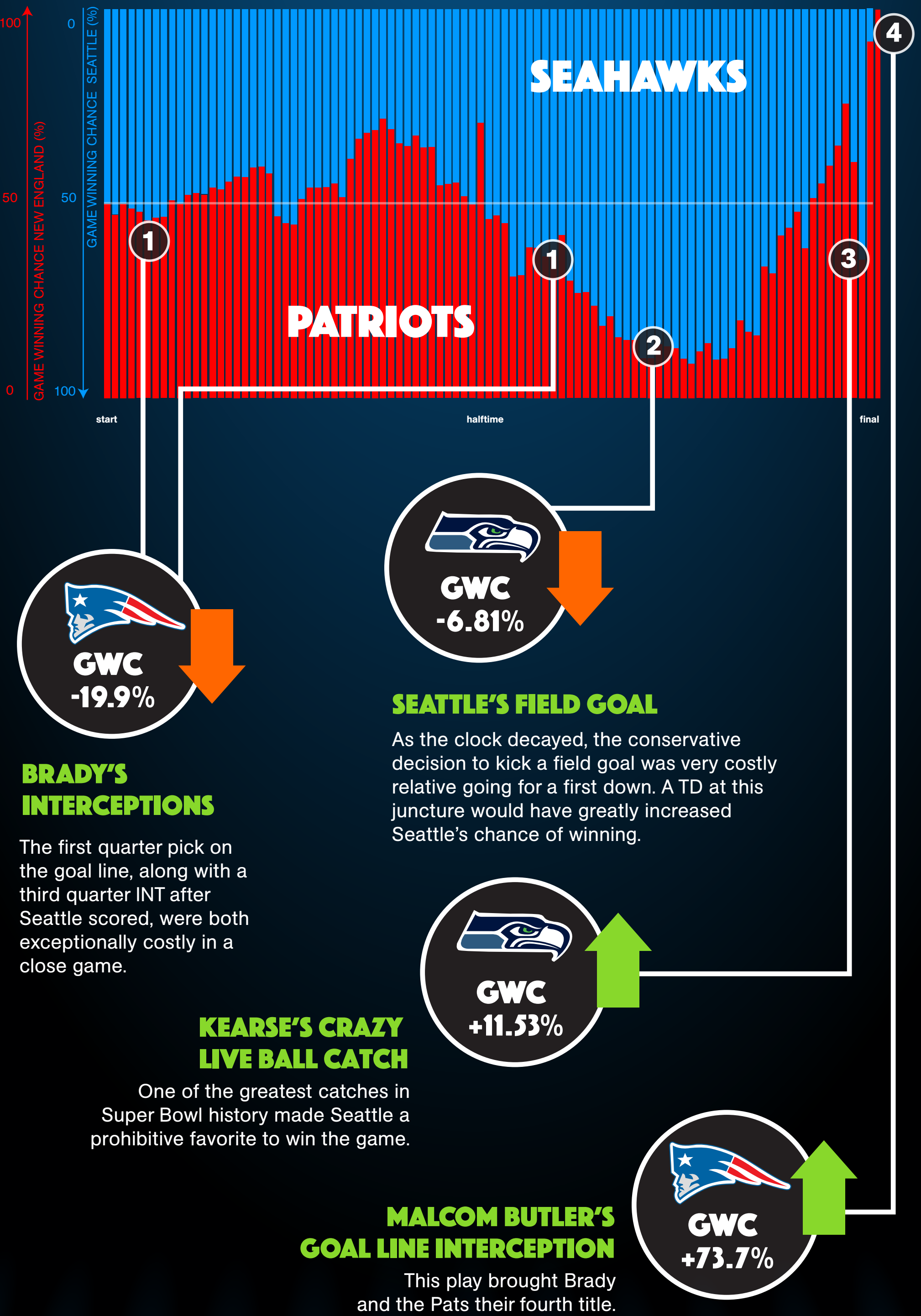


BAD PICKS. POOR CALLS. INSANE CATCH.

THE IMPLICATIONS OF THE KEY PLAYS IN SUPER BOWL XLIX



Each decision during an NFL game is a unique configuration of variables: score, ball position, clock and the custom characteristics of each team create an astronomical number of potential situations. Based on the data and statistical inputs, how did the key plays in this year's Super Bowl truly affect each team's **Game Winning Chance (GWC)**?



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