



**Phoenix Mercury
2023 Team
Strategy**

Presented by Starting 5 Analytics
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Agenda

01

Past Season
Performance

02

Possible
Explanations

03

Recommendations

Focusing on the Last 2 Seasons 2022 & 2023

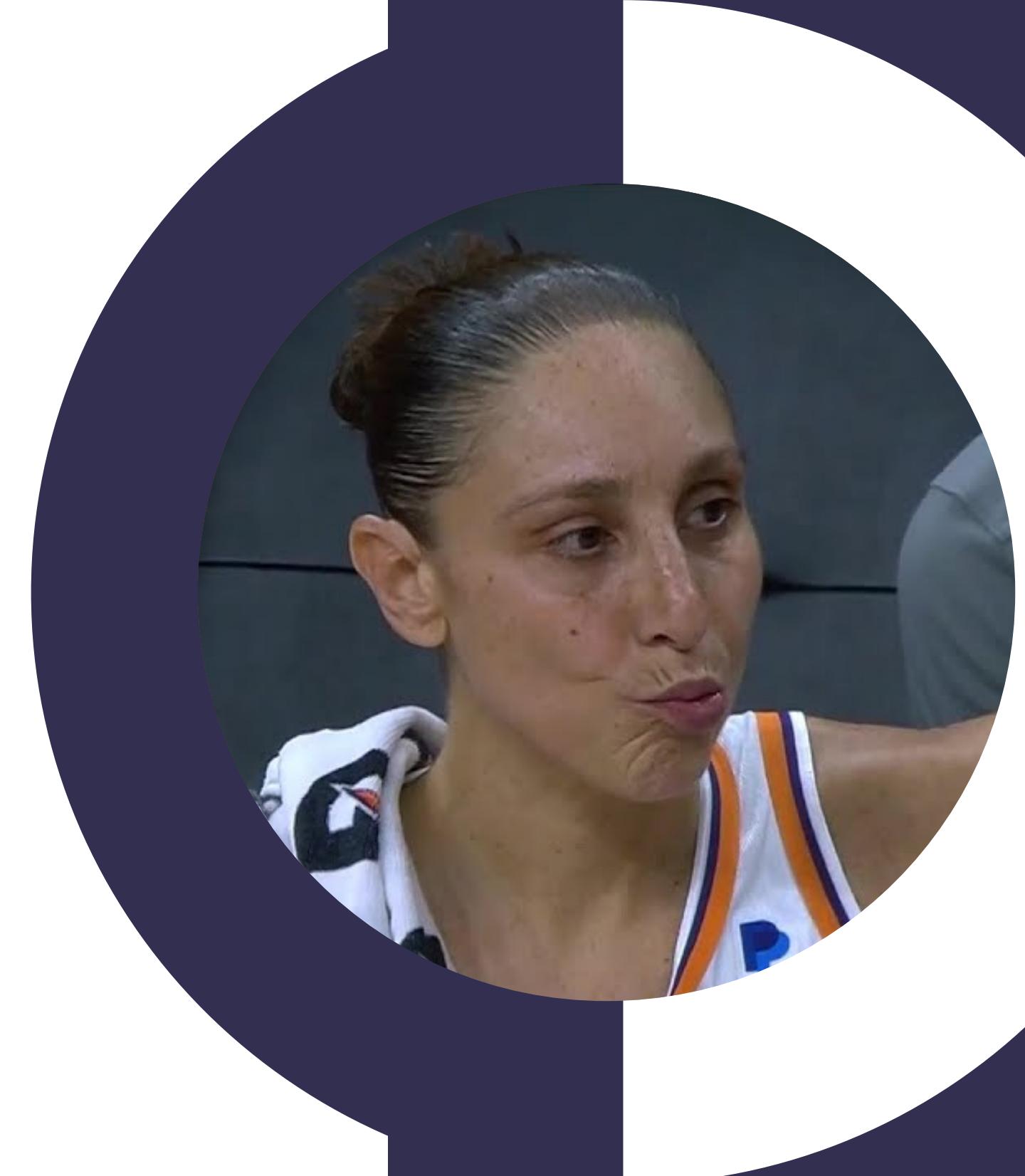
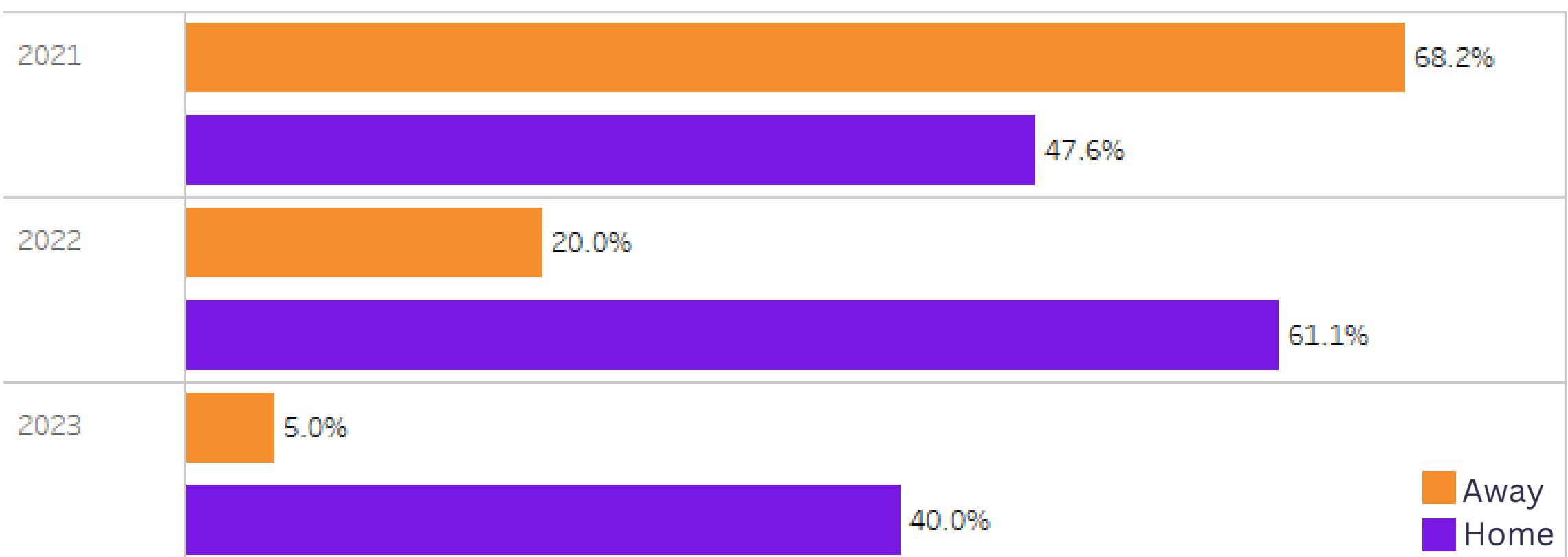


Phoenix has a shockingly poor win record

- 2021 - Made WNBA Finals - 19-13
- 2022 - First Round of WNBA Playoffs - 15-21
- 2023 - Missed the WNBA Playoffs - 9-31



Phoenix only won 20% of their away games in 2022 and 5% in 2023



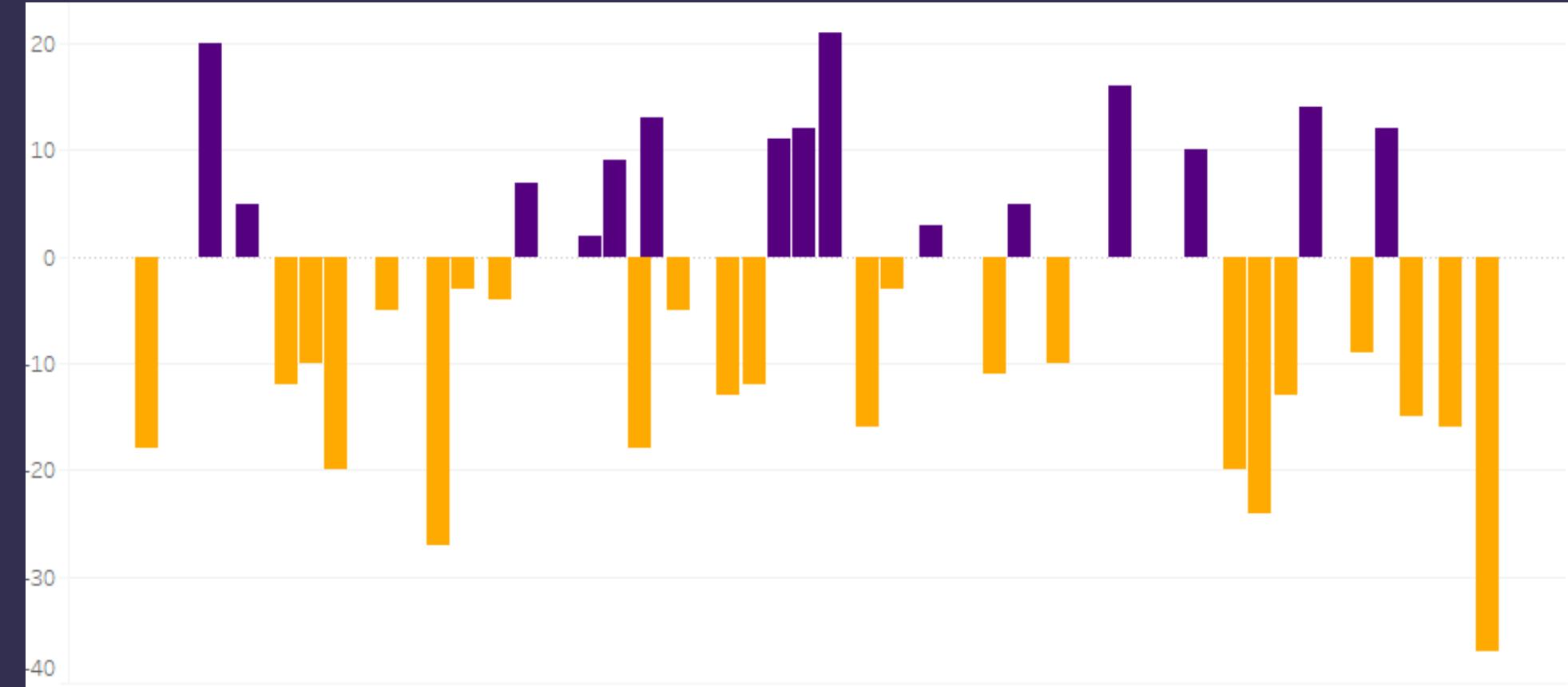
**Over the past
two seasons,
the point
margin of
Phoenix's
losses are
large**

Average Points Per Game:

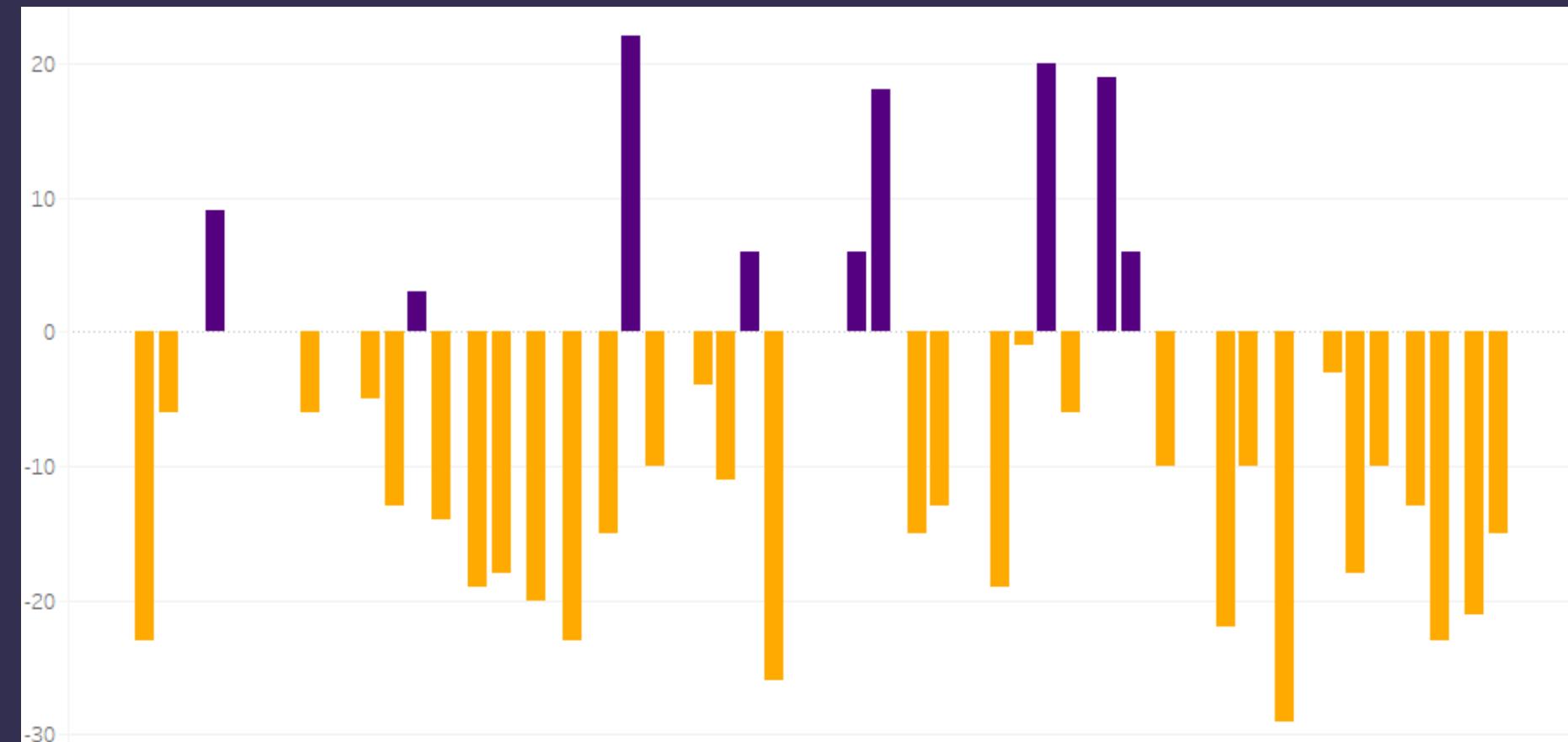
Phoenix Mercury:
76.6 points

2023 WNBA Champs:
92.8 points

2022



2023



The Mercury's roster is inconsistent

Player	Games Played '22	Games Played '23
Alaina Coates		2
Ashley Joens		8
Brianna Turner	35	40
Brittney Griner		31
Destanni Henderson		5
Diamond DeShields	30	
Diana Taurasi	31	26
Emma Cannon	1	
Evina Westbrook		9
Jennie Simms	23	6
Kadi Sissoko		40
Kaela Davis	5	
Karlie Samuelson	1	
Kristine Anigwe	10	
Liz Dixon		10
Madi Williams		5
Megan Gustafson	33	34
Michaela Onyenwere		40
Moriah Jefferson		39
Reshanda Gray	16	
Sam Thomas	24	1
Shey Pddy	34	18
Skylar Diggins-Smith	30	
Sophie Cunningham	28	31
Sug Sutton		40
Tina Charles	16	
Yvonne Turner	3	

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Coaching changes for the Mercury may have an effect on the teams performance



Coaches	Years	Wins	Win %	Season Results
Sandy Brondello	2014-2021	150	50.19%	Won Finals, Lost in Conference Semis 3x, Lost in W. Conf. Finals, Lost in 1st & 2nd Rounds, Lost in Finals
Vanessa Nygard	2022-2023	17	50.55%	Lost in 1st Round, Did not make playoffs
Nikki Blue	2022-2023	7	22.50%	Lost in 1st Rounds, Did not make playoffs
Nate Tibbetts	2023-present	0	-	Hired on Oct 16, 2023. Has not coach a game yet

Possible Explainers



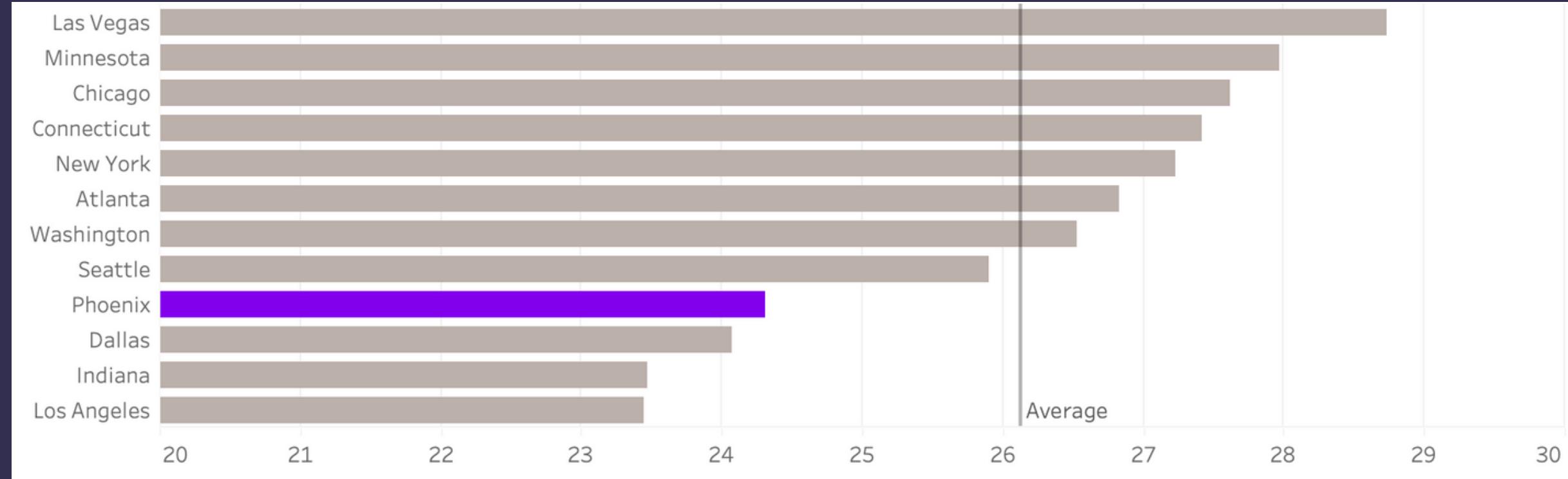
Defensive Performance



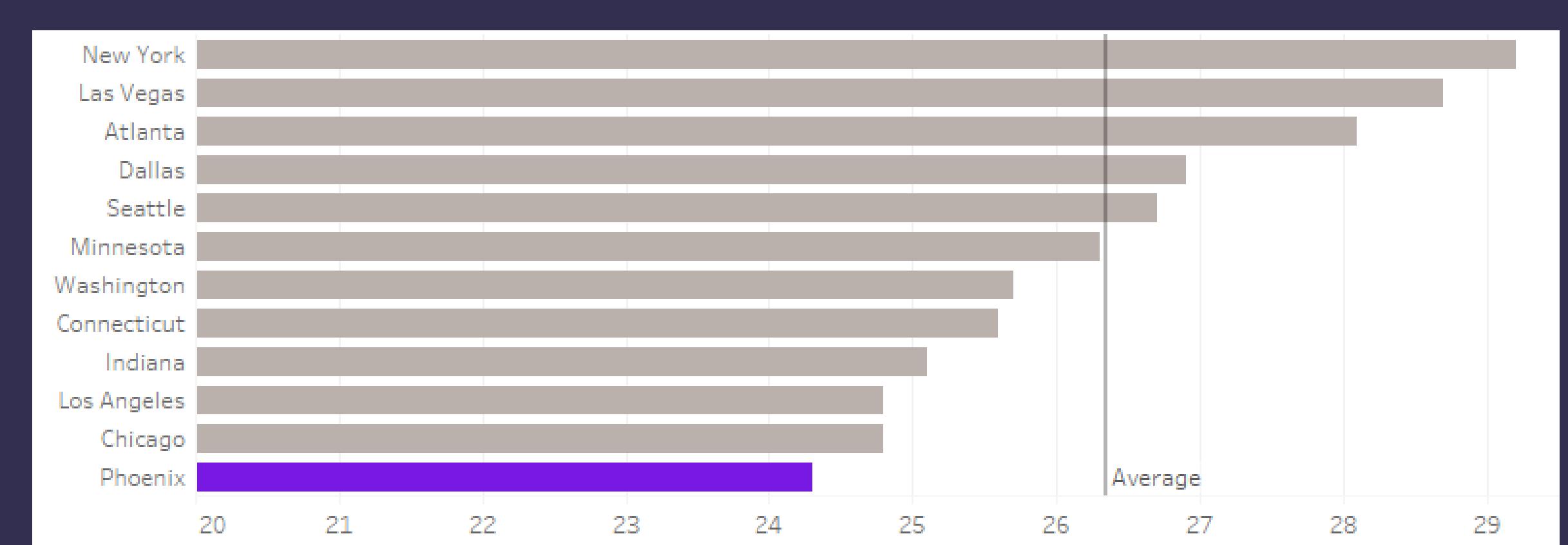
Offensive Performance

Terrible in Average Defensive Rebounds

2022

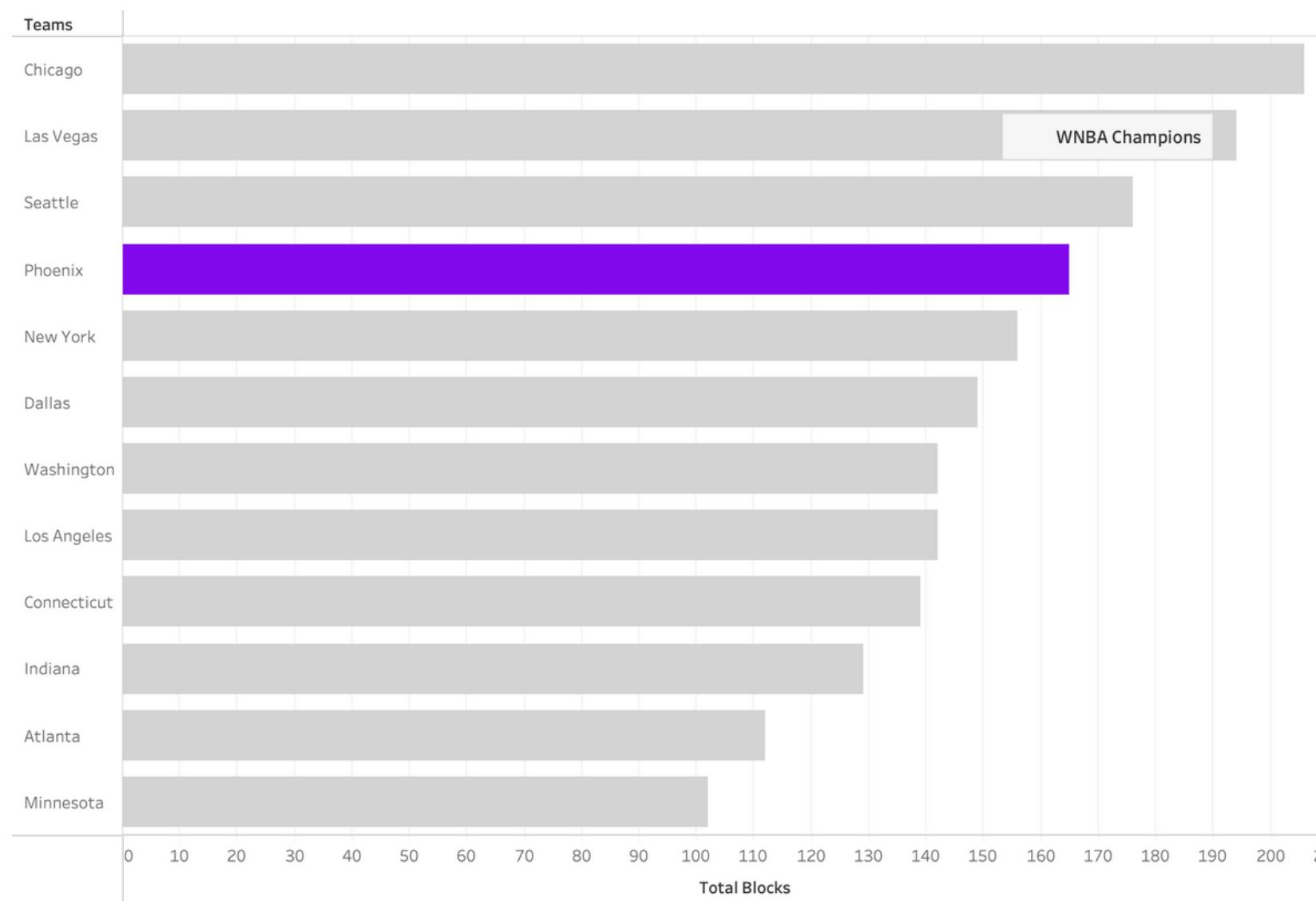


2023

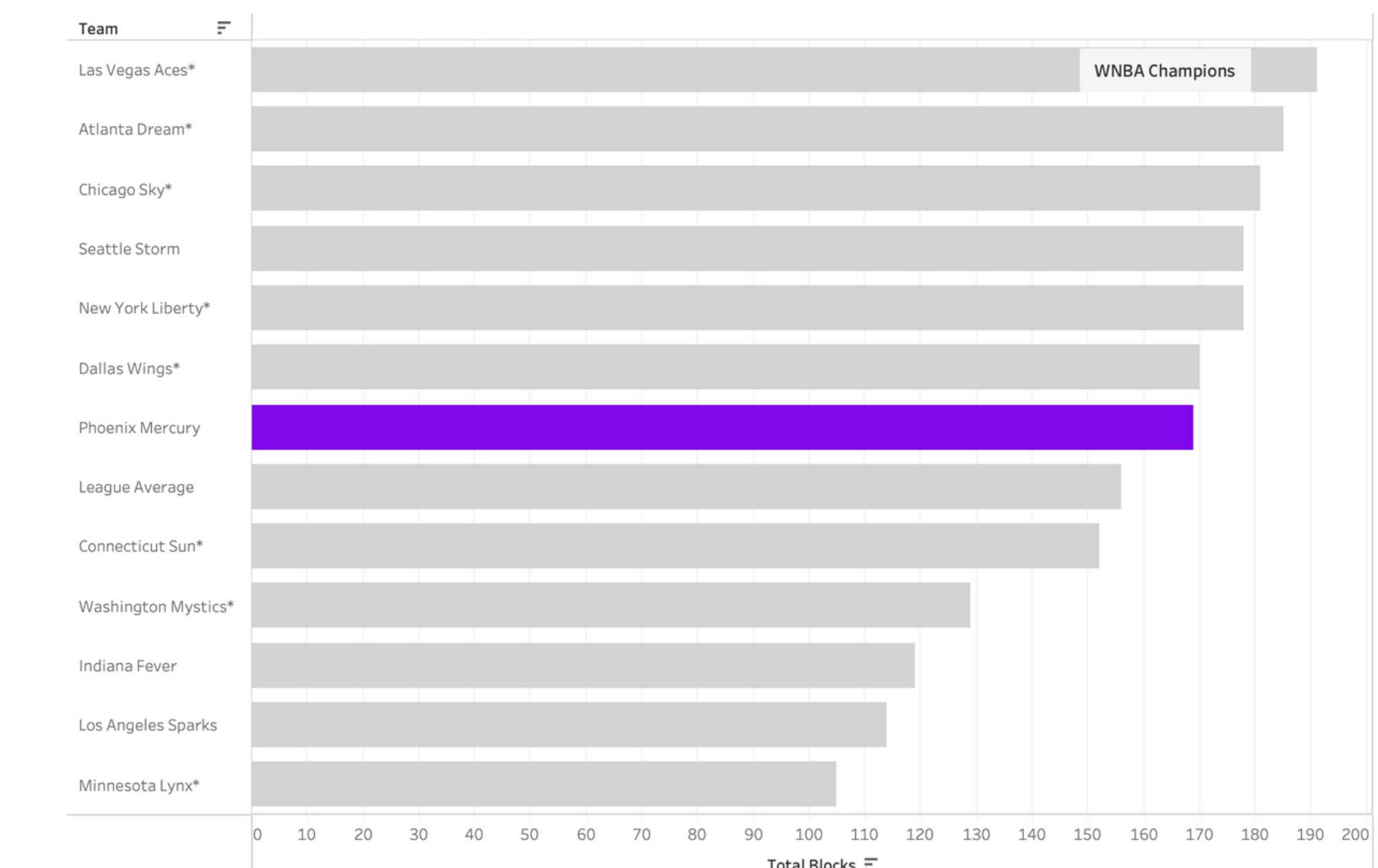


Defensive Performance: Blocks

2022



2023



Defensive Performance: Defensive Rating

Defensive Rating:
Estimated Points Allowed
per 100 Possessions

2022

Player	F
Yvonne Turner	115
Kaela Davis	111
Sam Thomas	109
Kristine Anigwe	109
Diana Taurasi	109
Megan Gustafson	108
Sophie Cunningham	107
★ Skylar Diggins-Smith	107
★ Shey Peddy	107
Jennie Simms	107
Tina Charles	106
Diamond DeShields	106
Reshanda Gray	105
Karlie Samuelson	105
★ Brianna Turner	105
Emma Cannon	104

2023

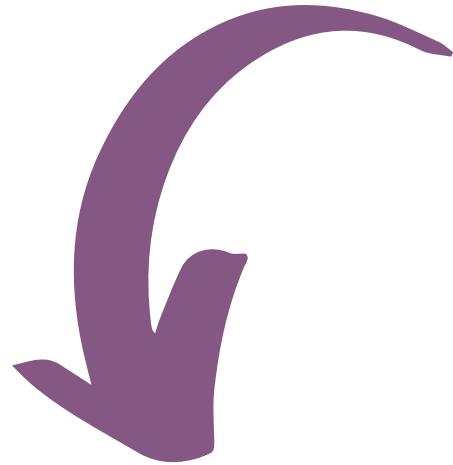
Player	F
Sam Thomas	116
Destanni Henderson	116
Liz Dixon	114
Ashley Joens	114
★ Sug Sutton	113
Sophie Cunningham	113
Evina Westbrook	113
Kadi Sissoko	112
★ Moriah Jefferson	111
Michaela Onyenwere	111
Jennie Simms	111
Diana Taurasi	111
Madi Williams	110
Shey Peddy	109
Megan Gustafson	109
Brittney Griner	107
★ Brianna Turner	106
Alaina Coates	96

League Average:

2022 : 103.8

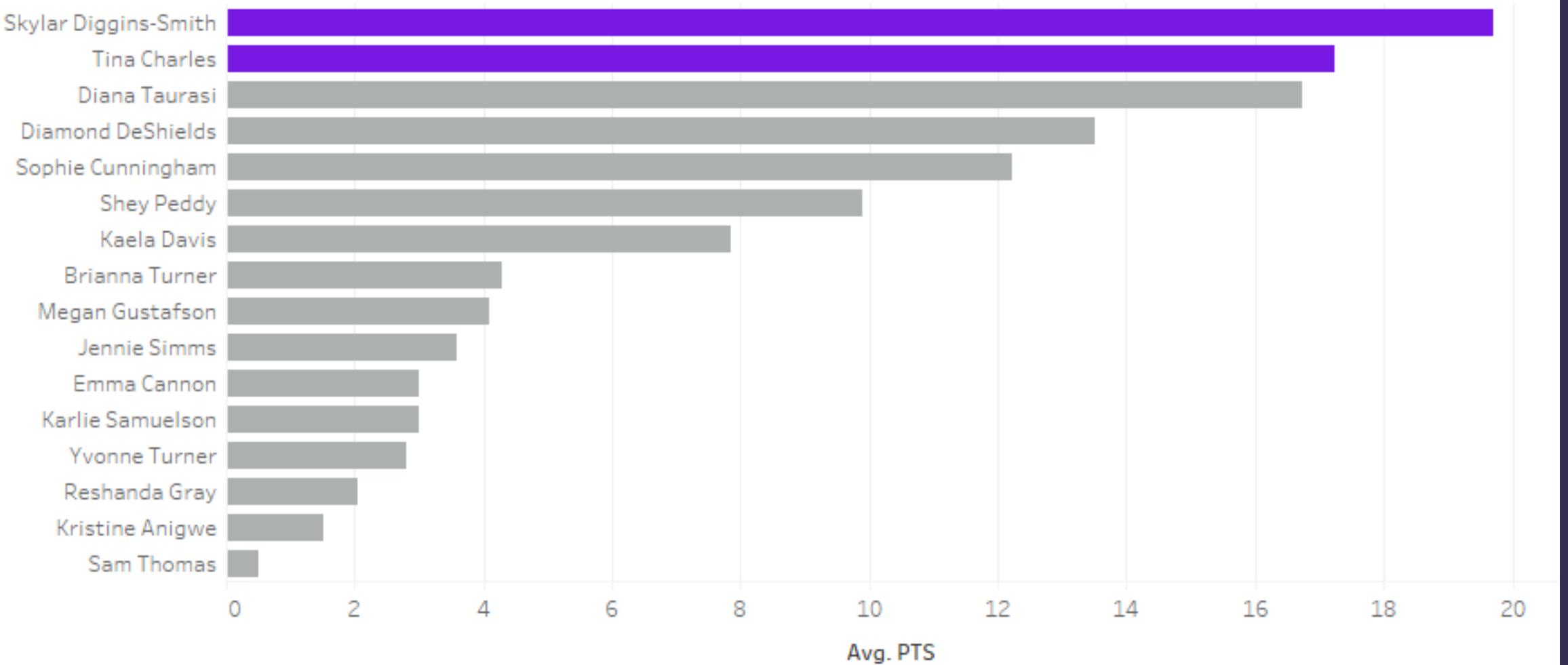
2023: 104.2

Leading the league in turnovers...



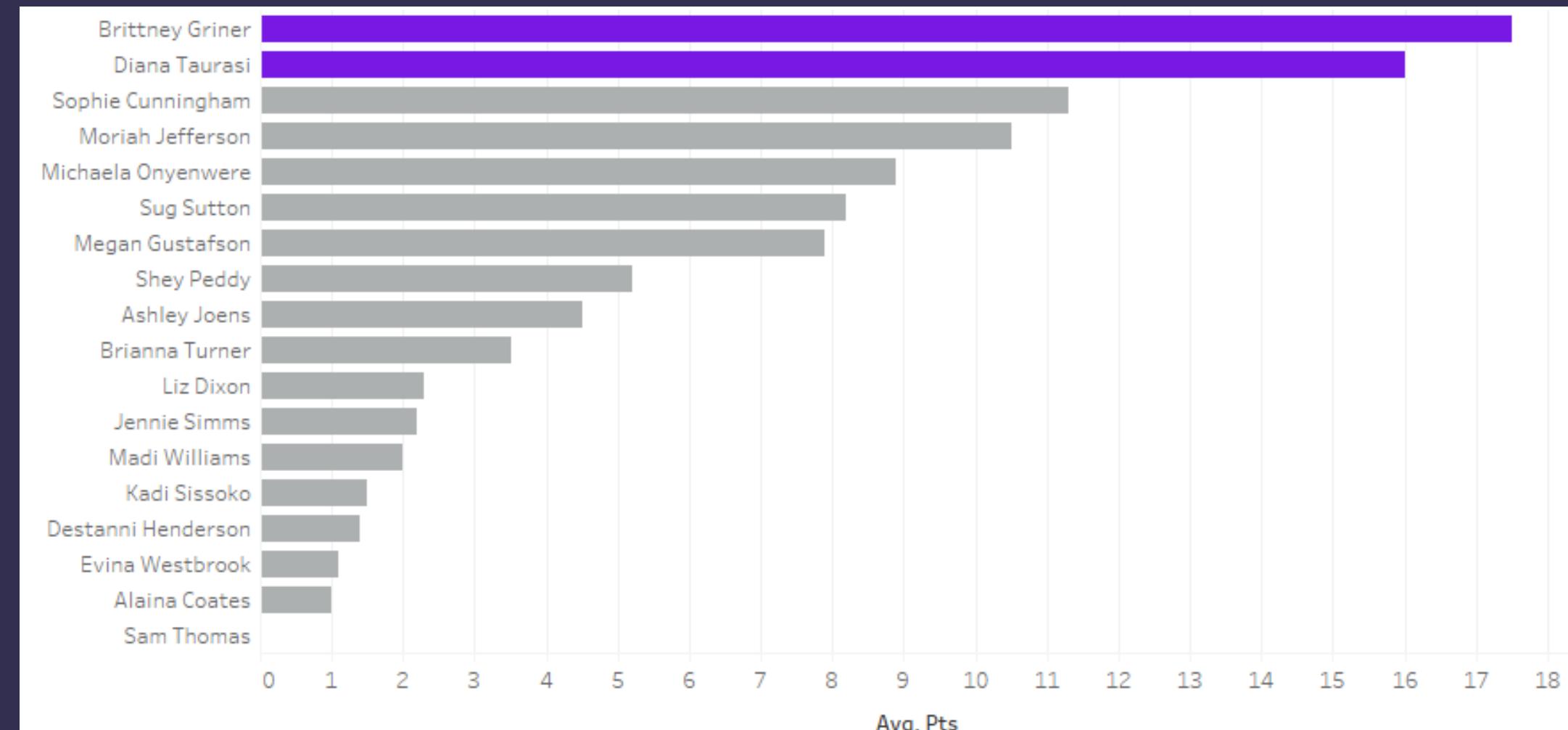
Phoenix 590	Atlanta 545	Minnesota 536	Dallas 523	Los Angeles 501
Seattle 579	New York 540	Connecticut 496		Las Vegas 445
Indiana 563	Chicago 538	Washington 489		





2022

Best scorers are different year to year



2023



We Recommend

01

Consistency

02

Improve Team Strategy

03

Target Younger
Franchise player



Thank You!



Sources

- <https://www.basketball-reference.com/>
- <https://acrossthetimeline.com/wnba/drafts.html#season=Any&team=Phoenix%20Mercury>
- <https://mercury.wnba.com/news/>
- <https://www.espn.com/wnba/stats/team>