BDM CAPSTONE PROJECT PRESENTATION

Player Valuation and Segmentation in EA FC 25

Name - Oas Poddar

Roll number - 23F3003433

IIT Madras - Online BS Degree

Organization Background and Problem Statements

- Organization: Electronic Arts Inc.(EA) – EA SPORTS Division
- Industry: Sports Simulation & Interactive Entertainment
- Product context: EA SPORTS FC 25 football simulation game

- Unclear OVR determinants
- Subjective attribute weighting
- Absence of player segmentation

Data Collection and Methodology

- Data type: Secondary data
- Source: Kaggle (EA SPORTS FC 25 player dataset)
- Dataset size: 17,000+ players with multiple performance attributes
- Data attributes: Technical, physical, performance, and goalkeeping features

- Descriptive analysis
- Correlation analysis
- Regression-based valuation
- Clustering-based segmentation

Results and Findings

❑ Descriptive Analysis

- High concentration in mid range
- Few elite high rated players
- Ratings skewed towards average

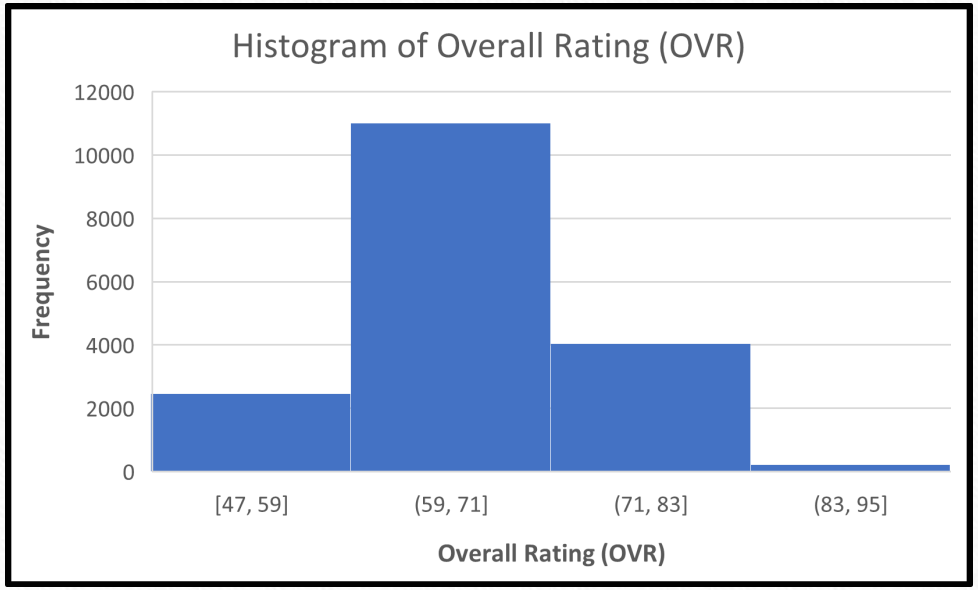

Figure 1

Results and Findings

❑ Correlation Analysis

- OVR driven by technical attributes
- Pace exhibits lower correlation
- Cognitive attributes influential
- GK attributes strongly correlated

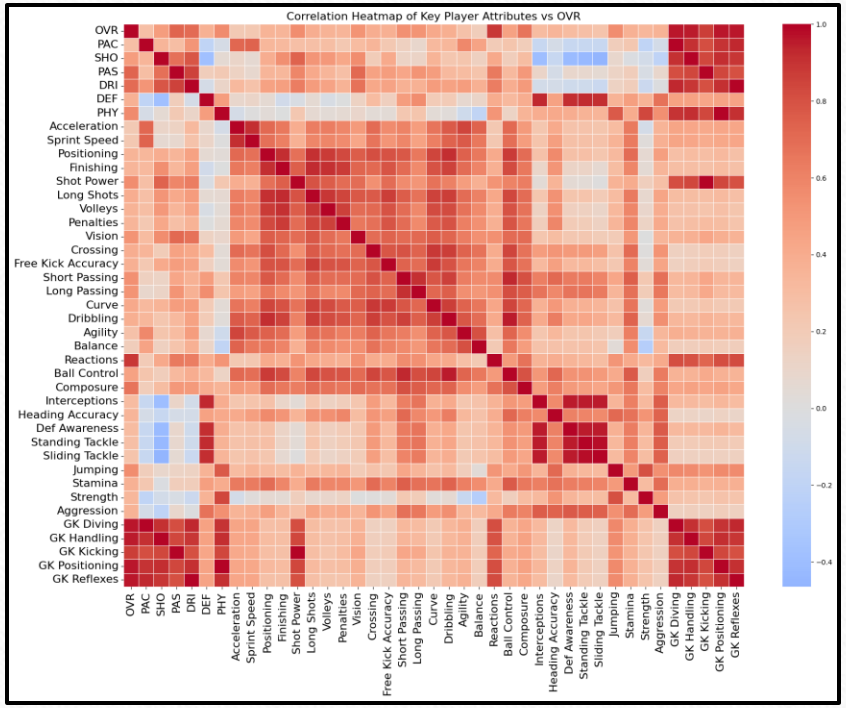

Figure 2

Results and Findings

- Regression-based valuation

- Strong linear relationship
- High predictive alignment
- Low residual dispersion

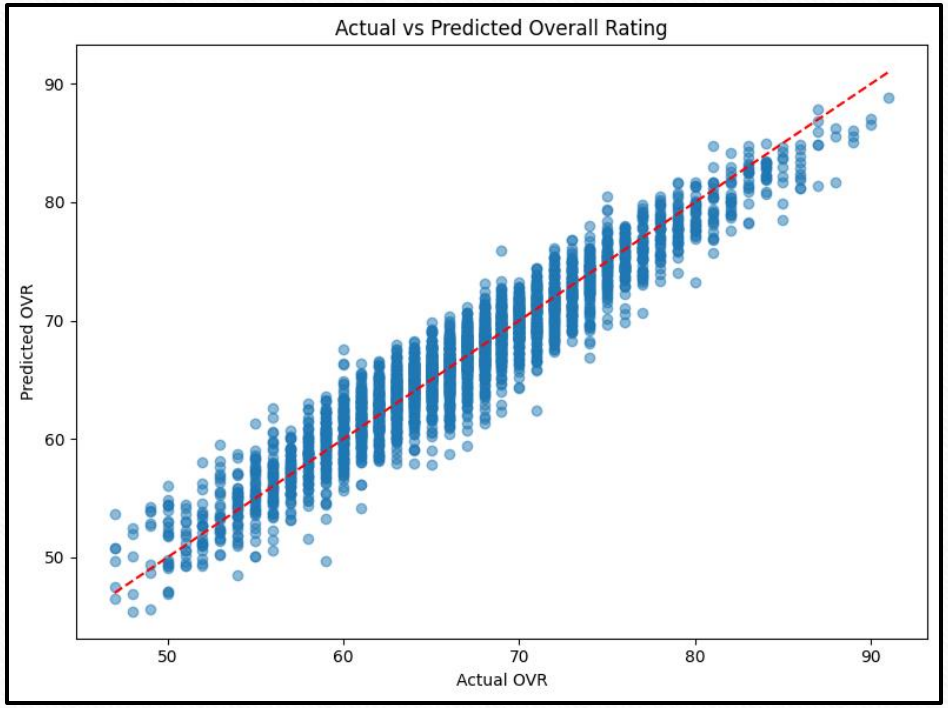

Figure 3

Results and Findings

- Clustering-based segmentation

- Cluster 0 – High attacking all-rounders
- Cluster 1 – Defensive and physical specialists
- Cluster 2 – Balanced two-way players
- Cluster 3 – Pace-driven attackers

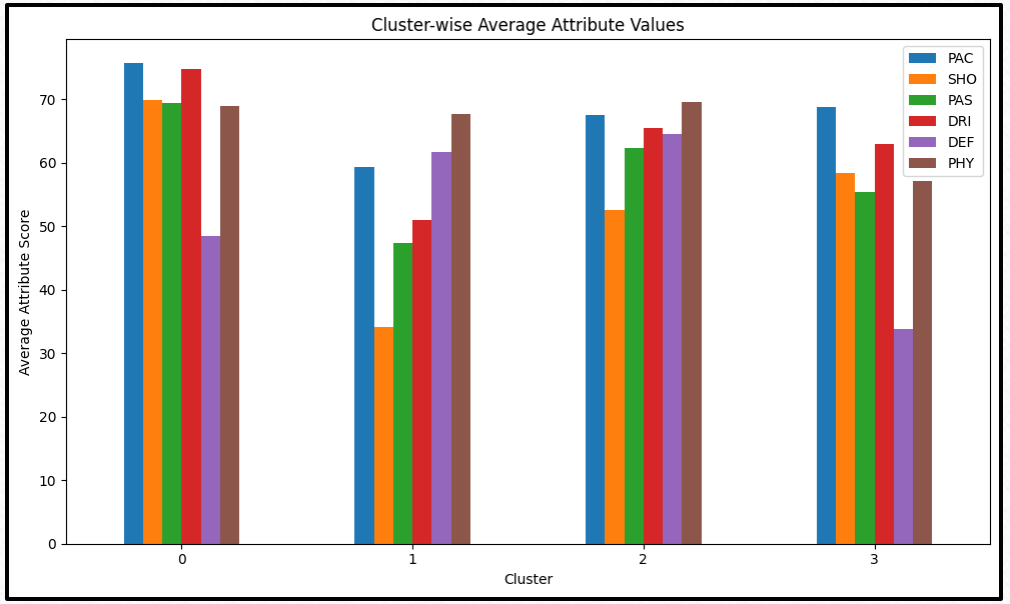

Figure 4

Results and Findings

❑ Clustering-based segmentation

- Cluster 0 - Balanced goalkeepers
- Cluster 1 - Lower-performance goalkeepers
- Cluster 2 - Elite goalkeepers

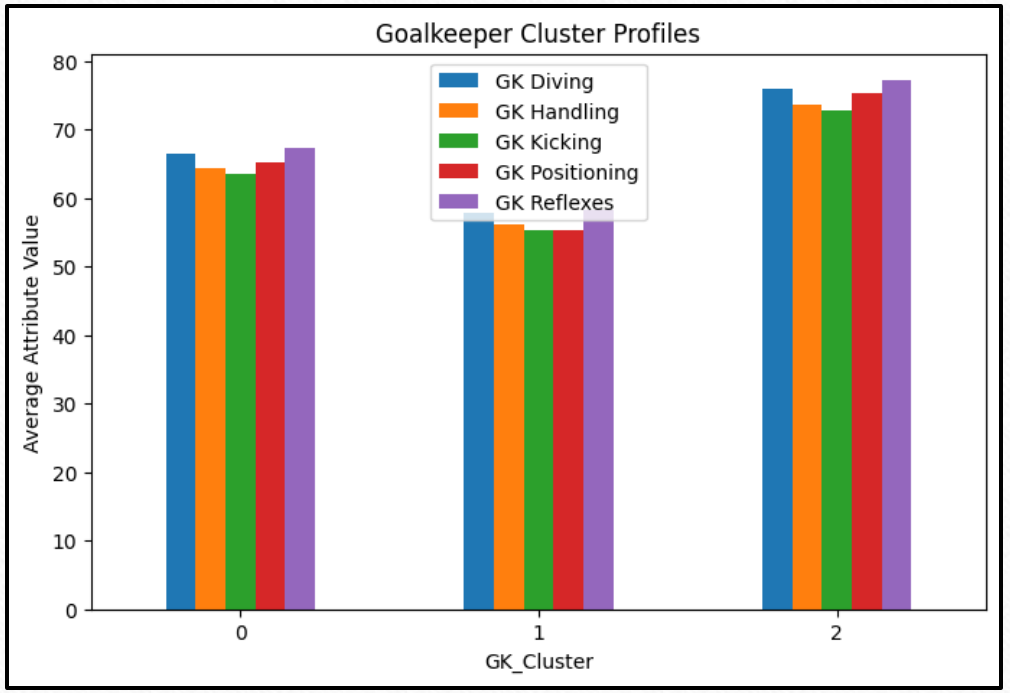

Figure 5

Interpretations and Recommendations

- Technical and cognitive attributes dominate OVR
- OVR follows predictable patterns
- Distinct outfield performance roles
- Performance-based goalkeeper segmentation

- Adopt attribute-driven rating weights
- Use regression models for periodic rating validation
- Implement role-specific player segmentation

THANK YOU