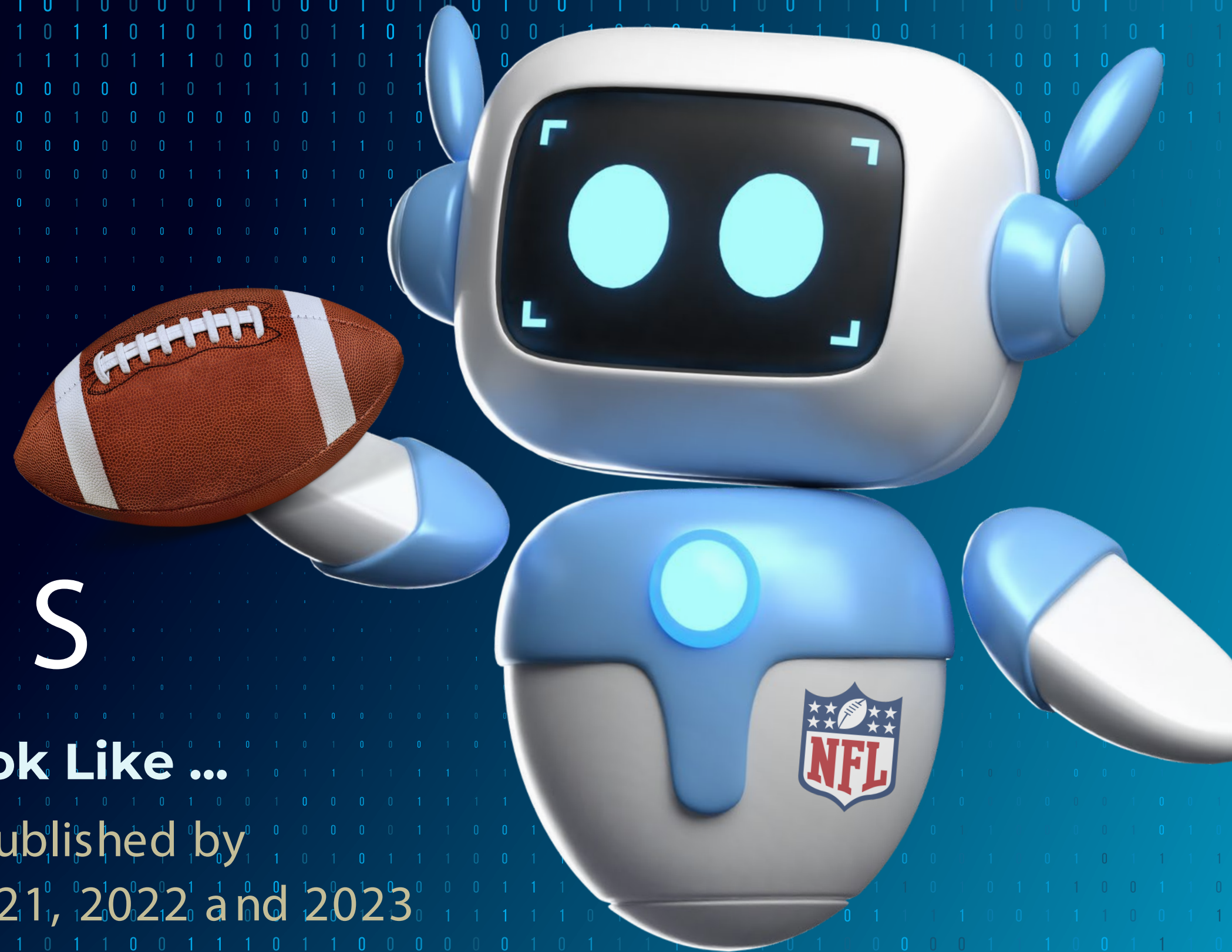


NFL ANALYTICS

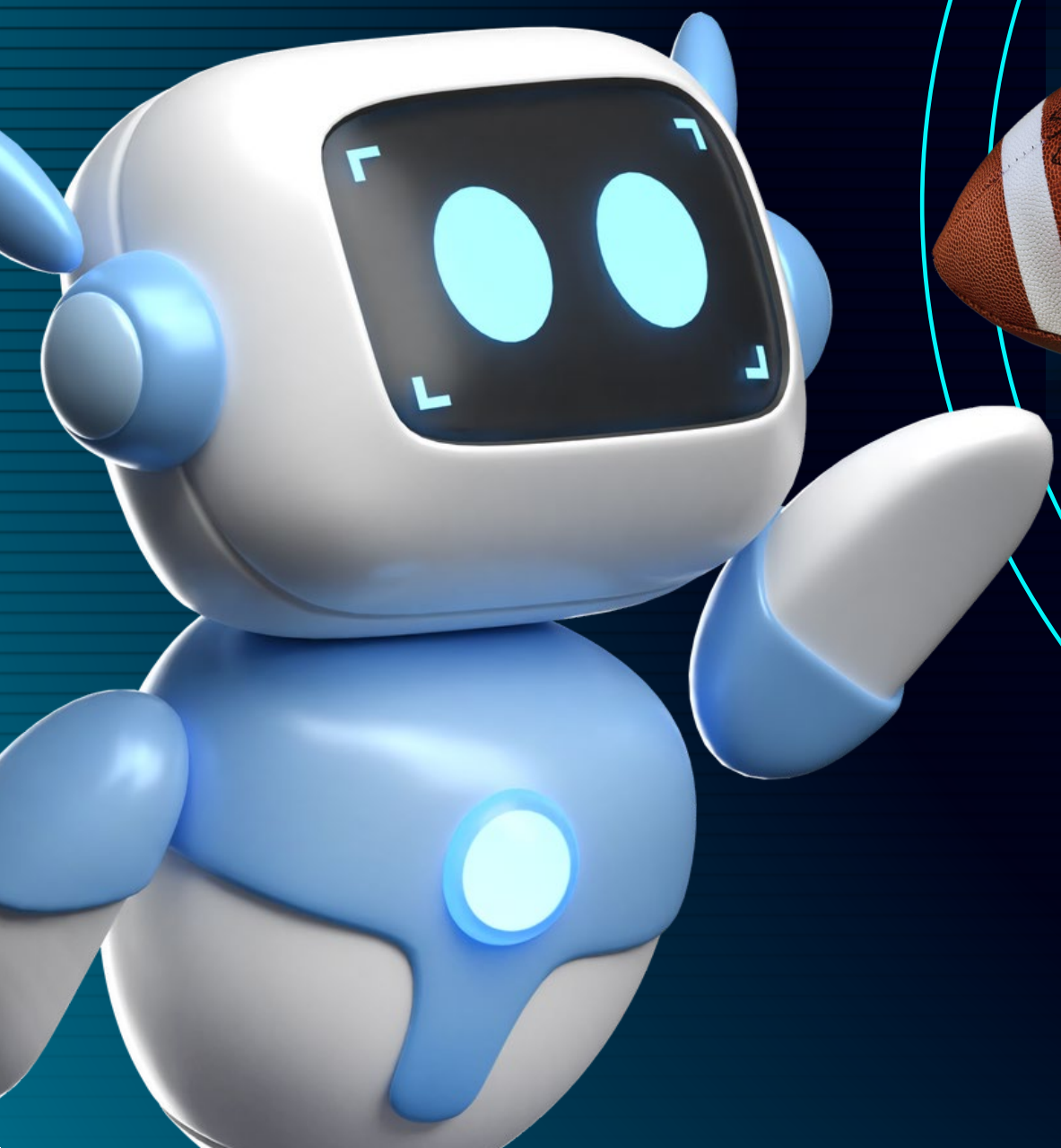
What the NFL “Geek Groups” Look Like ...

Analysis based on NFL analytics data published by
SETH WALDER of ESPN Analytics in 2021, 2022 and 2023

Data analytics performed using Excel & Tableau by
Ken Barlow (Indiana polis) – <https://tinyurl.com/KB-ResumePage>



FOR BEST EXPERIENCE, VIEW PPT



CREDITS:

SETH WALDER – ESPN Analytics



Visit the ESPN Analytics
home page at:
www.espn.com/analytics

Data taken from articles from
2021, 2022 and 2023.

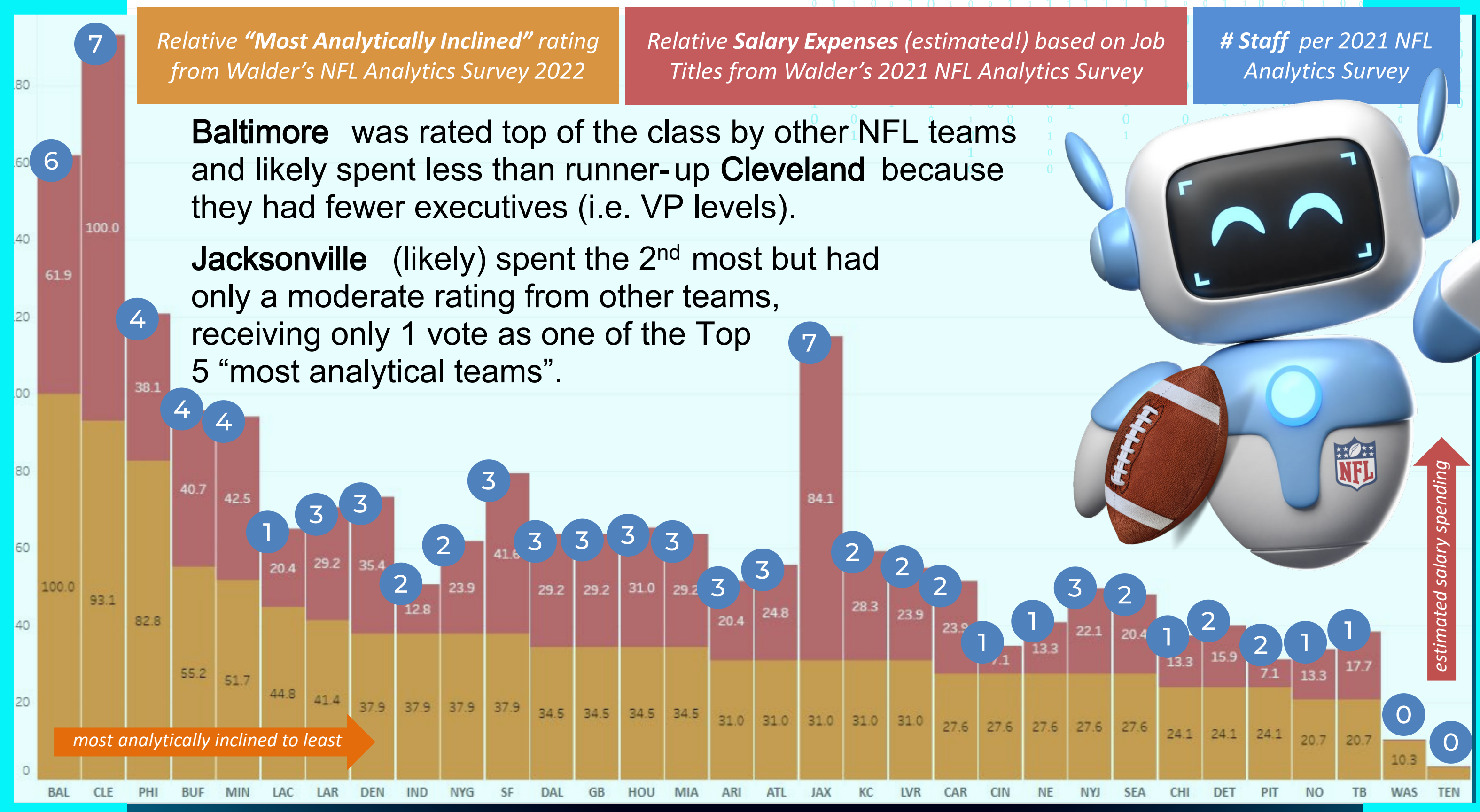


CONTENTS

- 1 What Teams are the Most Analytical?
- 2 What are the Various Data Analytics Roles ?
- 3 (in progress)
- 4 (in progress)
- 5 (in progress)

PEER RATINGS & INVESTMENTS IN DATA TEAMS

WHAT TEAM IS THE MOST ANALYTICAL?



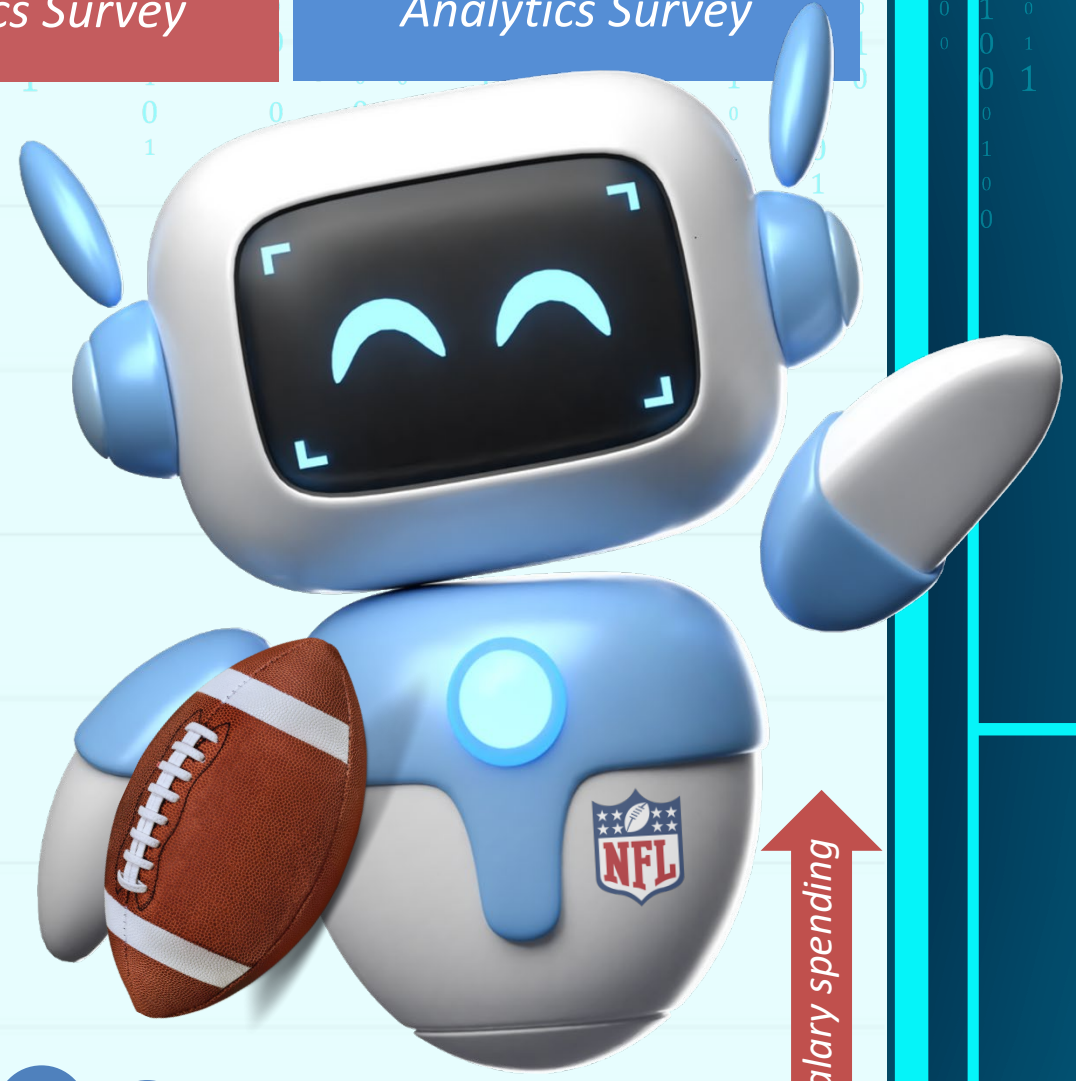
Relative "Most Analytically Inclined" rating from Walder's NFL Analytics Survey 2022

Relative Salary Expenses (estimated!) based on Job Titles from Walder's 2021 NFL Analytics Survey

Staff per 2021 NFL Analytics Survey

Baltimore was rated top of the class by other NFL teams and likely spent less than runner-up **Cleveland** because they had fewer executives (i.e. VP levels).

Jacksonville (likely) spent the 2nd most but had only a moderate rating from other teams, receiving only 1 vote as one of the Top 5 "most analytical teams".



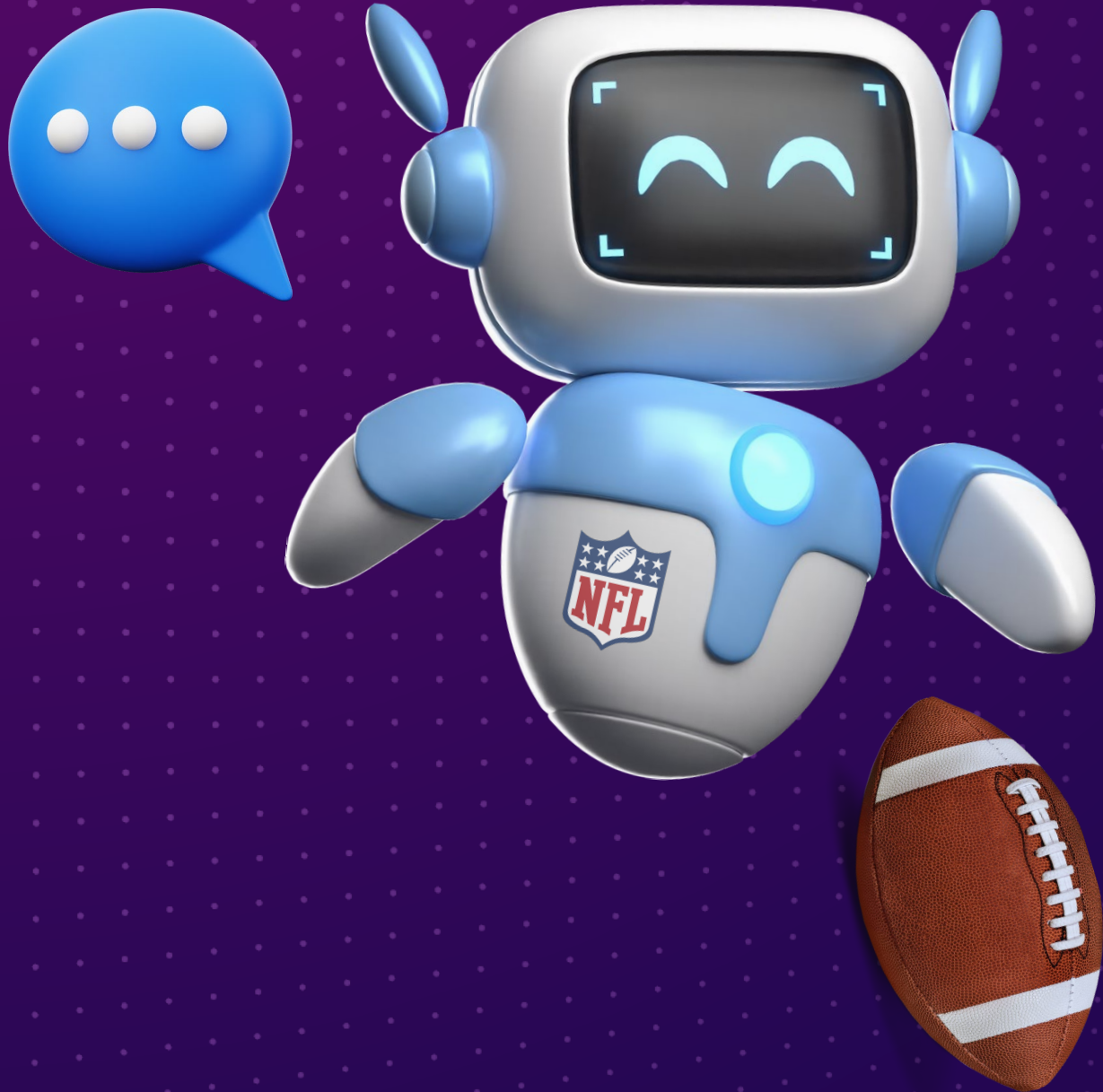
estimated salary spending

most analytically inclined to least

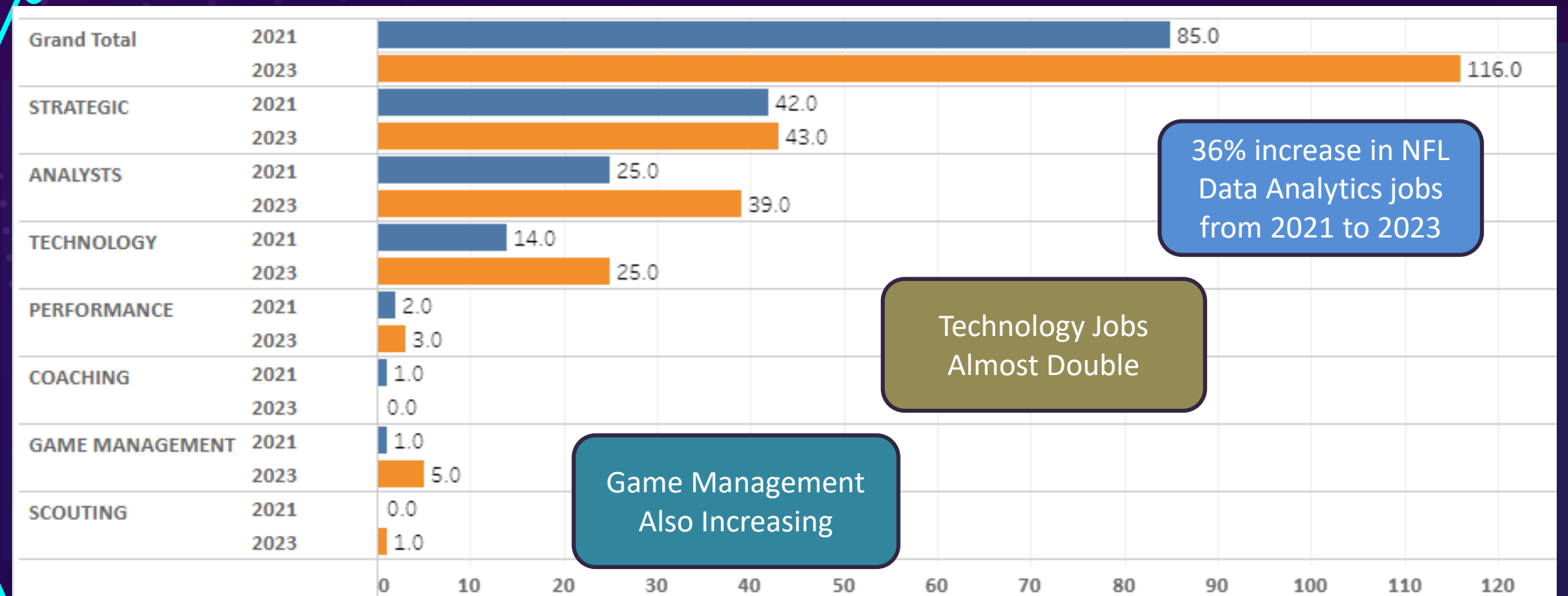
WHAT ROLES ARE PLAYED ON NFL DATA ANALYTICS TEAMS?

2

NFL DATA ANALYTICS JOB TITLES GROWTH BY YEAR



JOB TITLES by CATEGORY by YEAR



36% increase in NFL Data Analytics jobs from 2021 to 2023

Technology Jobs Almost Double

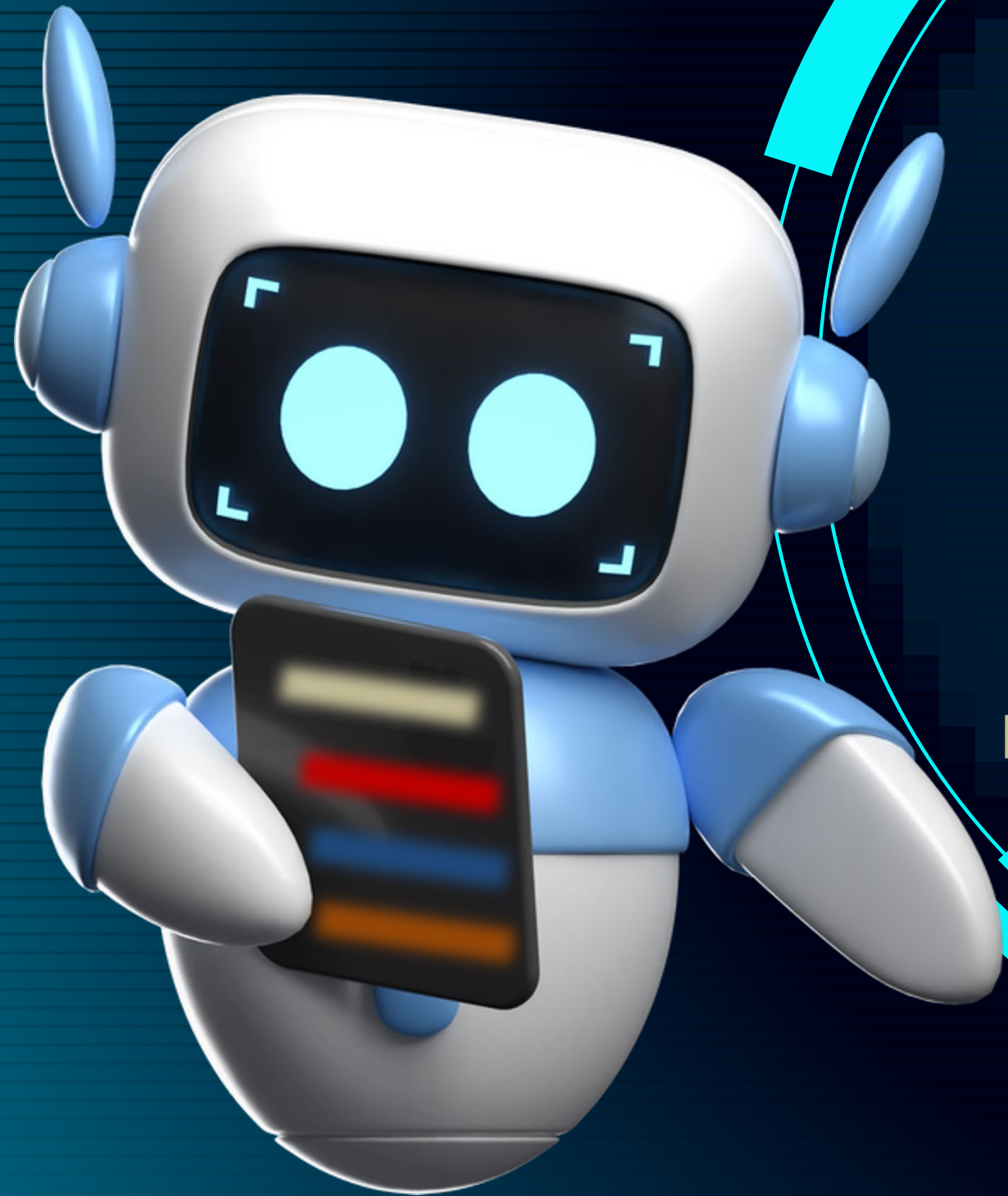
Game Management Also Increasing

Generalized data from Walder's 2021 and 2023 NFL Data list of Data Analytics Survey by reviewing job titles

"Strategic" – Typically Directors or Managers of Analytics
 "Analysts" – Typically had analysts in the job title
 "Technology" – Needed either "Data Scientist", "Developer", "Quantitative" or "Database" in job title



AI TRANSLATION
*interactive call
sheets ...? wow!*



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