



Executive Summary & Recommendations:

Traditional box scores tell us what happened; advanced analytics tell us what mattered. By analyzing the 2024 play-by-play data, we can quantify excitement to align Marketing and Video Production efforts with on-field impact.

The accompanying chart highlights the comparative efficiency (Expected Points Added) of the 49ers' passing attack versus the run game. Furthermore, by isolating the plays with the highest "Win Probability Added" (WPA)—the specific moments that swung the game's outcome—we move beyond subjective highlight selection.

Actionable Recommendations:

- Content Prioritization: The Video Production team should utilize WPA data to immediately identify the top 5 highest leverage plays post-game. These emotional peaks should receive priority for social media ad spend in the 24–48-hour window following a win to maximize engagement rates.
- Strategic Marketing Narrative: The data indicates the specific offensive identity driving efficiency this season. Marketing campaigns for tickets and merchandise should lean heavily into this data-backed narrative (e.g., emphasizing the explosive passing connection shown in the high EPA data).