**Organization Profile: UEFA**

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**UEFA Profile**

- Organization Name: UEFA (Union of European Football Associations)

- Size: 55 member associations (national football organizations). UEFA had a total of 549 employees in the year of 2021 (Statista.com)

- Industry: Sports (specifically football/soccer)

- Goals and Objectives: To promote, protect and develop European football across its 55 member countries and to organize and regulate football tournaments, including the UEFA European Championship and the Champions League.

- Organizational Decision Making Structure: The decision-making body of UEFA is the Congress, which is made up of representatives from each of the 55 member associations. The Congress elects the members of the Executive Committee, which is responsible for implementing the decisions of the Congress and overseeing the day-to-day operations of UEFA.

- Main Products/Services: Tournaments and competitions (such as the Champions League and the European Championship), training and education programs for coaches and referees, financial assistance and support to member associations and clubs.

- Consumer base: Fans of football/soccer in Europe, particularly those who follow clubs and national teams participating in UEFA competitions.

- History: UEFA was founded in 1954, replacing the old European football governing body, the European Football Confederation (ECF). The organization has played a central role in the development of European football and has organized some of the most prestigious and popular club and national team competitions in the sport, including the European Championship and the Champions League.

**Data Driven Activities**

1. UEFA Competition Management Department: UEFA manages all the leagues in the European Union.
   1. What were the last 10 clubs teams to win the Champions League?
      1. Data Source : UEFA competition data
      2. Data Type : Numeric, Characters
   2. What teams participate in the EPL league?
      1. Data Source: UEFA Team data
      2. Data Type : Character
   3. Between the 2022 and 2021 winning teams of the Champions League, how many corner kicks were performed?
      1. Data Source: UEFA competition data
      2. Data Type: Numeric, Characters
2. Individual Club Scouters - Individual Club Team Management Division: Club scouters look for the players for their team.
3. Team Barcelona scouters try to search the player who plays Foward position
   * 1. Data Source: Individual Club database
     2. Data Type: Numeric, Characters
   1. Manchester United team is looking for a player with the contract under 2 years remain.
      1. Data Source: Individual Club database
      2. Data Type: Character
   2. The club scouters are looking for a player with the best performance with free-kick.
      1. Data Source: UEFA match data
      2. Data Type: Numeric, Character
4. UEFA Marketing Analysist - Marketing and Communications Division: UEFA manages the social media marketing and advertisement for tournament.
   1. What is the demographic of people that view the UEFA website?
      1. Data Source: Demographic data from UEFA's official website
      2. Data Type: Categorical (e.g. age, gender, location)
   2. How did the 2022 marketing budget relate to the viewership count compared to 2021?
      1. Data Source: The viewership count for league games
      2. Data Type: Numeric (e.g. viewer count)
   3. Find the total profit from the 2022 Champions League match
      1. Data Source: Sponsorship data from UEFA's partners
      2. Data Type: Numeric (e.g. sponsorship revenue, number of brand impressions)
5. Football Fan: Fans search for a player stat, club stat, tournament history, and other information for their knowledge boundaries
   1. What did the other teams have that we didn’t that we lost our games?
      1. Data Source: UEFA match history database
      2. Data Type: Character, Numeric (e.g. Dates, Score, Teams, Goals, Possession, Fouls, Pass Accuracy, Shots, Offsides, Corners, Shots on target)
   2. Lookup an analysis’ prediction for upcoming match to evaluate winning team.
      1. Data Source: UEFA statistic database, Match database, Club database
      2. Data Type: Character, Numeric
   3. Find the performance statistics for a team or player
      1. Data Source: UEFA statistics database
      2. Data Type: Numeric (Minutes Played, Distance played,

**Add a link to the organization (optional)**

* UEFA Official Website: https://www.uefa.com/

**A list of all the duties assigned to each team member and a status update.**

* Kyungchan Im (Team Leader)
  + Assign individual team members to research and compose comprehensive organizational profiles for inclusion in our database.
  + Collaboratively work on the content, layout, and design (CLC) of the organizational profile.
  + Document a weekly report to record a progress and achievements in the creation of the organizational profile.
  + Identify the data-driven activities and sample of information
* Aaron (Requirement/Support Manager)
  + Identify the data-driven activities and sample of information
  + Researched Attributes of UEFA
  + Research history and organization information
  + Design and construct the conceptual model for our database
* Levi (Development Manager)
  + Identify the data-driven activities and sample of information
  + Research the association and size of organization within the scope of our database.
  + Brainstorm the idea of modeling the databsae