

DATA ANALYSIS PROJECT

# THE RISE AND FALL OF CLUBS

WHICH FOOTBALL CLUBS **IMPROVED OR DECLINED** THE  
MOST IN PERFORMANCE ACROSS SEASONS?

Jan Bieniek

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# WHAT'S IN THE DATA?

- **SOURCE:** EUROPEAN FOOTBALL STATS SQLITE
- 8 SEASONS
- 11 LEAGUES
- 299 TEAMS
- 25,979 MATCHES
- **TIME RANGE:** 2008 – 2016

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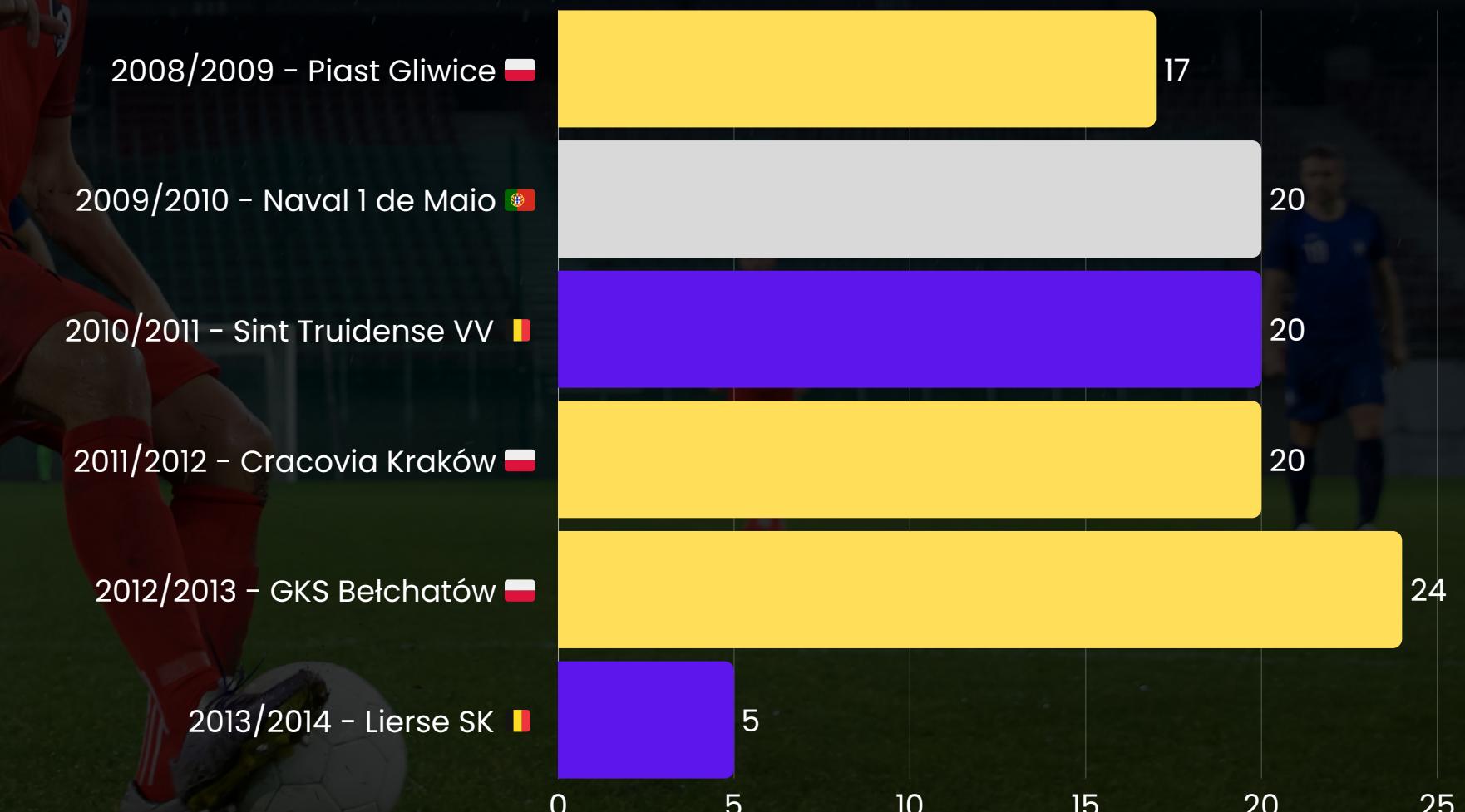
# GOALS SCORED PER TEAM PER SEASON

THE BEST AND THE WORST

Top Scorers



Worst Scorers



# THE RISE & FALL OF CLUBS

YEAR-OVER-YEAR CHANGES  
IN SCORING PERFORMANCE

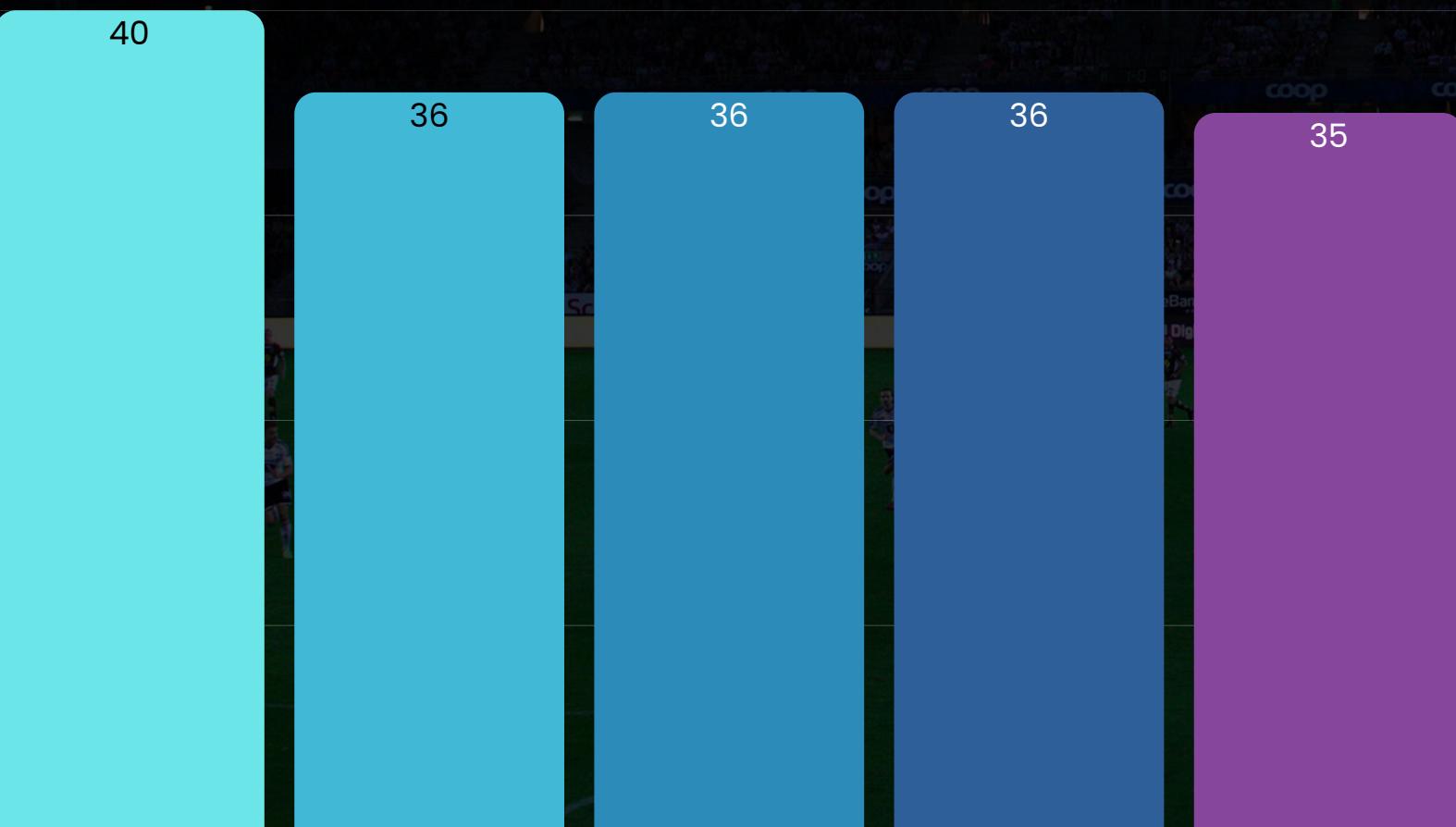
## Top Risers

● 2012/2013 - Fiorentina ● 2011/2012 - Schalke FC 🏆

● 2013/2014 - Manchester City 🏆

● 2011/2012 - Montpellier Hérault 🏆

● 2015/2016 - Borussia Dortmund 🏆



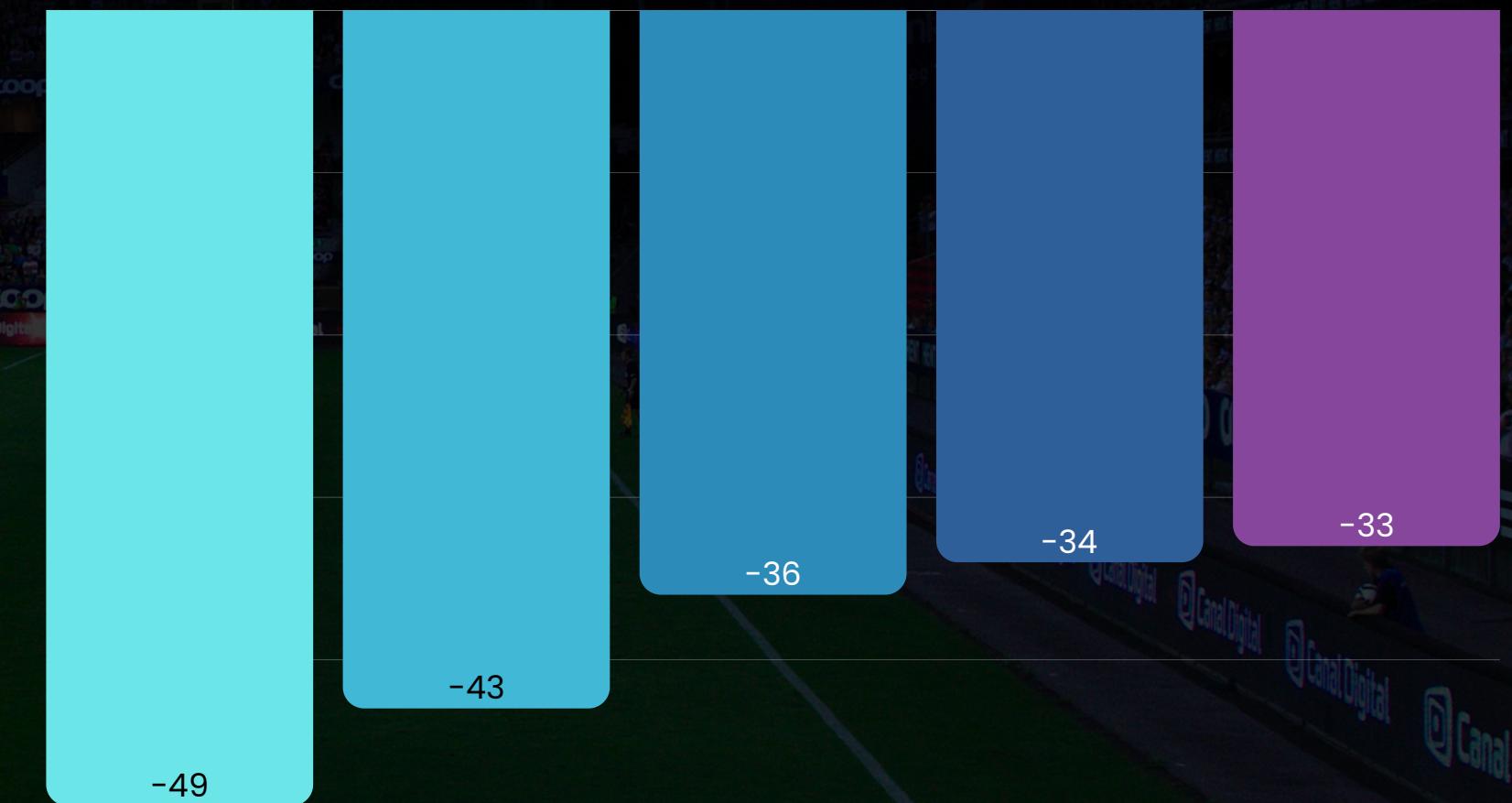
## Biggest Declines

● 2014/2015 - Liverpool ● 2013/2014 - PSV Eindhoven

● 2010/2011 - Ajax Amsterdam

● 2010/2011 - Chelsea

● 2014/2015 - Borussia Dortmund



A club's fortune can flip fast. These were the most extreme scoring swings in back-to-back seasons.

# HOW PSG TOOK OVER FRENCH FOOTBALL

FROM MID-TABLE TO  
FRENCH DOMINANCE



## RISE FROM CONTENDER TO CHAMPION

- **2011:** Bought by Qatar Sports Investments
- **2012–13:** First Ligue 1 title in 19 years
- **2014–15:** Domestic quadruple
- **2015–16:** 96 points, 102 goals, 9–0 win vs Troyes
- **Key stars:** Zlatan, Thiago Silva, Verratti

# FROM PRIMEIRA TO OBLIVION

NAVAL 1º DE MAIO'S COLLAPSE

Naval went from facing Benfica & Porto to vanishing from Portuguese football altogether.

- **2005–2010:** Primeira Liga mainstay
- **2010/11:** Relegated from top flight
- **2013/14:** Down to 3rd division
- **2017:** Club dissolved due to bankruptcy

From top-tier resilience to financial ruin – Naval's fall was fast, brutal, and final.



# THE WORST DEFENSES OF ALL TIME

WHEN FALLING CLUBS  
FORGOT HOW TO DEFEND

## Goals Conceded in one Season

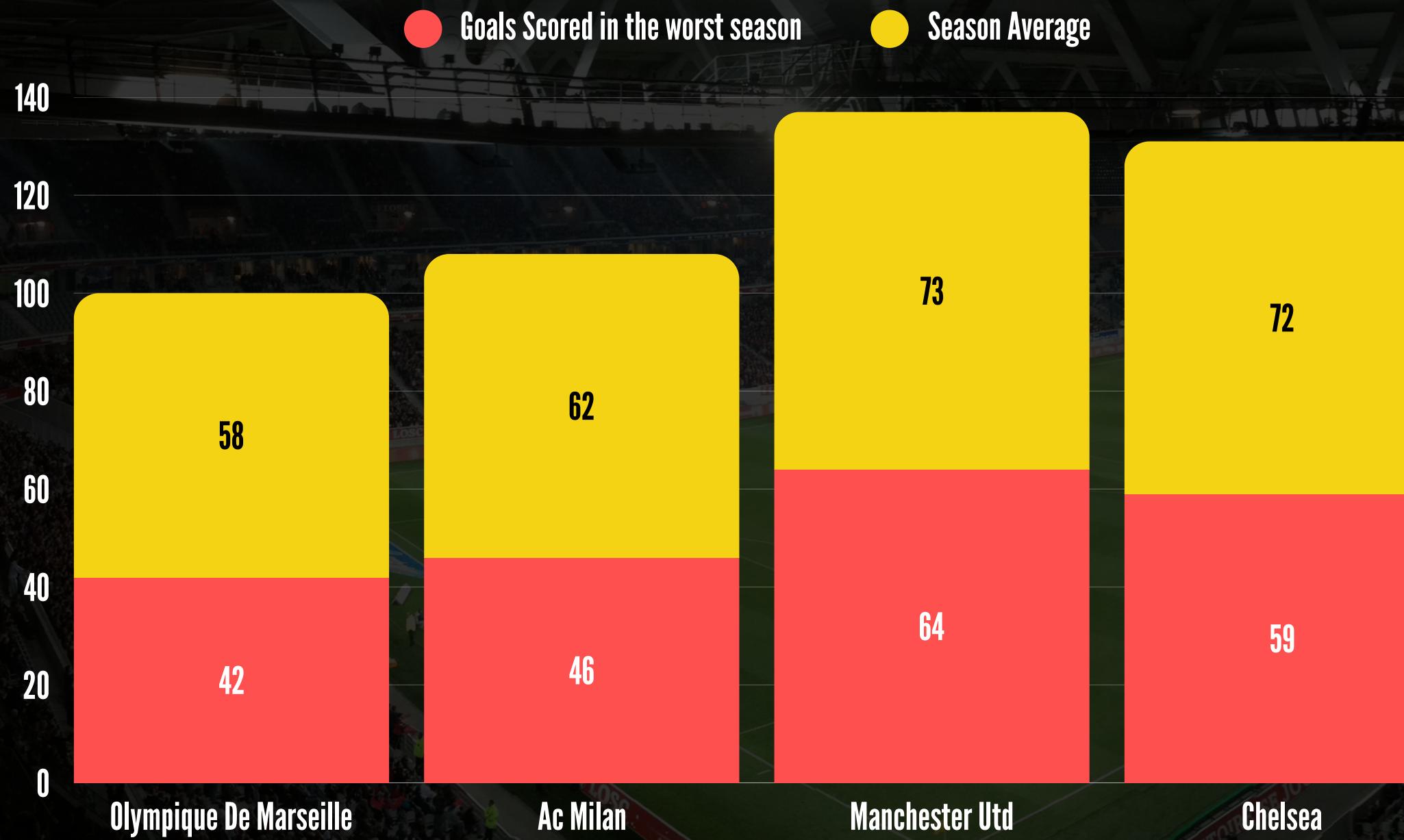
Willem II	Fulham	Burnley	Wolves
98	85	82	82
Polonia Bytom			
85			

### ⚠ DEFENSIVE NIGHTMARES

- **Willem II (98 goals)** – worst defense on record in dataset
- Fulham & Polonia Bytom both conceded **2+ goals/game**
- **Wolves (2011)**: Only 5 clean sheets all season
- Burnley: Lost 8 games by 3+ goal margin
- No team in this list finished higher than 15th in their league

# WHEN GIANTS FELL

## UNDERPERFORMING SEASONS OF TOP EUROPEAN CLUBS



### ⚠ WHAT HAPPENED?

Even Europe's top clubs faced unexpected setbacks:

- Marseille's attack faltered in 2010–11
- AC Milan scored under 50 goals in 2014–15
- Manchester United struggled after Ferguson's departure
- Chelsea underperformed despite major transfers

These weren't just poor seasons — they marked turning points in each club's history.

# WHAT THE DATA TAUGHT US

## SUMMARY & TAKEAWAYS

- **Rise stories:** PSG and Fiorentina showed how strategic investment or coaching changes can drive massive improvements.
- **Fall stories:** Naval, Ajax, Dortmund – even the mighty fall hard and fast.
- **Volatility:** Consistency is rare. Clubs go through sharp cycles of form and crisis.
- **Data Power:** A few well-structured SQL queries revealed real football narratives – perfect for analysts, fans, and decision-makers.

# PROJECT CREDITS

## Tools & Technologies

PostgreSQL · SQLite · DBeaver

## Visual Design

Slides created with Canva

## Project by

Jan Bieniek  
SQL & Data Analytics Enthusiast

## View the Full Project

[github.com/janbieniek/football-club-performance-sql](https://github.com/janbieniek/football-club-performance-sql)



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Thank you!



WE WANT TO SAY  
**THANK YOU**

FOR YOUR ATTENTION