

# 2017 Dynasty Rookie Draft Guide



A quantitative approach to evaluating NFL rookies built on Dynasty Football Fan's revolutionary database of statistics going back to 2001. Offensive skill positions are evaluated and ranked based on:

**Athleticism Scores including speed, agility, power and strength**

**Market value of draft position**

**Age-weighted production including yardage and TDs**

**You Get:**

**Rookie metric scores compared to historic rookies back to 2001 (17 years!)**

**Position by Position Draft Strategies for QB, RB, WR & TE**

**Historical Draft Class Strength**

**Historical Rookie Hit Rates**

**Complete Rookie Rankings and Commentary**

**Updated Post-Combine, Pre-Draft & Post-Draft**

## Version 2 – 04.15.2017 – Post-Combine, Post-Pro Days, Pre-NFL Draft

Congratulations on taking the dive into quantitative statistical analysis for dynasty fantasy football. The Dynasty Football Fan's 2017 Dynasty Rookie Draft Guide is chock full of information that will help you evaluate rookies, determine your annual rookie or startup strategy and begin to get the most out of every draft pick you choose. When you buy this guide you don't just get a document, you get a **membership** that includes exclusive article content based on our revolutionary statistical database. Thank you for joining us in this journey and good luck in your dynasty endeavors!

### Sections:

Definitions

1. Running Backs
2. Wide Receivers
3. Tight Ends
4. Quarterbacks
5. Complete Rookie Rankings

### Each position section includes the following:

- 5-year hit rate by historical decile
- Decile Analysis
- Draft Class Analysis
- Position Rankings and Analysis
- Rookie metric breakdowns by Athleticism and Production
- Strategies based on strength of position class

### Production Updates:

As NFL rookies go through the evaluation process more information is picked up and input into our database. This second draft includes combine results, pro day results and uses Matt Miller's full 7 round mock draft to estimate draft results in the system. Once the NFL draft occurs we will have all of the final data available to us for analysis and will publish our final post-draft guide.

### The Revolutionary Database:

I've scoured the internet to pull as much historical data into the Dynasty MetriX database as possible. 17 years of historical combine results, pro day results, final year college production results and draft positions are included in the database. This data is commingled with NFL results (calculated as standard scoring fantasy points) for the first five years of every player's career to connect the dots between NFL results and our quantitative analysis.

### Understanding the Analysis:

Reading metrics: The database houses 28 original data points for each player. It calculates another 21 refined data points based on the original data and then these data points are refined into three basic scores that are combined to produce the players Dynasty MetriX Score. The refined data points are all created based on the concept of z-score. In statistics, a z-score indicates how many standard deviations a data point is from the mean. A positive score is above the mean and a negative score is below the mean. Higher positive is good, lower negative is bad. Simple as that. We take 17 years' worth of rookies (17 historic years and this year) and compare them. We do this by position so that like type athletes and roles are compared to each other. The result is a database of information that provides real context into the percentage chance that a prospect will produce the desired result within their first five years of NFL production.

**Definitions:** Throughout this guide there are references to certain metrics and for your convenience I have listed and defined them here.

**Dynasty MetriX Score (DMX)** – Is the final numeric metric summed up in this database for each prospect.

**Hit Rate** – The amount of prospects that produce in the top 20% for their position, based on the first five years of their NFL career, historically over the 17 year timeframe of the database. Production in any year can be variable for a variety of reasons, injuries, opportunity and so forth. Over a five year horizon if a player produces within the top 20% of their peers over a 17 year period, they will have at least one starting quality season and be considered valuable for dynasty fantasy football purposes.

**Athleticism Score (ATH)** – The z-score resulting from the combination of four different metrics including:

- Speed Score – we use speed score instead of 40-time to account for the weight of each prospect
- Agility – Combination of 3-cone drill and Shuttle drill scores for each prospect
- Leg Power – Combination of Vertical and Broad jump scores for each prospect
- Strength – Bench press score for each prospect

**Draft Position Score (DPOS)** – This is the z-score of the draft position of each player. Undrafted players are given a score lower than the lowest draft position. Some may ask, “Why use a prospects draft position in analyzing their chances for dynasty fantasy football success?” To be sure, it’s a relevant question. There are two very good reasons as to why I incorporate a player’s draft position into the weighted calculation of Dynasty MetriX Scores.

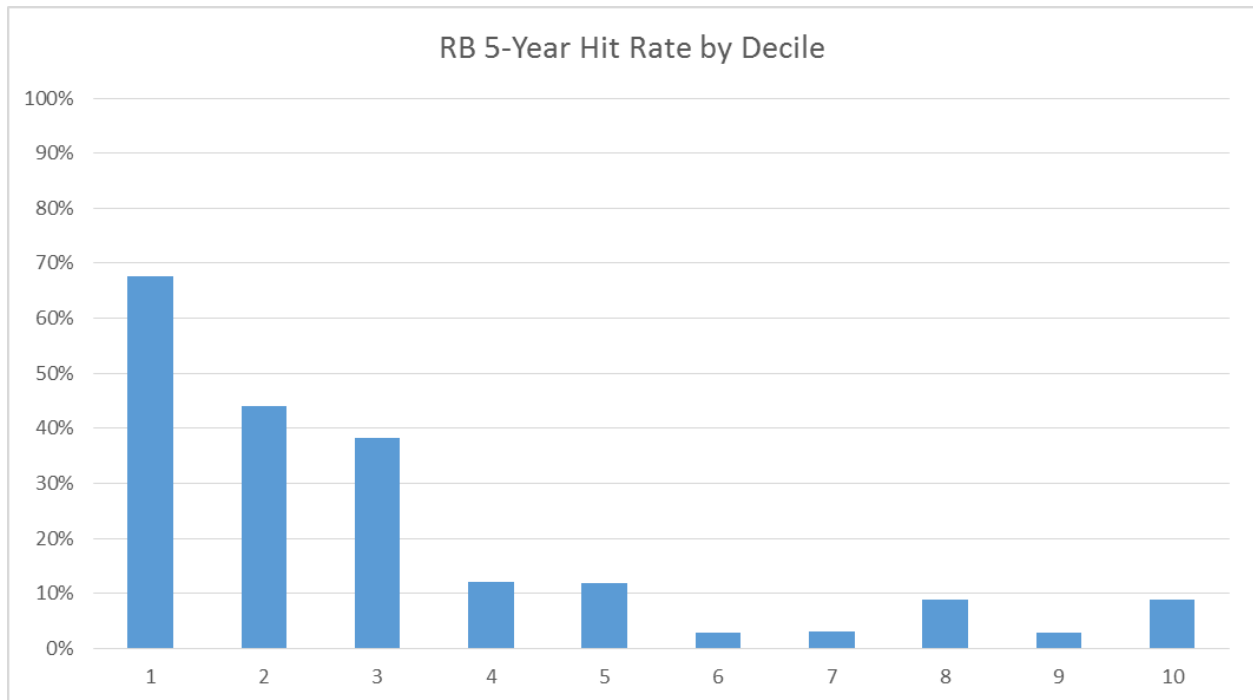
- First, the draft, at its essence, is a market. It’s a market much like the stock market. NFL teams go to extreme lengths to vet these players and understand and rank their value to the team and then choose accordingly. Imbedded in that choice (and therefore that draft position) is both a very real approximation of the value of the player and a ton of research that goes well beyond the layperson’s capabilities. NFL teams have armies of security people, scouts, coaches, player personnel directors scouring every piece of information available for each player in the draft. Just like the stock market, these professionals sometimes get it wrong and you have a draft bust. Most of the time, they get it right and that logic is a critical part of our evaluation.
- Second, incorporating draft position allows us to evaluate all players together, no matter whether they are large school, small school, Canadian, German or whatever. When evaluating age weighted production, you have to account for the fact that an RB that produced 1,500 yards at Alabama performed against a different level of competition than an RB that produced 1,500 yards at Tiffin University. If, for some reason, the market likes the Tiffin RB better than the Alabama RB and picks the Tiffin RB first, that information should be taken into account. In our metric it is.

**Age-Weighted Production Scores (AWP)** – Our age-weighted production score includes two pieces. First, the z-score of the percentage of yardage that each prospect produced compared to the total yardage his team produced in the year he left school. This metric is then added to the z-score of the age of the prospect. This method allows us to measure production value of a player to the team, as opposed to the player to other players in different college schemes. It then adds the value of youth to the equation.

**Decile** - Each of ten equal groups into which a population can be divided according to the distribution of values of a particular variable. In order to do the comparison to 17 years of historical rookies, I’ve ranked all historical rookies and placed them into deciles. So, the top 10% of rookies is the top decile, the bottom 10% is the 10<sup>th</sup> decile and so forth in between those. This allows us to make definitive evaluations of the chances of a prospect “hitting” based on each decile.

# 1. Running Back Evaluations

Each section will start with a chart that shows the hit rate by decile for historic rookies in each position. The chart below shows hit rates associated with each decile for running backs. Essentially, this says that if your RB's Dynasty MetriX Score is in the top 10% of all RBs, over the 17-year horizon, he has 68% chance of "hitting" within his first five years of production. As you can see, that hit rate goes down to 47% for the second decile, 35% for the third decile and less than 15% for deciles 4 to 10.



The logical next step is to look at the historic deciles for RBs and see what kind of metrics make them up. Remember, this information relates to rookies that came out between 2001 and 2012 (While we have data through 2017, we only use data through 2012 in order to capture the first five years of production for hit rate purposes). Here you can see the minimum, maximum and average Dynasty MetriX Score for each Decile, then how many players are in each decile along with how many player hit in each decile, hit rate, avg. athleticism score, avg. draft position score and avg. production score. Here's a few strategic notes when reviewing the Decile Analysis and the hit rate chart above:

- **Any positive score means that player is above average compared to his peers over the 17 year time horizon.** Low positive scores are not bad, they're just not as good as high positive scores.
- For Deciles 1 through 5, for players with all positive DMX scores there are 58 RBs that hit out of 157 measured for a **37% hit rate for those with positive DMX scores.**
- Conversely, from Decile 6 through 10, which is all negative Dynasty MetriX Score outcomes, there is only 10 rookies that hit over a 17 year period out of 181 measured. As shown on the Cum HR (Cumulative Hit Rate) column represents an only **5.5% hit rate for those with negative DMX scores.** Certainly if you have a feeling about a guy in free agency I would go that route, for the most part though, **I would think hard before taking players with DMX scores at zero or below.**
- Btw, Fred Jackson, Ryan Grant, Michael Bush, Peyton Hillis, Mike Tolbert, Pierre Thomas, BenJarvus Green-Ellis, Willie Parker, LeGarrette Blount and Arian Foster are the **10 RBs below zero that hit.** Only Arian Foster is elite here but most others were roster-able for small periods of time in dynasty. Again, not a glowing endorsement to take players with negative scores.

DECILE ANALYSIS										
<u>Decile</u>	<u>Min</u>	<u>Avg.</u>	<u>Max</u>	<u>Count</u>	<u>Hit</u>	<u>Hit Rate</u>	<u>Cum HR</u>	<u>Quad</u>	<u>DPOS</u>	<u>Ph Ind</u>
1	1.21	1.47	1.91	34	23	68%	68%	0.54	1.72	2.13
2	0.88	1.02	1.20	34	16	47%	57%	0.35	1.41	1.14
3	0.58	0.72	0.87	34	12	35%	50%	0.24	1.07	0.65
4	0.26	0.42	0.58	33	5	15%	41%	0.12	0.57	0.48
5	(0.10)	0.05	0.23	34	3	9%	35%	0.04	(0.01)	0.15
6	(0.30)	(0.22)	(0.10)	34	1	3%	30%	(0.05)	(0.51)	0.09
7	(0.48)	(0.40)	(0.30)	33	2	6%	26%	0.01	(0.64)	(0.44)
8	(0.67)	(0.56)	(0.48)	34	2	6%	24%	(0.14)	(0.83)	(0.56)
9	(0.91)	(0.79)	(0.67)	34	1	3%	21%	(0.10)	(0.81)	(1.56)
10	(1.77)	(1.15)	(0.91)	34	3	9%	20%	(0.39)	(0.87)	(2.55)

And here we review the individual draft classes since 2001 where you can see how many RBs finished above average ( $\geq 0.00$ ) and how many elite RBs were in each class ( $\geq 1.00$ ). It's clear the class of 2008 was a spectacular RB class overall, with 7 players with a Dynasty MetriX Score greater than 1 and 13 of them within the top 20% of NFL performing RBs over the last 17 years. The 2008 class included Jonathan Stewart, Darren McFadden, Rashard Mendenhall, Ray Rice, Matt Forte, Chris Johnson and Jamaal Charles. What a class indeed!

DRAFT CLASS ANALYSIS								
<u>Year</u>	<u>Count</u>	<u>Max</u>	<u>Avg.</u>	<u>Min</u>	<u><math>\geq 1.00</math></u>	<u><math>\geq 0.50</math></u>	<u><math>\geq 0.00</math></u>	<u>Hits</u>
2017	73	1.63	(0.22)	(1.68)	5	11	22	
2016	28	1.71	(0.02)	(1.25)	2	4	14	
2015	36	1.55	(0.08)	(1.14)	5	9	14	
2014	32	1.39	0.03	(1.17)	4	9	14	
2013	31	1.52	0.01	(0.83)	2	6	14	
2012	25	1.71	0.31	(0.87)	5	10	13	3
2011	38	1.43	(0.01)	(1.40)	2	15	19	2
2010	26	1.53	(0.13)	(1.54)	2	5	10	4
2009	35	1.75	(0.09)	(1.32)	4	9	11	5
2008	31	1.87	0.31	(1.40)	9	11	17	13
2007	34	1.48	(0.01)	(1.51)	4	11	15	7
2006	28	1.69	0.09	(1.24)	7	10	13	5
2005	25	1.32	0.10	(1.18)	3	8	13	6
2004	25	1.63	(0.11)	(1.40)	4	8	9	6
2003	35	1.20	(0.12)	(1.77)	2	7	14	4
2002	23	1.51	0.10	(1.14)	3	9	12	4
2001	15	1.91	0.48	(1.08)	5	8	11	8

It's interesting to note on this table that in any given draft class there is between 9 and 22 positive scoring RBs, with an average of 14 a year. Meanwhile, each class averages only 5.6 "hits" per year for a 43% hit rate on positive scoring RBs. So, even with positive scoring RBs you have to be selective.

While it will take a good 5 years to know for sure if the 2017 class can stand up to the 2008 class, what is clear is that the Dynasty Metrics Scores indicate this is a very deep class. There are 5 rookie RBs that have preliminary scores greater than 1, more than any class since the historic 2008 class. On the following page is the RB ranking based on Dynasty MetriX Scores and then the following pages provide some details and analysis breaking down the 2017 running back class.