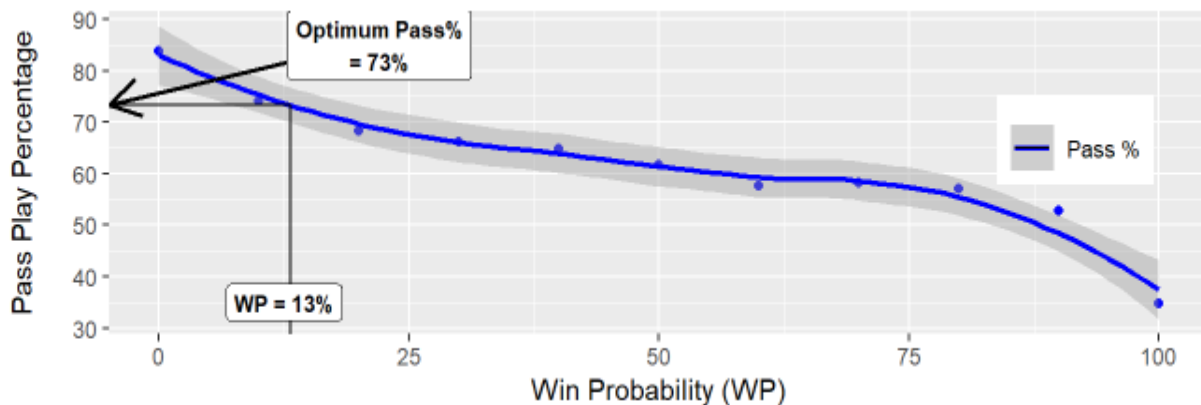
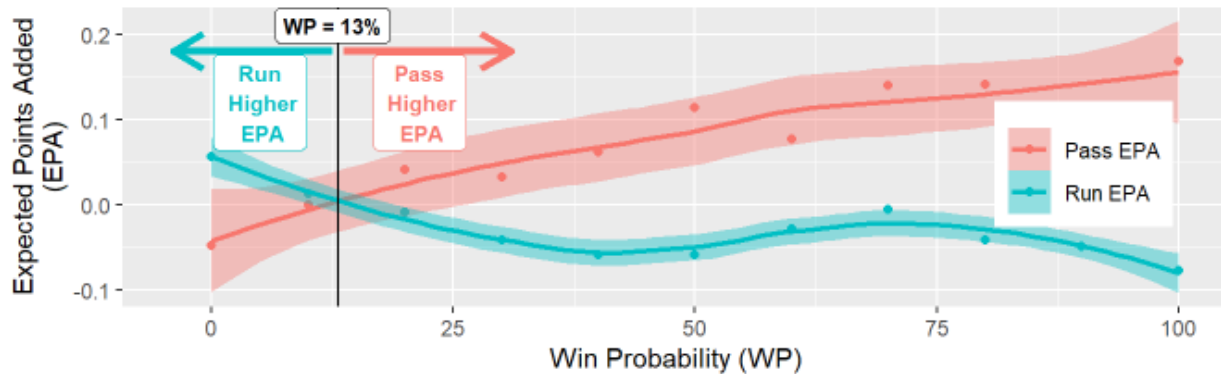


# Optimum Pass/Run Ratio in NFL

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See full paper at: <http://davidschmerfeld.github.io/nfl-optimum-pass-run-ratio>

2019 Season Data from nflscrapR



## GOAL

Maximize passing *BUT*  
don't make passing too  
predictable

- ✓ At Win Probabilities < 13%  
(when passing *is* too  
predictable)—  
Running plays get higher EPA  
than passing plays
- ✓ A 13% WP is associated w/  
a 73% pass play percentage
- ✓ If want to maximize points—  
The optimum pass play  
percentage in 2019  
would have been 73%