NFL Go For It! The 4th Down Decision



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In American Football there are many decisions a team needs to make in order to win the game. In this project we focus on those that need to be made on 4th down plays. Following are the three decisions to be made on the fourth down.

- 1. Punt
- 2. Kick a field goal
- 3. Go for a first down

We attempt to determine which choice should be made under certain conditions. The following are the conditions which we take into account in determining the best action.

- 1. Offensive and defensive rank of the offensive team
- 2. Offensive and defensive rank of the defensive team
- 3. The number of yards to convert a first down
- 4. The field position

With this information from the data we were able to estimate the expected points scored given each of the three decisions. Finally, with this information a decision can be made.

The Data

The data that we have chosen to attempt to answer this research question is NFL play-by-play data for seasons 2002 - 2012. The play-by-play data includes a game ID, which quarter, which down, which teams, a play description, and the number of points scored.

Determining the Decision

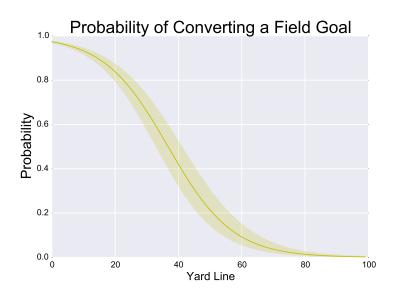
Let $Points_o$ and $Points_d$ be the number of points the offensive and defensive team will score respectively. Let Punt, FieldGoal, and GoForIt be the events that the offensive team punts, attempts a field goal and goes for the 1st down given they are on their fourth down respectively. Let S_f and S_g be the events that the offensive team successfully scores a field goal and successfully converts a first down respectively. Then let

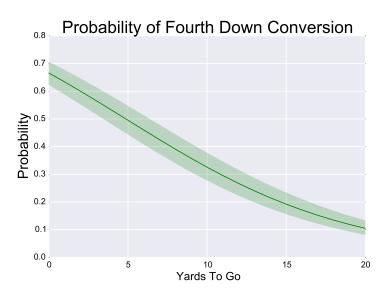
$$P = E[Points_o|Punt]$$

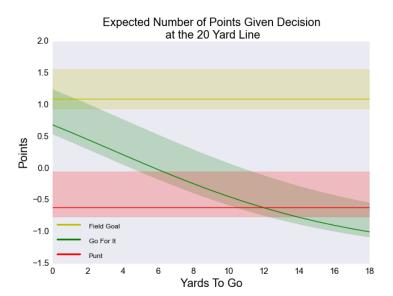
$$G = E[Points_o|GoForIt] = E[Points_o|S_g]P(S_g) - E[Points_d|S_g^c]P(S_g^c)$$

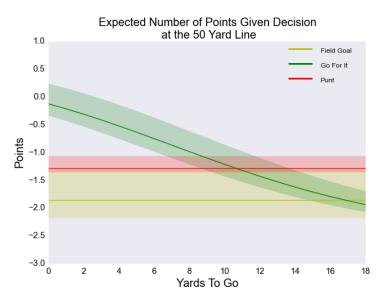
$$F = E[Points_o|FieldGoal] = E[Points_o|S_f]P(S_f) - E[Points_d|S_f^c]P(S_f^c)$$

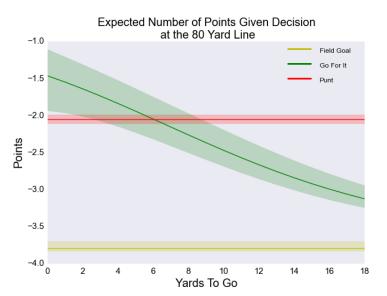
Then Decision = $argmax\{P, G, F\}$.











Determining the Decision

50 Yard Line, 5 Yards to Go Offense Rank: Medium; Defense Rank: Medium

$$P = E[Points_o|Punt] = -1.28$$

$$G = E[Points_o|GoForIt] = E[Points_o|S_g]P(S_g) - E[Points_d|S_g^c]P(S_g^c)$$

$$= 1.29(.50) + (-2.52)(1 - .50) = -.63$$

$$F = E[Points_o|FieldGoal] = E[Points_o|S_f]P(S_f) - E[Points_d|S_f^c]P(S_f^c)$$

$$= 1.63(.21) + (-2.80)(1 - .21) = -1.86$$

$$Decision = argmax\{P, G, F\}$$

$$= argmax\{-1.28, -0.63, -1.86\} = Go For It!.$$

NFL Go For It! What should my decision be?

Optimal Decision Map

Offense Rank: High; Defense Rank: Poor



NFL Go For It! What should my decision be?

Optimal Decision Map

Offense Rank: Medium; Defense Rank: Medium



NFL Go For It! What should my decision be?

Optimal Decision Map

Offense Rank: Poor; Defense Rank: High



Thank You!