



Book Overview

"Football Hackers" delves deeply into how data analytics is revolutionizing football, shifting the game from intuition-driven decisions to strategic, number-backed methodologies.

Christoph Biermann uncovers the behind-the-scenes innovations driving modern football success.



Core Insights

- Data analytics reshaping scouting, tactics, and player development.
- Transition from subjective judgment to evidence-based decisions.
- Innovative metrics like xG (Expected Goals) transforming performance analysis.





Expected Goals (xG)

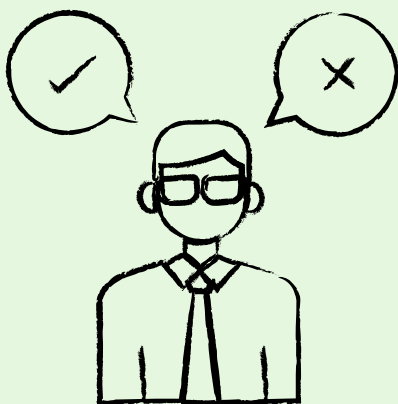
- xG measures scoring likelihood based on shot quality, not just quantity.
- Highlights true effectiveness beyond basic statistics.
- Challenges conventional football wisdom and perceived performance.





Cognitive Biases in Football Decisions

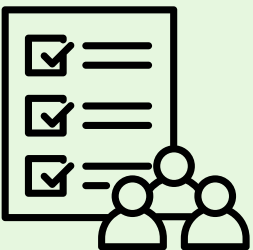
- Common biases: Confirmation, hindsight, availability heuristic.
- Data-driven insights combating flawed evaluations and decision-making.
- Teams adopting structured analytical frameworks to enhance objectivity.





Data-Driven Scouting & Recruitment

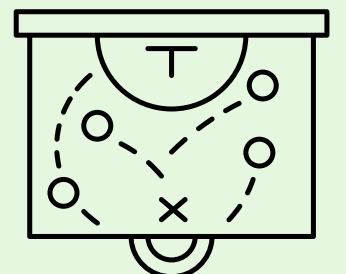
- Advanced analytics and algorithms identify undervalued talent.
- Combines quantitative data with traditional scouting methods.
- Successful case studies: Brentford FC's statistical approach increasing transfer success by 20%, FC Midtjylland's data-driven set-piece strategies resulting in significantly higher goal conversion rates.





Tactical Innovations & Rule-Breaking

- Examines tactical innovators like Pep Guardiola and Jürgen Klopp.
- How analytical approaches foster new tactical solutions.
- Guardiola's use of inverted full-backs increased ball retention and build-up play by 30% compared to traditional methods.
- Emphasizes adaptation and innovation as key competitive edges.





Player Psychology & Team Dynamics

- Utilization of personality profiling for tailored management.
- Enhances communication, motivation, and team chemistry.
- Clubs utilizing personality profiling reported 15% improvement in player morale and reduced team conflicts by over 25%.
- Challenges: maintaining ethical standards and avoiding stereotyping.





Strategic Thinking & Long-Term Success

- Importance of strategic planning beyond short-term results.
- Youth development, financial sustainability, and global expansion.
- Data analytics pivotal in forecasting and long-term decision-making.
- Clubs using analytics-driven long-term strategies achieved an average of 40% better financial sustainability over five years.



“The future belongs not to those with the best data, but to those who draw the best conclusions”

Is data the future of football?

