

FC PORTO BOARD
IRONHACK - SPORT DIVISION

KICK OFF ANALYSIS

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MAIN OBJECTIVES

**Create a data-based analysis on Porto's current team.
Find insights and recommendations that lead Porto to:**

1. Improve Performance(OVA)/Budget ratio (1 year)
2. Stay as TOP 1 club in the Portuguese league (2 years)
3. Reach the Champions League semi-finals (4 years)



Agenda



1. League Analysis
2. Analysis of Porto
3. Market Analysis
4. Recommendations



League Analysis

Team Mix



Position	Porto	Benfica
Defender	11	10
Goalkeeper	5	3
Midfielder	5	9
Striker	10	6

Age




Position	Porto	Benfica
Defender	24.00	27.70
Goalkeeper	27.60	28.67
Midfielder	23.60	24.56
Striker	25.60	25.67

Performance



Position	Porto	Benfica
Defender	73.64	76.50
Goalkeeper	72.40	74.00
Midfielder	74.80	76.89
Striker	74.00	75.00

Team Value

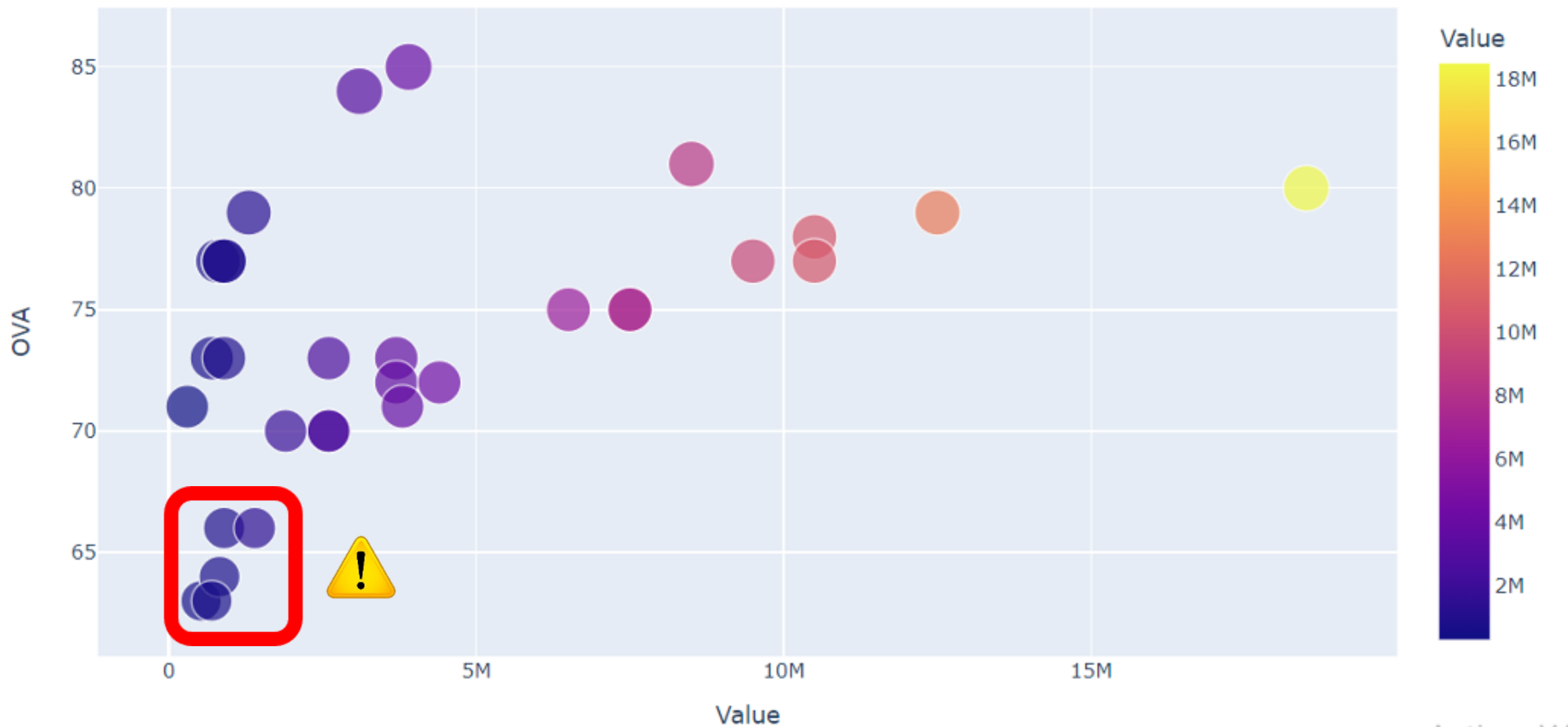


Position	Porto	Benfica
Defender	4429545.45	7560000.00
Goalkeeper	1565000.00	2233333.33
Midfielder	8320000.00	7911111.11
Striker	3580000.00	5183333.33



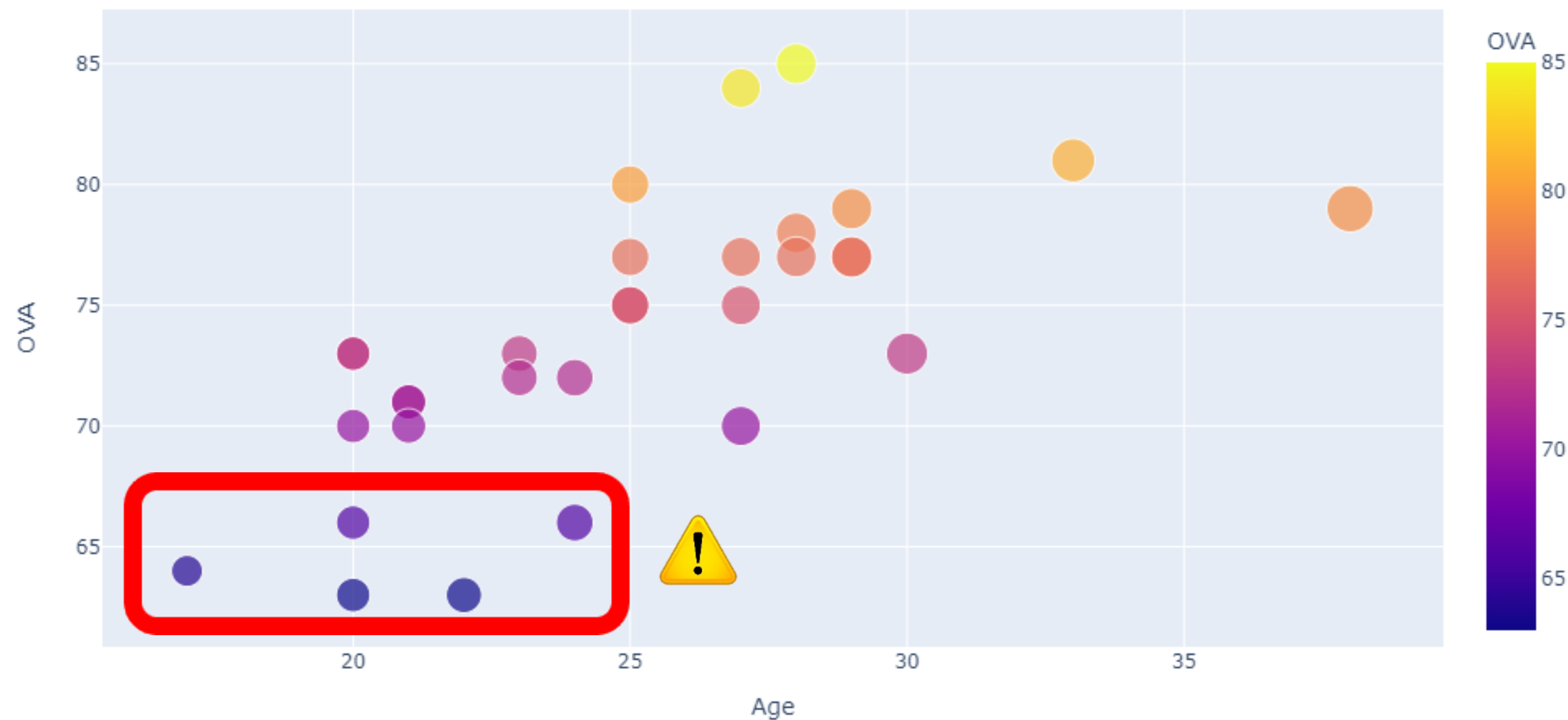
Analysis of Porto

Performance Value

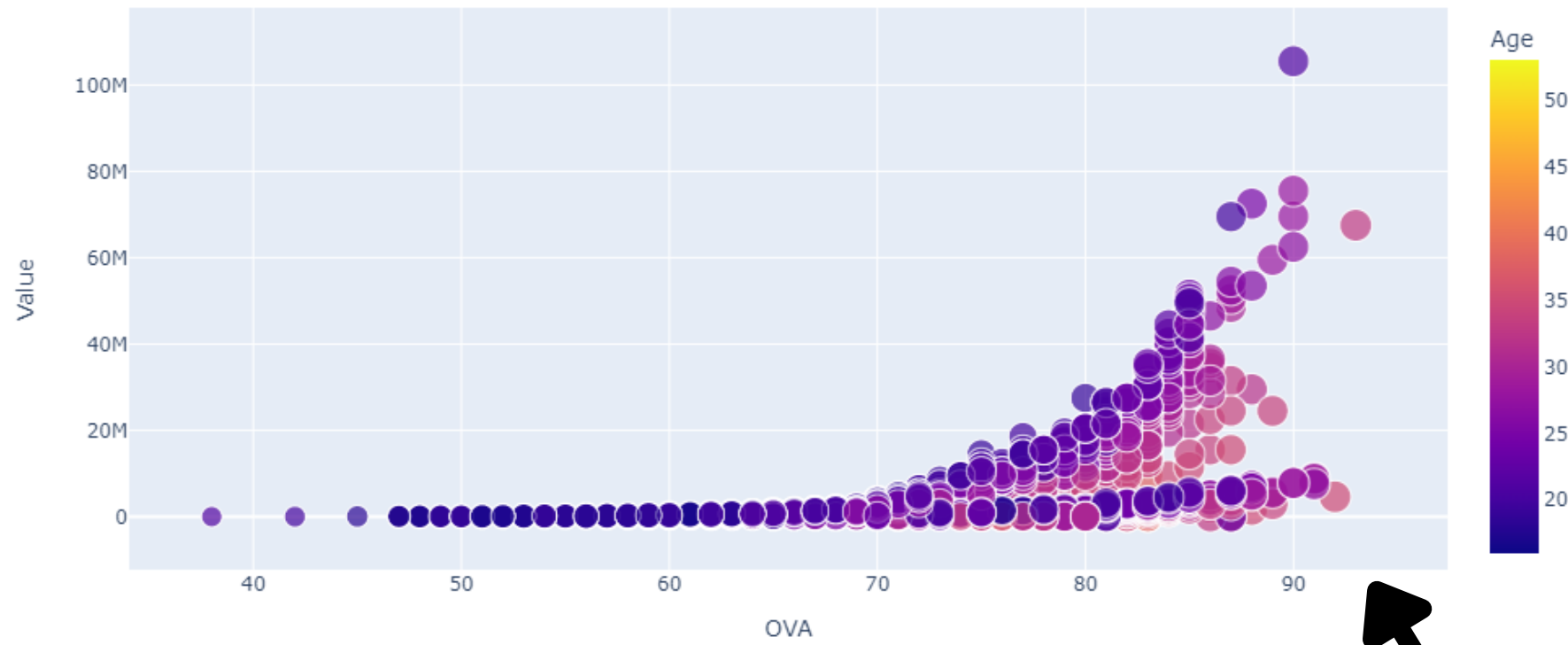


Analysis of Porto

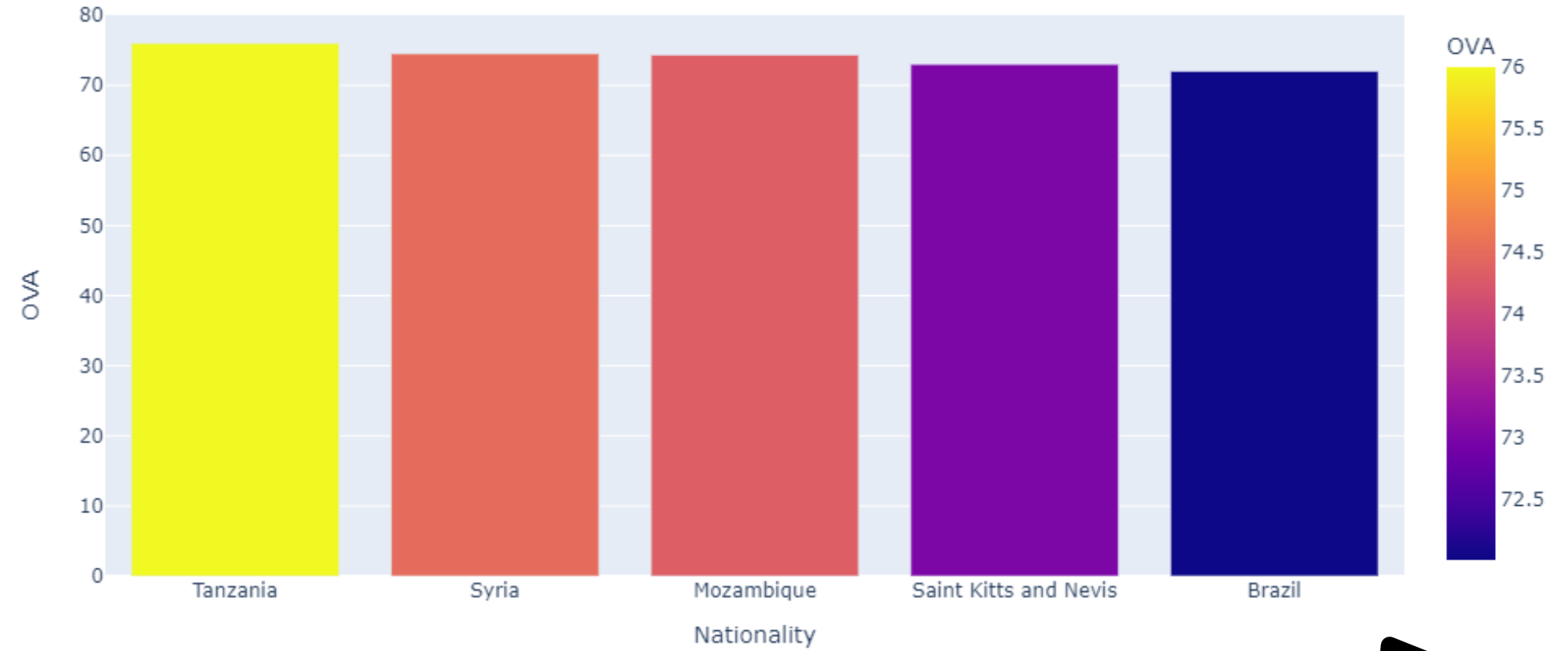
Performance - Age



Value against OVA



Top five nations per OVA

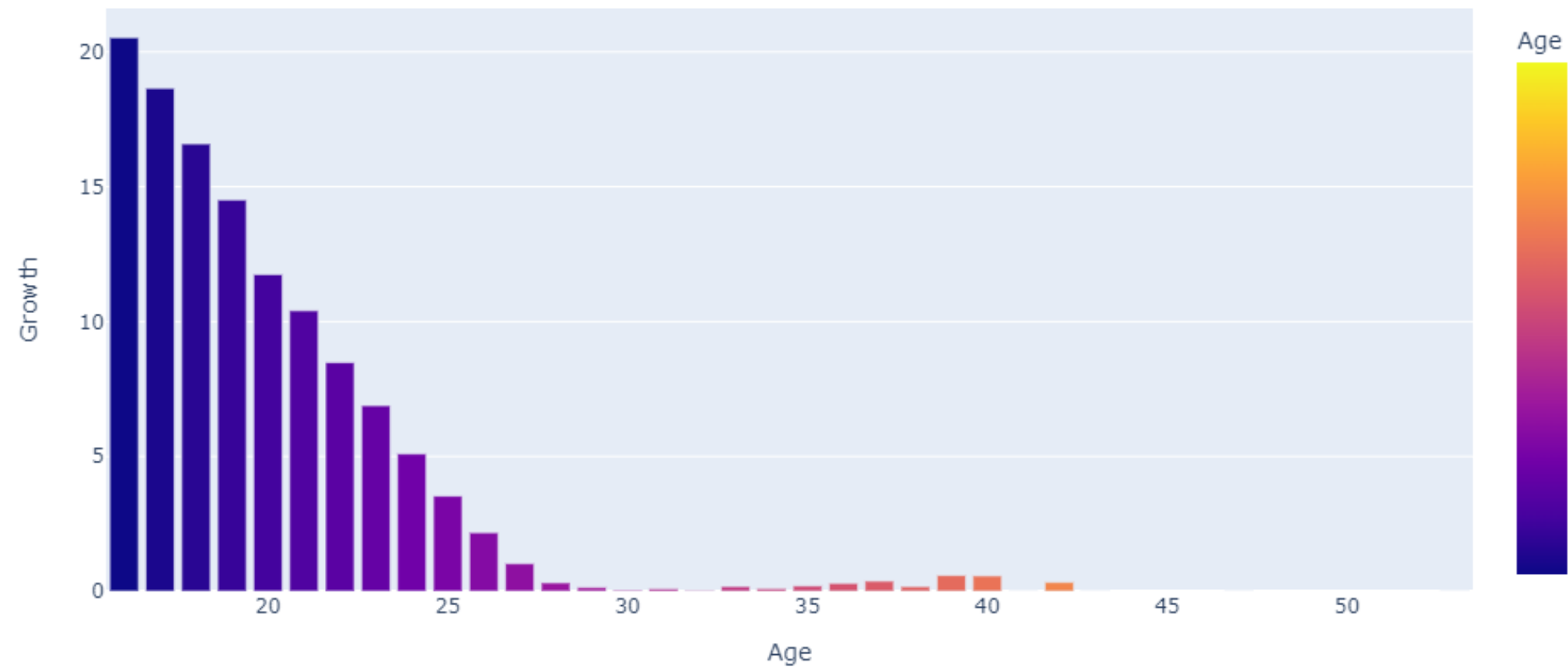


VALUE AGAINST OVA

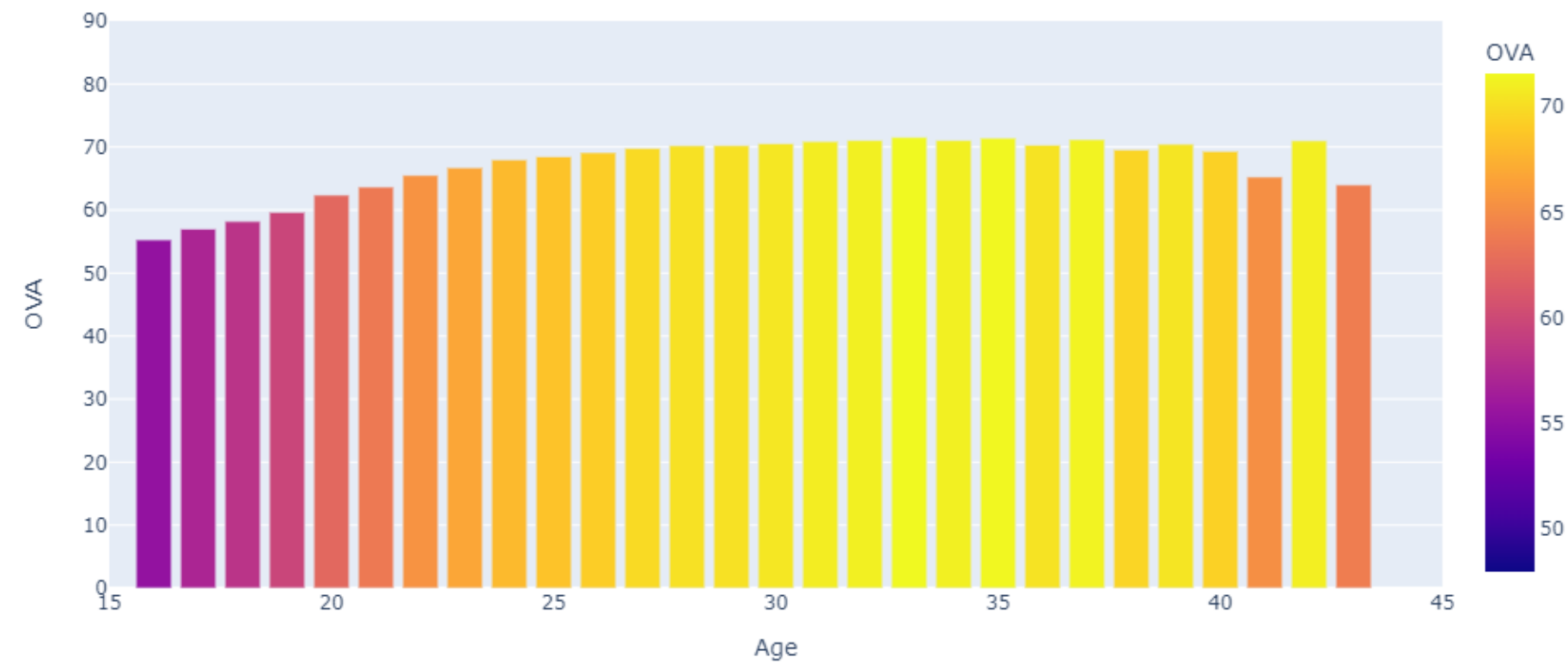
TOP 5 NATIONS
PER OVA

Market Analysis

Growth per age



OVA per age



GROWTH PER AGE

OVA PER AGE

Market Analysis

Recommendations

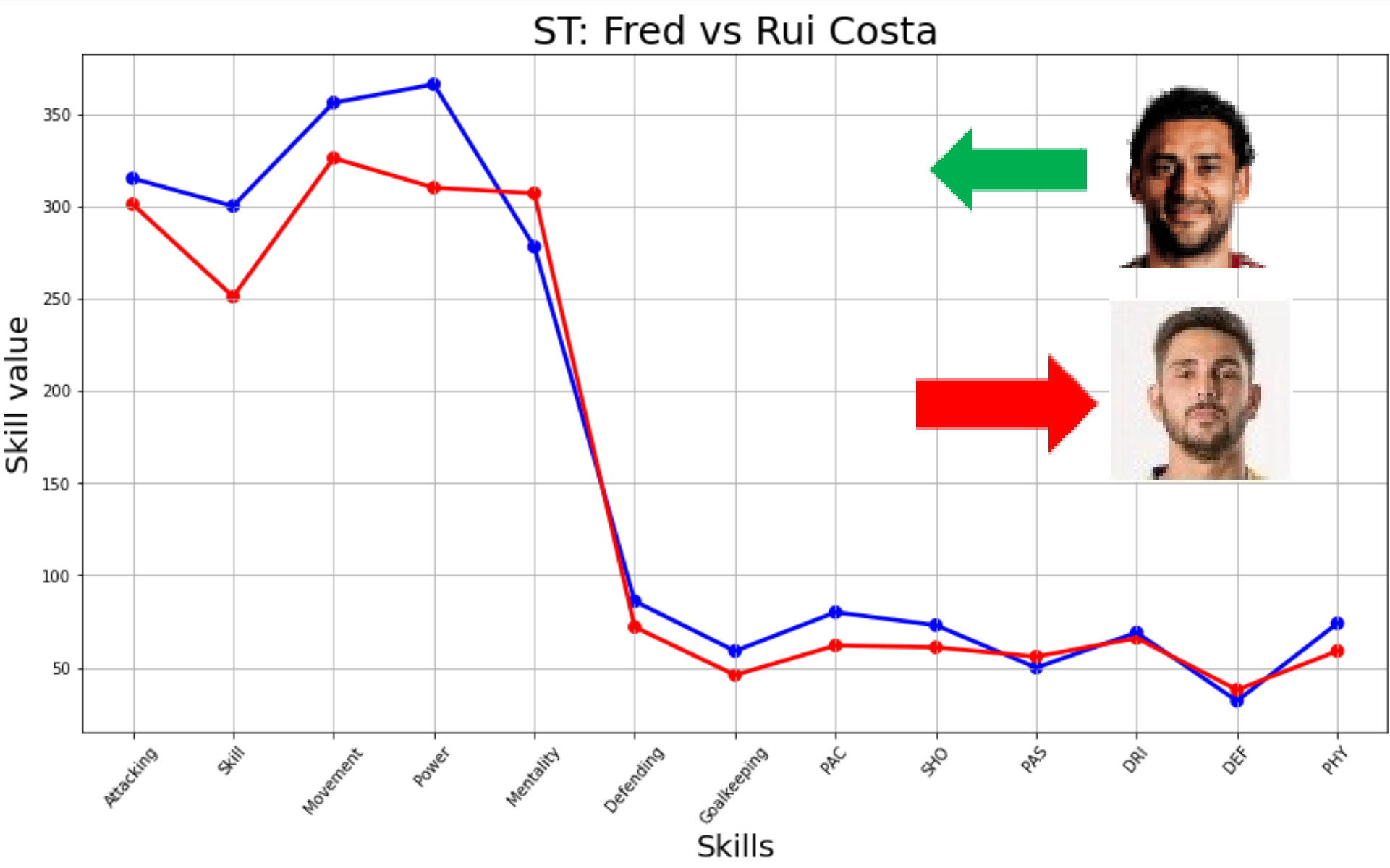
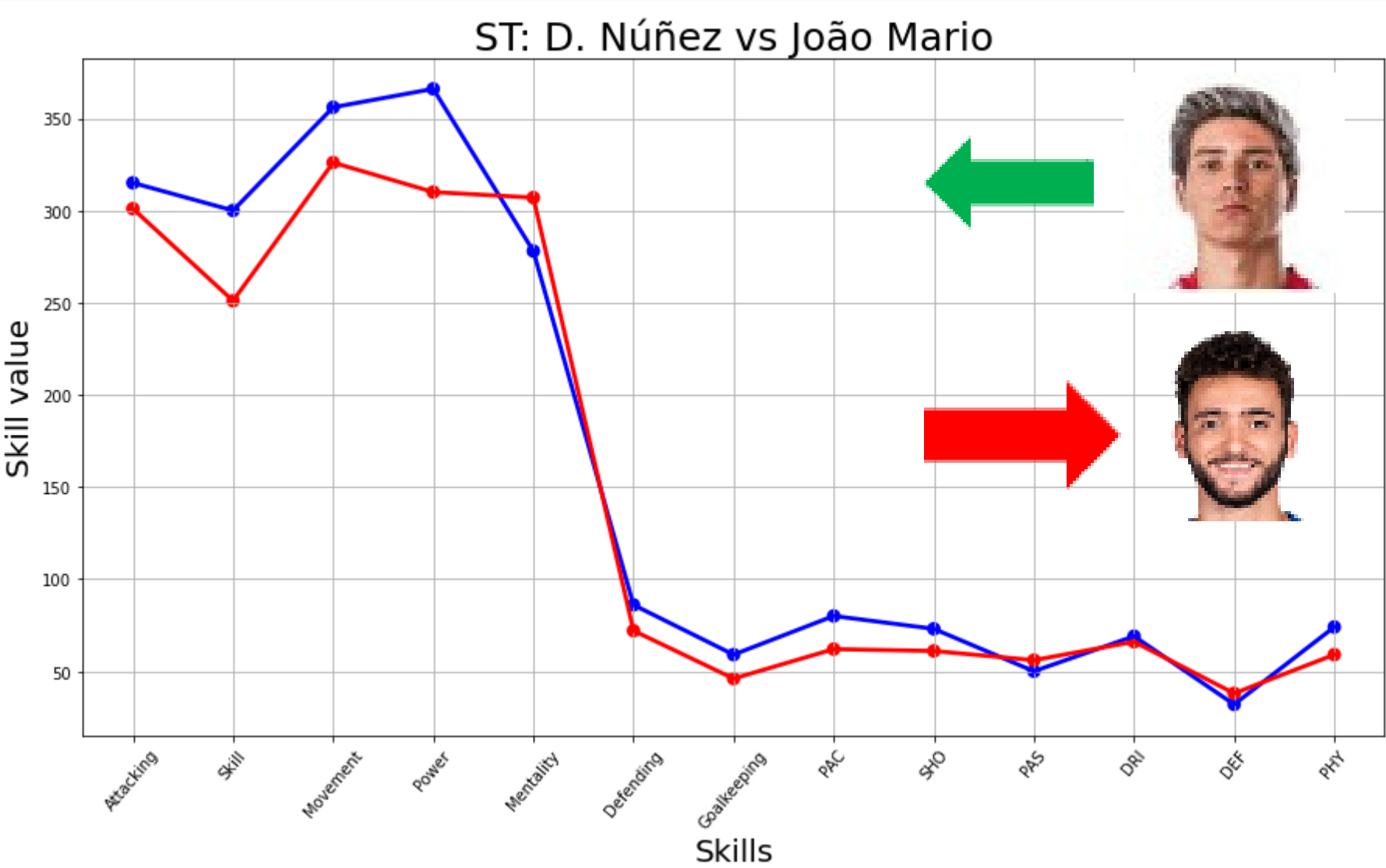
Selling 5 players for 4,35 million €,
4 new low-cost signings:

1. One skilled striker from SL Benfica to motivate our fans and increase rivalry
2. One Brazilian striker with higher International Reputation (average=1.32)
3. Get a more skilled Right Wing Back
4. Get a more skilled Central Attacking Midfielder



Recommendations

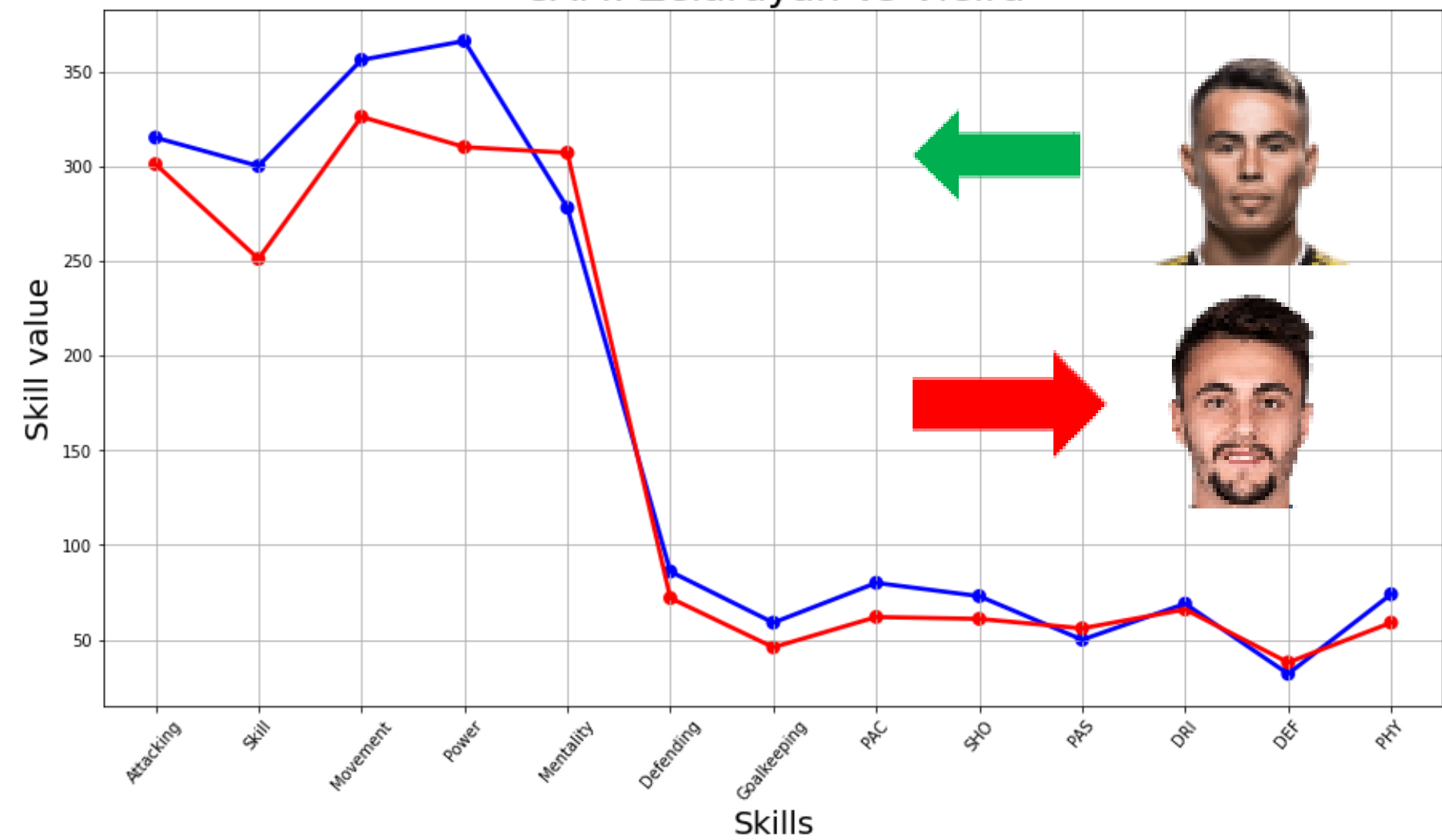
in blue: new signings



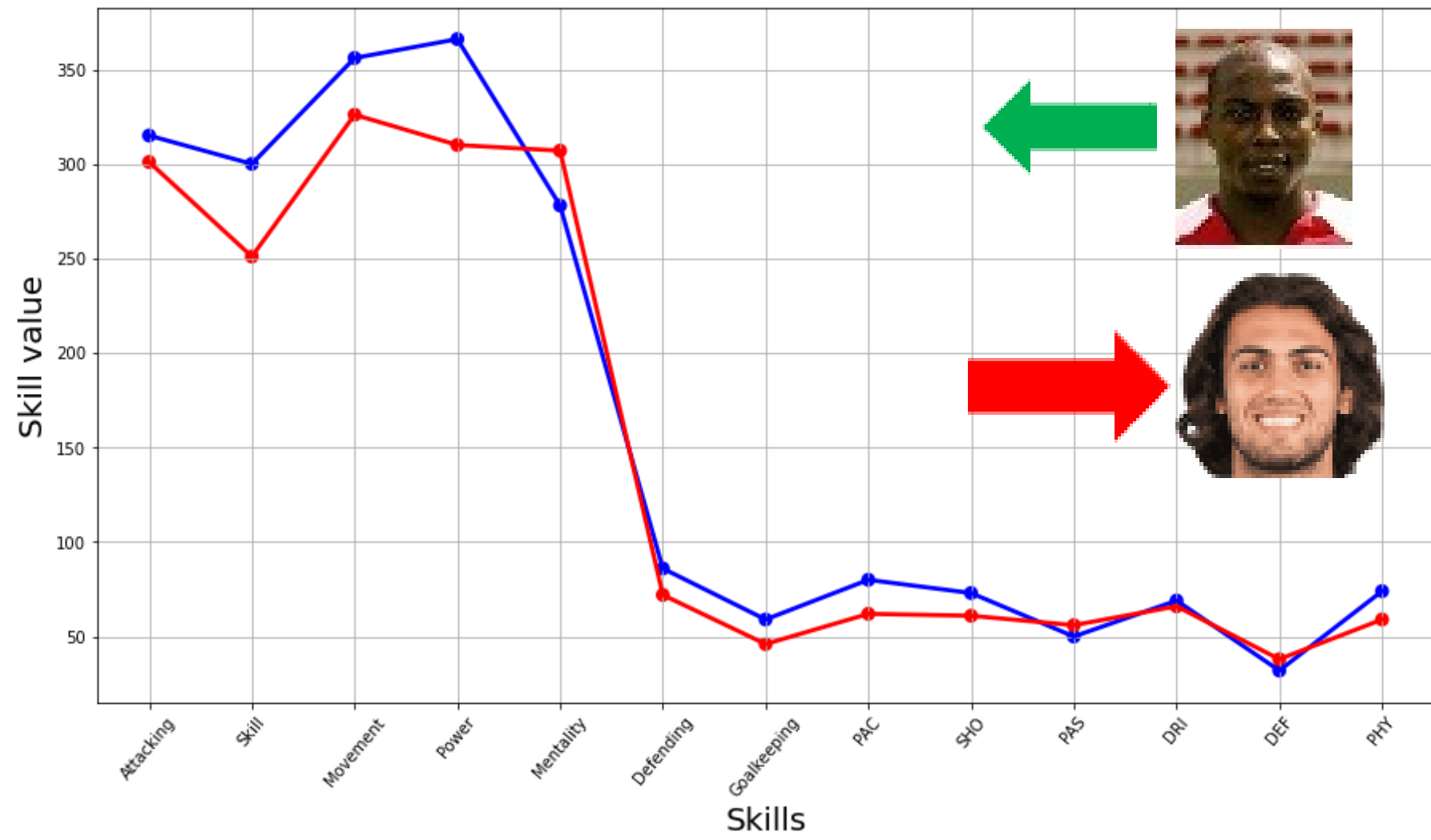
Recommendations

in blue: new signings

CAM: Zelarayan vs Vieira

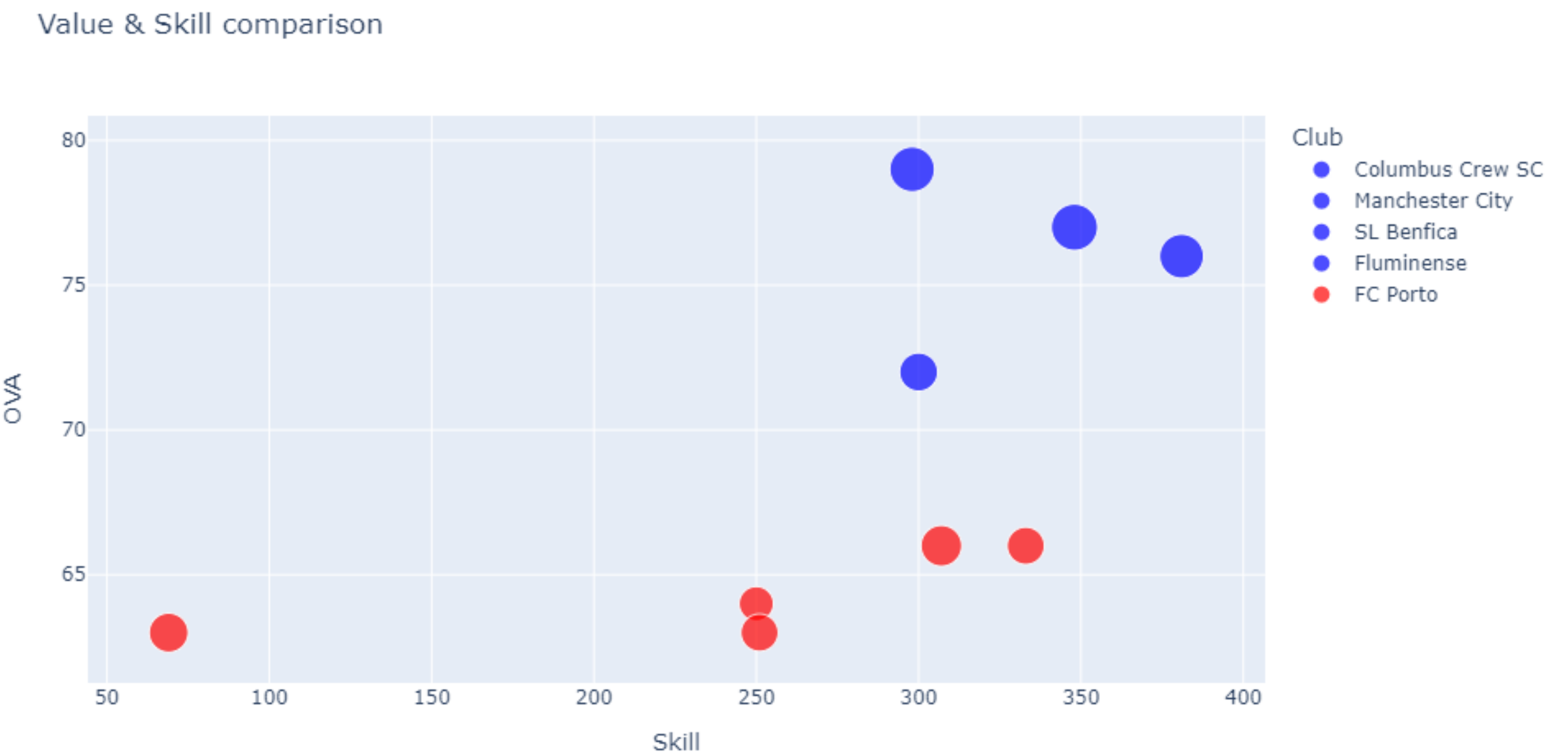


RWB: Trabelsi vs Tomás Esteves



Recommendations

in blue: new signings



- 2,45 million in savings
- 12 OVA points
- 90 Skill points

Savings and added value

	OVA	Value	Skill
0	64	4350000	242
1	76	1900000	332

Go Portistas!



Thank you

