

Is Everton's one-season drop off due to random or structural factors?

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Background

- Everton is a mid-table club in the English Premier League
- In the 2020/21 season Everton placed joint for 9th
- In the 2021/22 season Everton placed 16th
- Bad Luck Or Human Error?



Random Variables

As a low scoring sport, soccer is a more random game than basketball. The fewer goals in a sport the more impact random events have. For example, the referee can make a wrong decision. This means the best team in a sport like soccer wins less.



Hypothesis



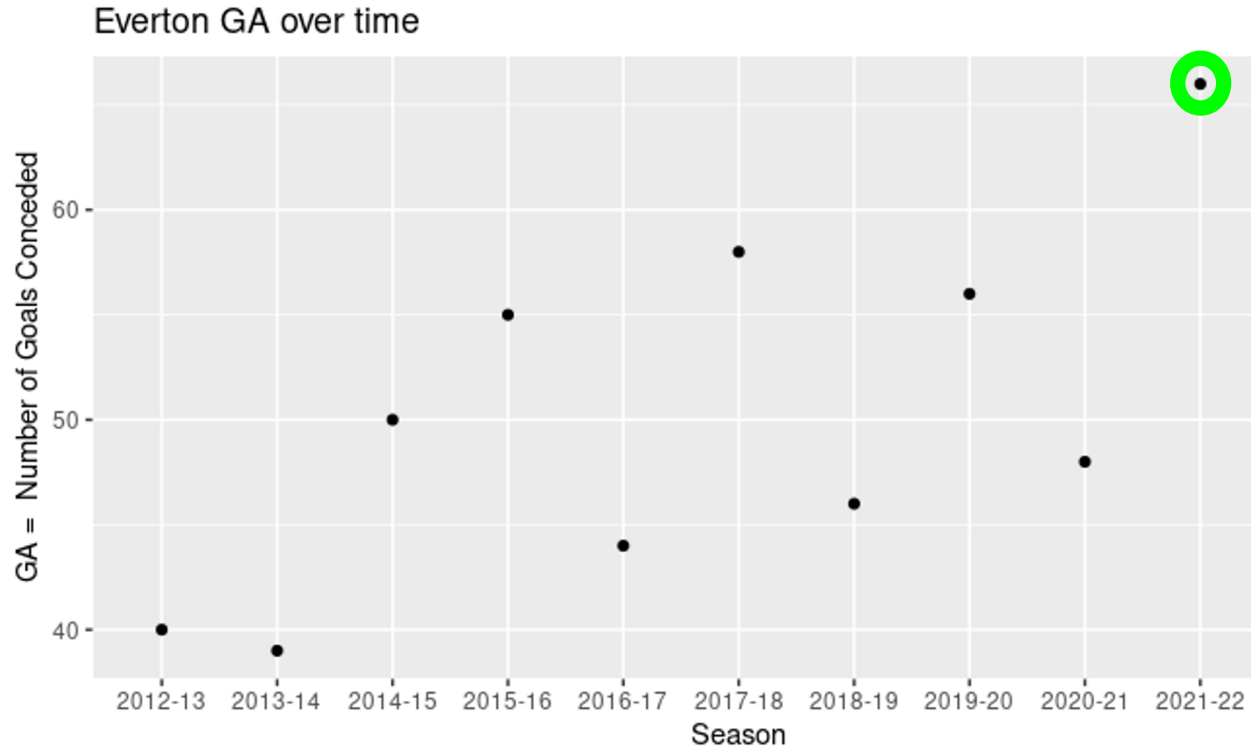
Given the choice between random and structural factors, we believe that Everton's lack of performance was due to structural factors which impacted their play significantly, ultimately finishing 16th.

Results: Everton goal distribution

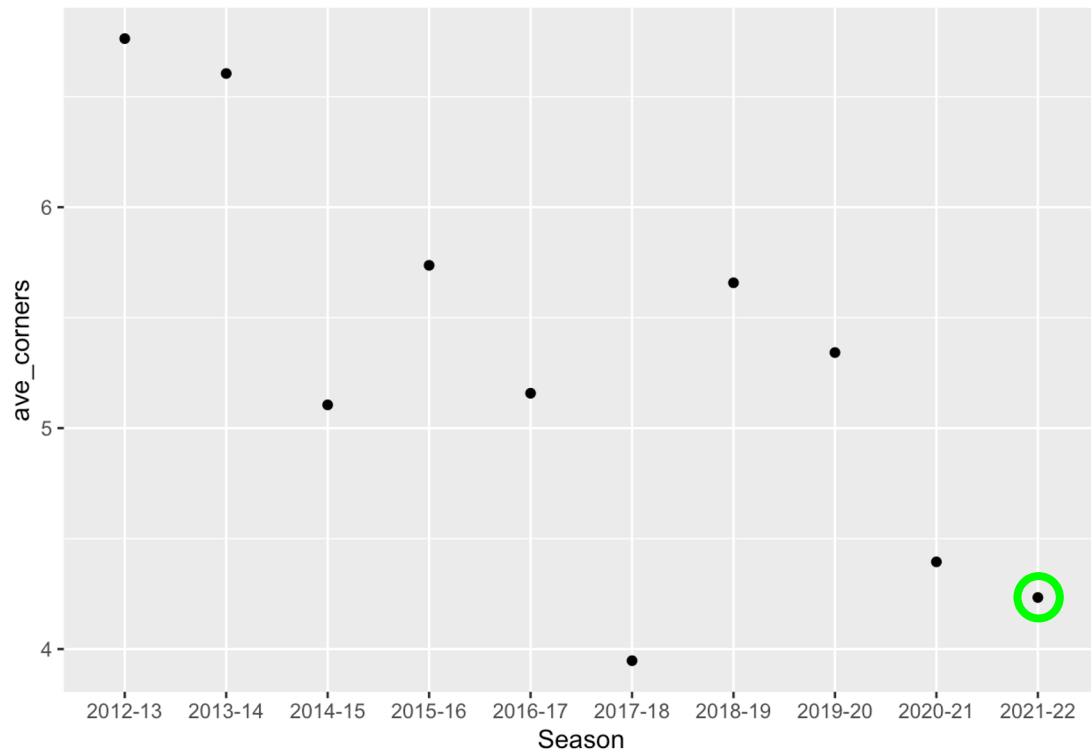


	2020/21	2021/22
Wins (+3)	5	2
Wins (+1)	14	11

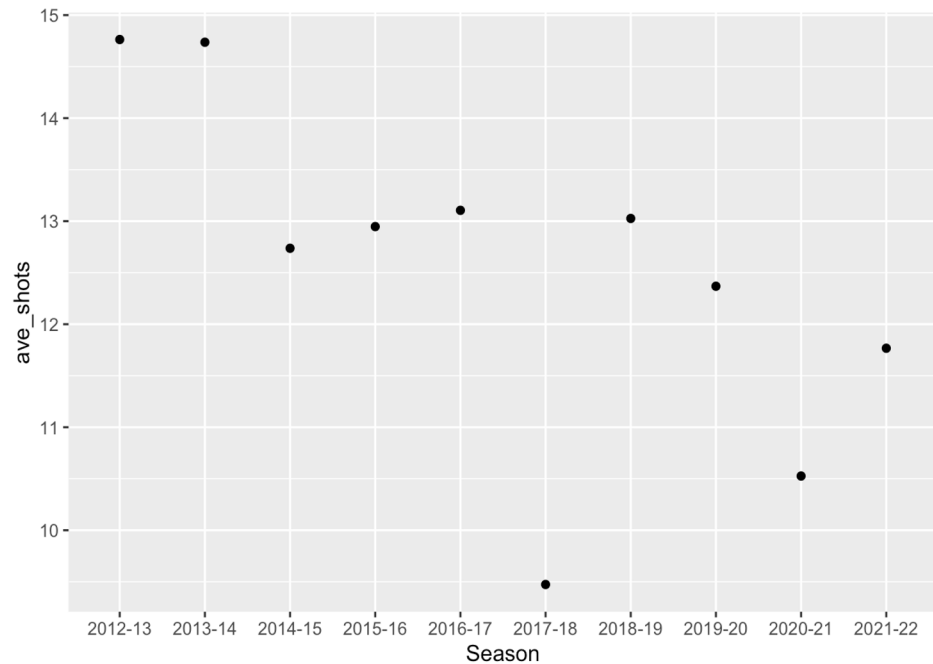
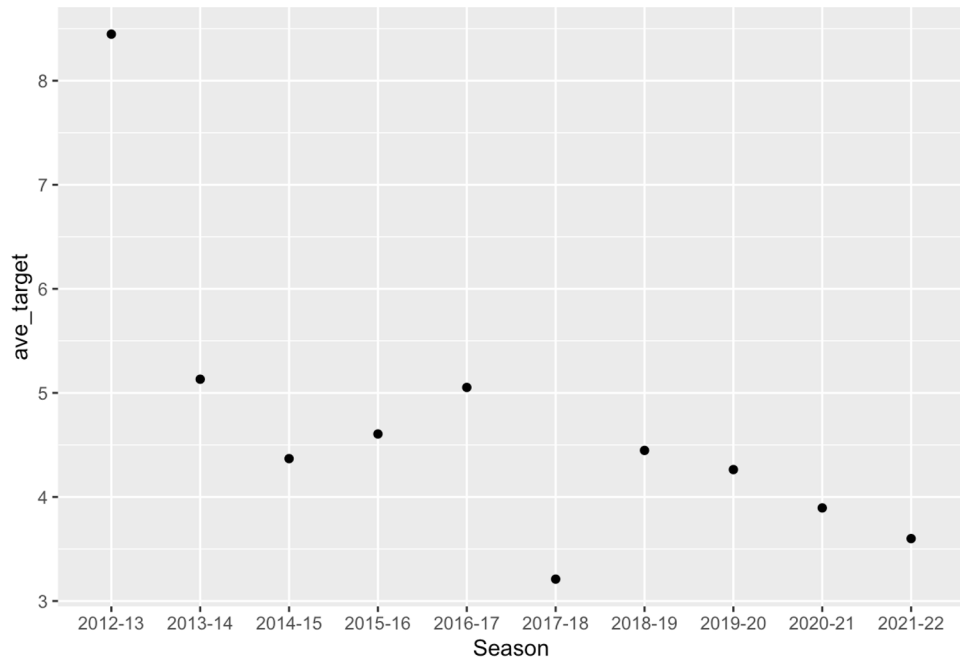
Results: Goals Conceded Over Time



Results: Corners over Time



Results: Shots on Target over Time



Structural Factors in Everton's Decline



- **Managerial Changes**

- In 2002, Everton signed David Moyes who managed the club with relative stability until 2012 when Roberto Martinez took over.
- Since then, there has been a new manager at the club every season and with the signing of manager Carlo Ancelotti, Everton tied for 9th in the 2020-21 season. However, after his departure the club fell to 16th the next season.

- **Player Transfers**

- In the 2020-21 preseason, Ancelotti spent 133 million on new young talent bringing in players from Barcelona, PSG, and Arsenal.
- While in the 2021-22 preseason Benítez, the new manager, only spent 43 million on relatively unknown players.

Conclusion



We believe that Everton's one-season drop off was due mainly to structural factors.

Factors which include the departure of Carlo Ancelotti and three star players he signed worth about \$50 million. The result of these departures and the lack of a restructuring effort by new management are the most obvious explanations for Everton's lack of performance in the 2021-22 season.

However, we recognise random variables may have impacted Everton's league table finish negative, and the interplay of structural and random factors.