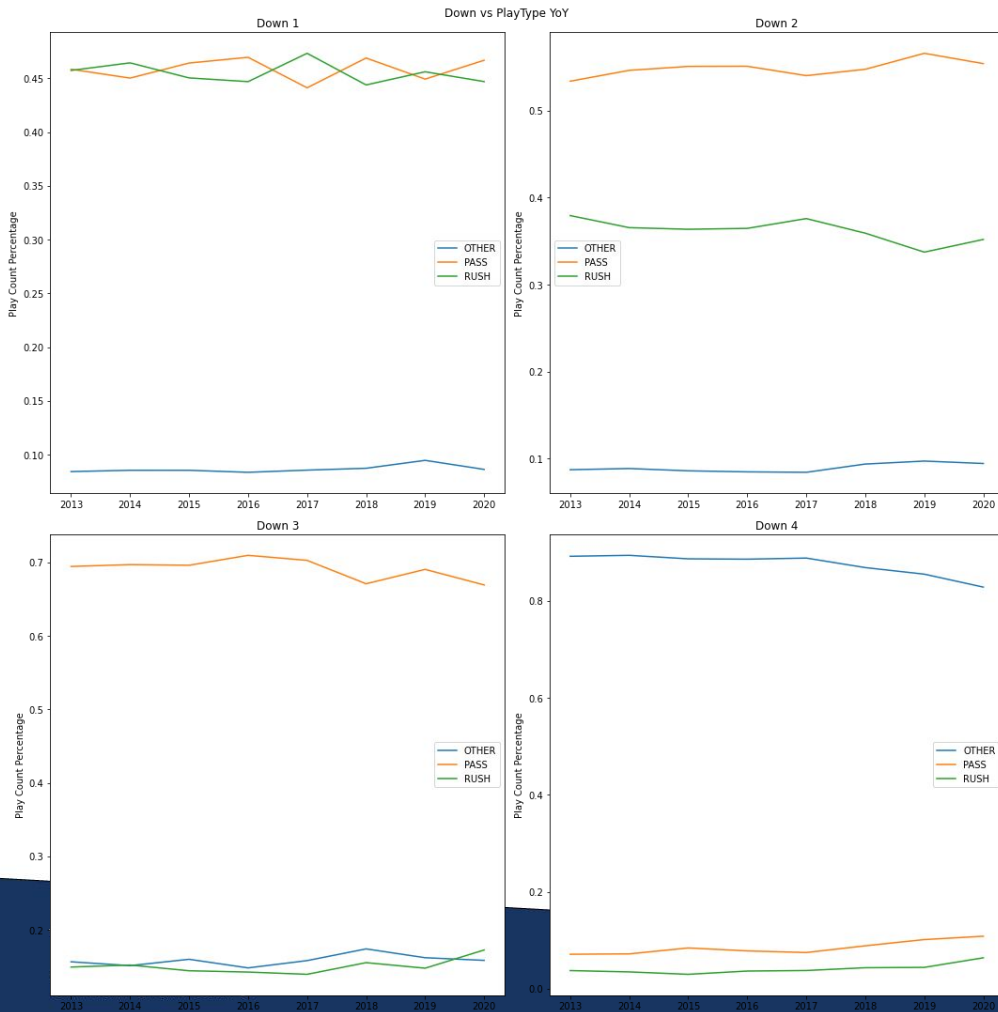
Addressable Market Size (Our) - ~300M

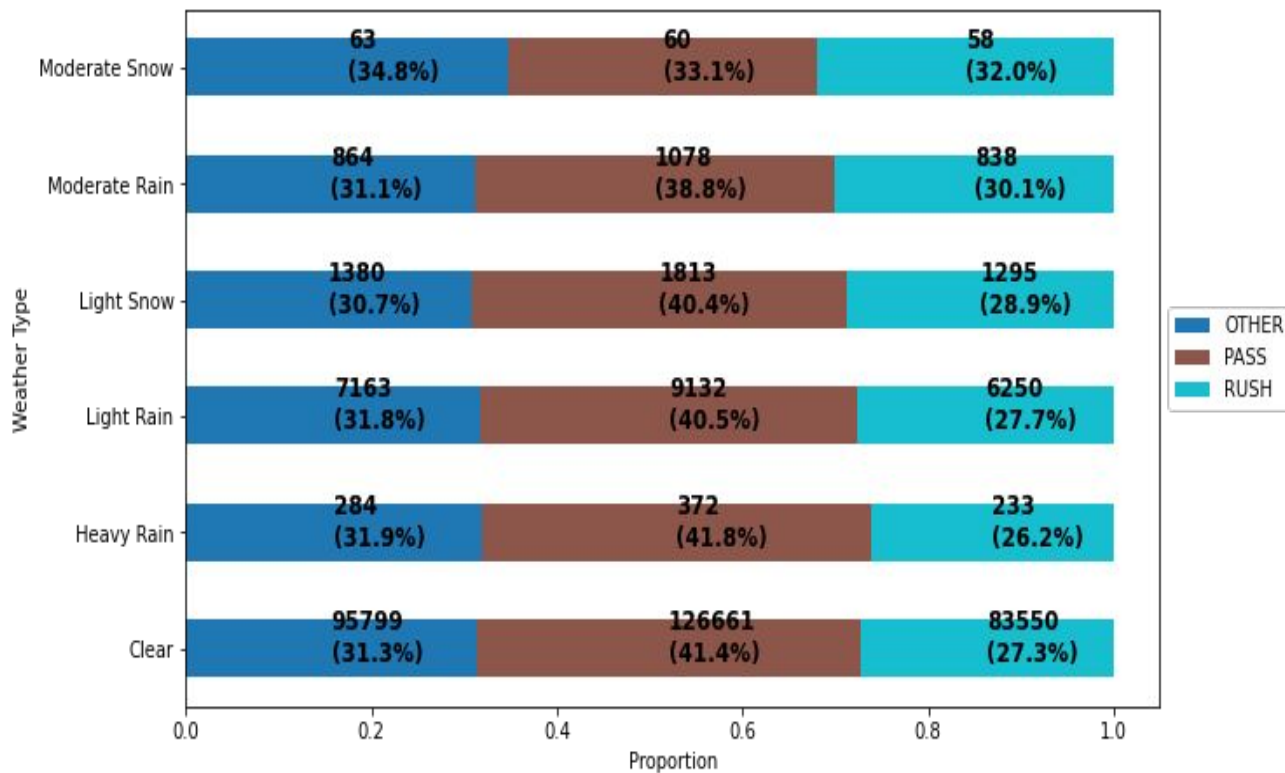
Focus - High School & College Coaches

[Action] Reaching out to professional coaches to validate the current product solution & understand pain points.

EDA

- Selected primary dataset
- Combined with weather data
- Investigated potential output classes
- Missing value investigation
- Trends investigated
 - Situational data relationship with Play calling
 - Play calling trends over time
 - Weather effects
 - Yardage gained
- Impute missing values
 - Weather
- Clean up based on play type
 - Lots of plays don't make sense as outputs
- Select starting set of features





Project Planning

	w5	w6	w7	w8	w9	w10	w11	br	w12	br	w13	w14
	09/19	09/26	10/03	10/10	10/17	10/24	10/31	11/07	11/14	11/21	11/28	12/05
Assignments	P1				WS	P2					DR	FP
EDA												
cleaning												
analysis												
define predictors												
Model Building												
baseline model												
model tuning												
Infrastructure												
architecture												
implementation												
Product Spec												
baseline												
final												
Web Application												
research												
implementation												

Thank you!

Question?

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Appendix

