

The FIFA Story

Phase 1

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1 Introduction

We are going to work out some of the visuals for the world's most prestigious Football tournament - FIFA.

Proceeding ahead with visuals that help us understand information regarding the previous years datasets as well as making different analysis of strategies & analysis of a couple of selected players based on their filed movements too.

We are intending to build the project as a story-line for FIFA that builds on a plot and finally climaxes into a conclusion, which is without doubt one of many!

2 Opening with Use-cases

There are innumerable use-cases to this visualisation and some of them are as mentioned below :

- Identifying trends in participation & viewership by demographic to plan future tournaments and modifying marketing strategies
- Analyze the popularity of the World Cup in different regions to attract sponsorships effectively
- Gain insights into historical participation patterns and interesting facts about team performances
- Explore past champions and relive iconic moments in World Cup history
- Create data-driven stories about the evolution of the World Cup along with the Sport
- Learn interesting facts about the World Cup in a visually appealing way

These are some of the use-cases of this visualisation based on our scope of the project.

But, by no means does this implement limitations of this project as there are many more use-cases that can be derived in a variety for numerous different fields!

3 Data Set

3.1 Description

We have selected a dataset which contains 3 sets of data in order to work on 3 different types of data. They are namely :

- *Data for WC matches*
- *Data for WC Players*
- *Data for World Cups*

The dataset has detailed information in all 3 types and is going to be very useful & helpful in this project.

3.2 Source

We have provided the link for the same source as below!

LINK : <https://www.kaggle.com/datasets/abecklas/fifa-world-cup/data>

4 Users

According to the scope of the project and based on the use-cases mentioned above, here are some of the typical users for this visualisation :

- **FIFA Organisers**
- **FIFA Sponsors**
- **Football fans**
- **Journalists & Media**
- **Casual viewers**

5 Target of Visualisation

On a tentative basis, we are planning to visualise the following facts & figures :

- *All-time WC participation from each country with number of WCs won, on a World map visualisation*
- *Total number of goals scored by each country in a race-chart visual*
- *Viewership from each country using a bar chart of decreasing order*
- *Line graph of how the total viewership has been throughout all FIFA seasons*
- *Field visualisation of formations of different WC winning teams as a part of their strategies*
- *Positions & movements (or passing) of some of the best players (G.O.A.T.s) in WCs on a filed visualisation*
- *If possible according to the dataset, we can try to add a racing bar-plot between goals scored by Messi & Ronaldo over their FIFA careers*

6 Why not SQL? Need for Visualisation

- **SQL is great for fetching & managing data**, but it does not at all help in finding patterns & trends in the dataset
- **Visualisation turns data into pictures**, thus making it easier for us to understand & interpret the same data with a different and a clearer perspective by presenting the information in an intuitive format. For example, a formation on a map
- **Dataset for any sport could be un-readable**, as they might be talking about actual physical data points and not simply mathematical data points
- **Visuals in such datasets, especially for Football help in getting close to reality shown in the data**. It helps us get rid of the virtuality of the same & imagining real life scenarios