

FC PORTO BOARD  
IRONHACK - SPORT DIVISION

# KICK OFF ANALYSIS



# 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
5. Action Plan






# League Analysis

## Team Mix




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

## Performance



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

## Age



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

## Team Value

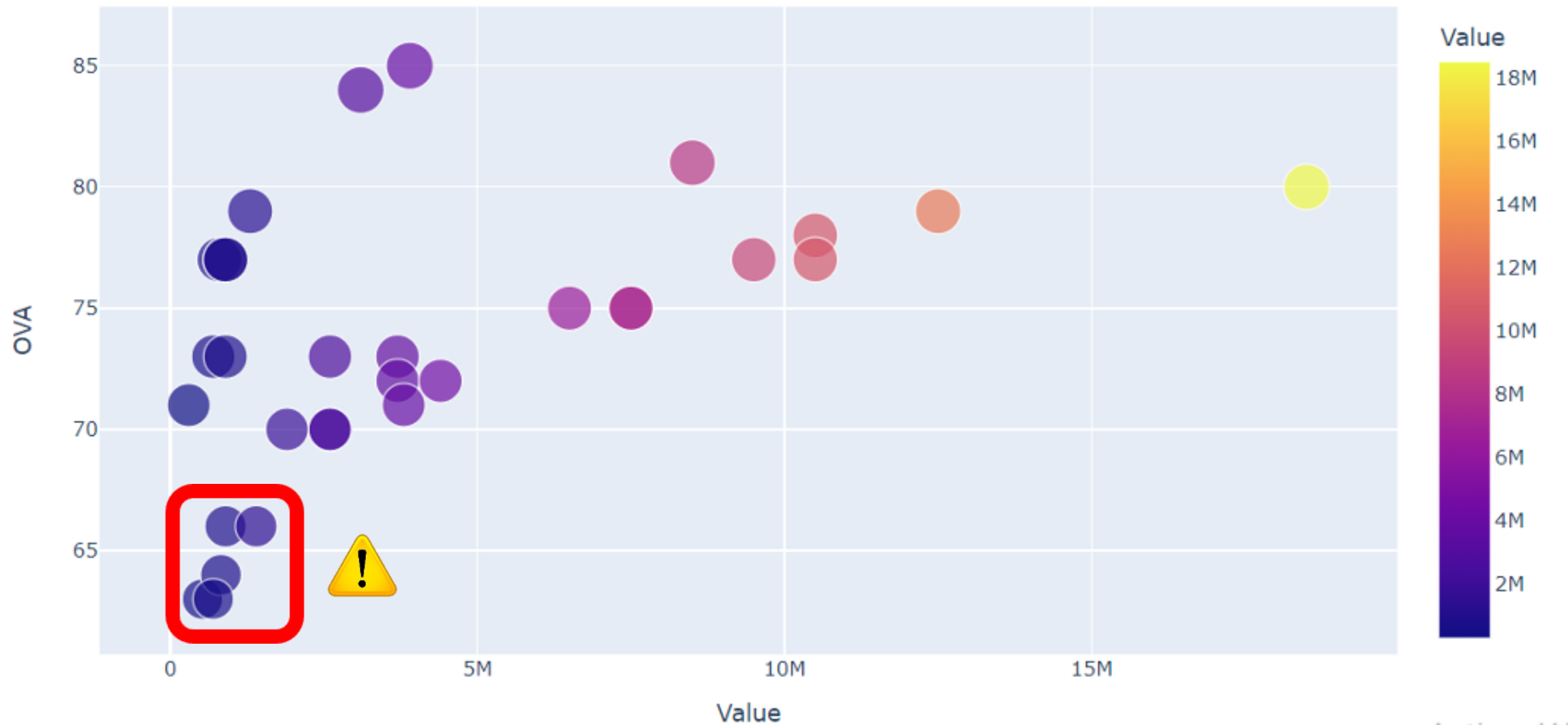


Position	Porto	Benfica
Defender	4429545.45	7560000.00
Goalkeeper	1565000.00	2233333.33
Midfielder	8320000.00	7911111.11
Striker	3580000.00	5183333.33



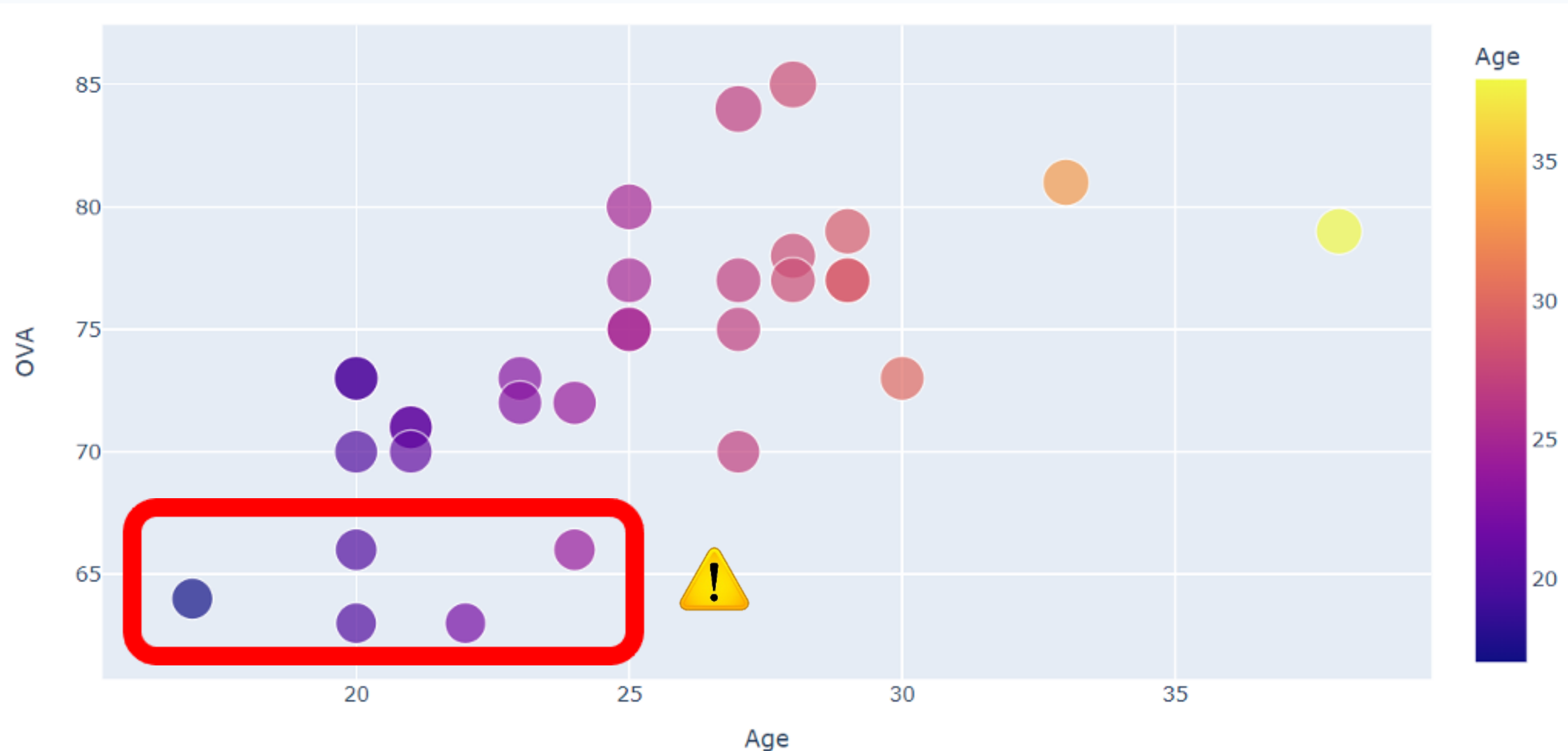
# Analysis of Porto

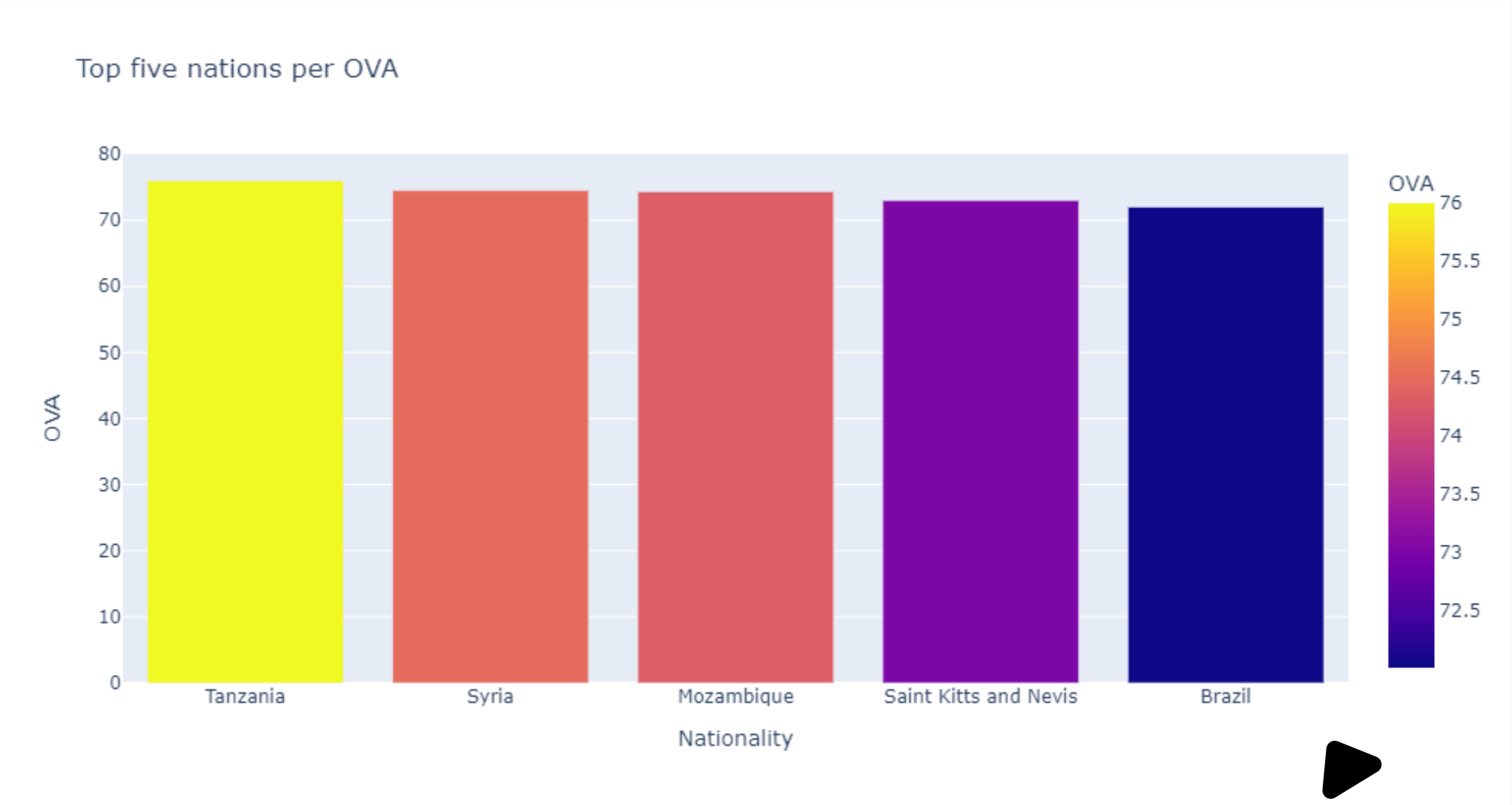
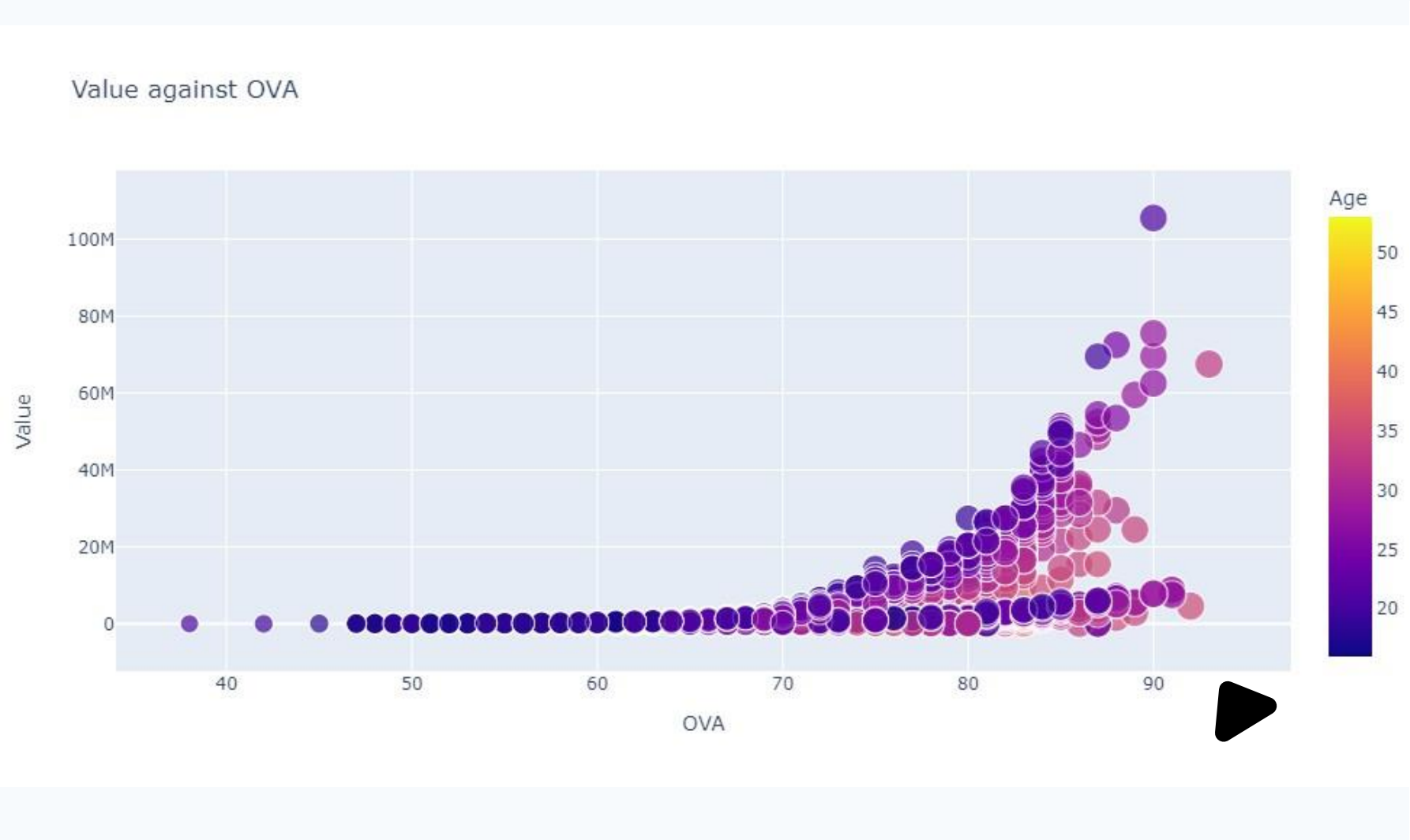
## Performance Value



# Analysis of Porto

## Performance - Age



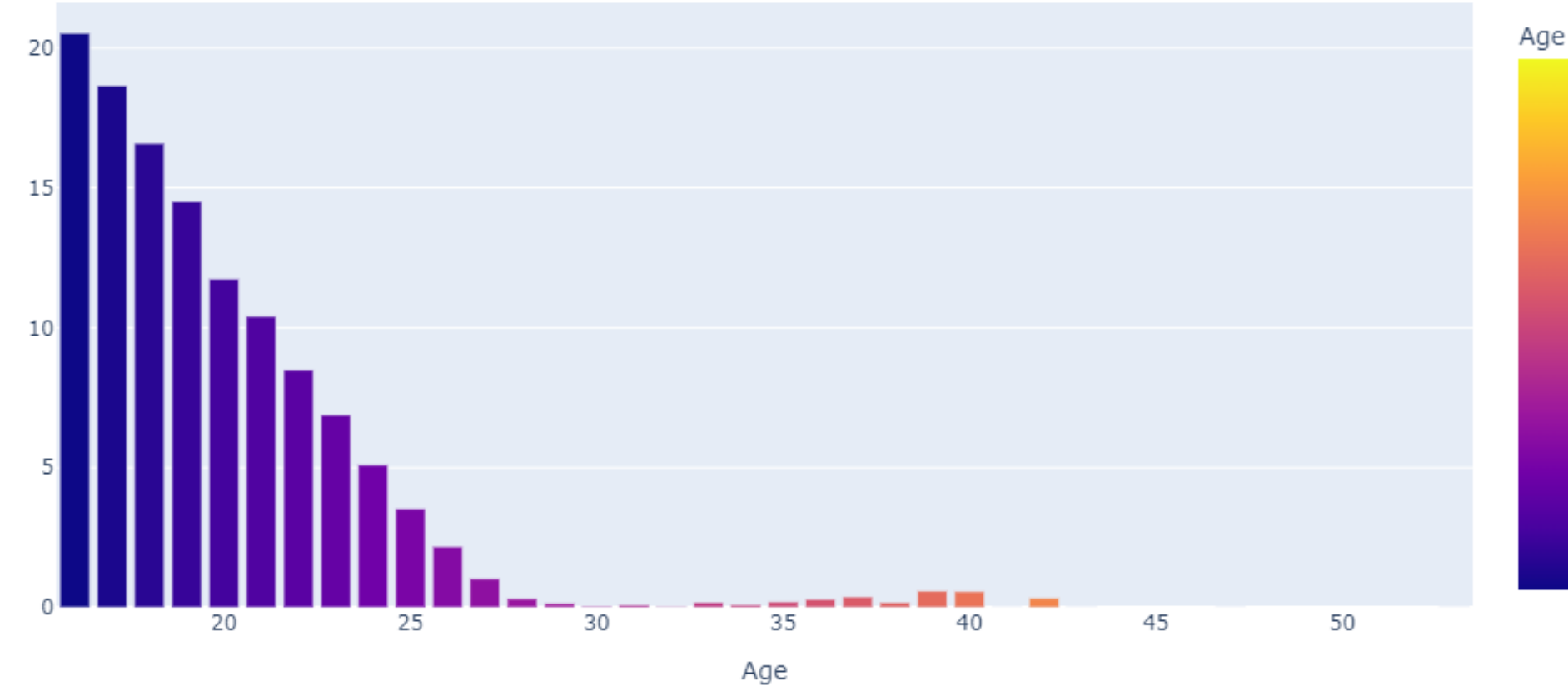


VALUE AGAINST OVA

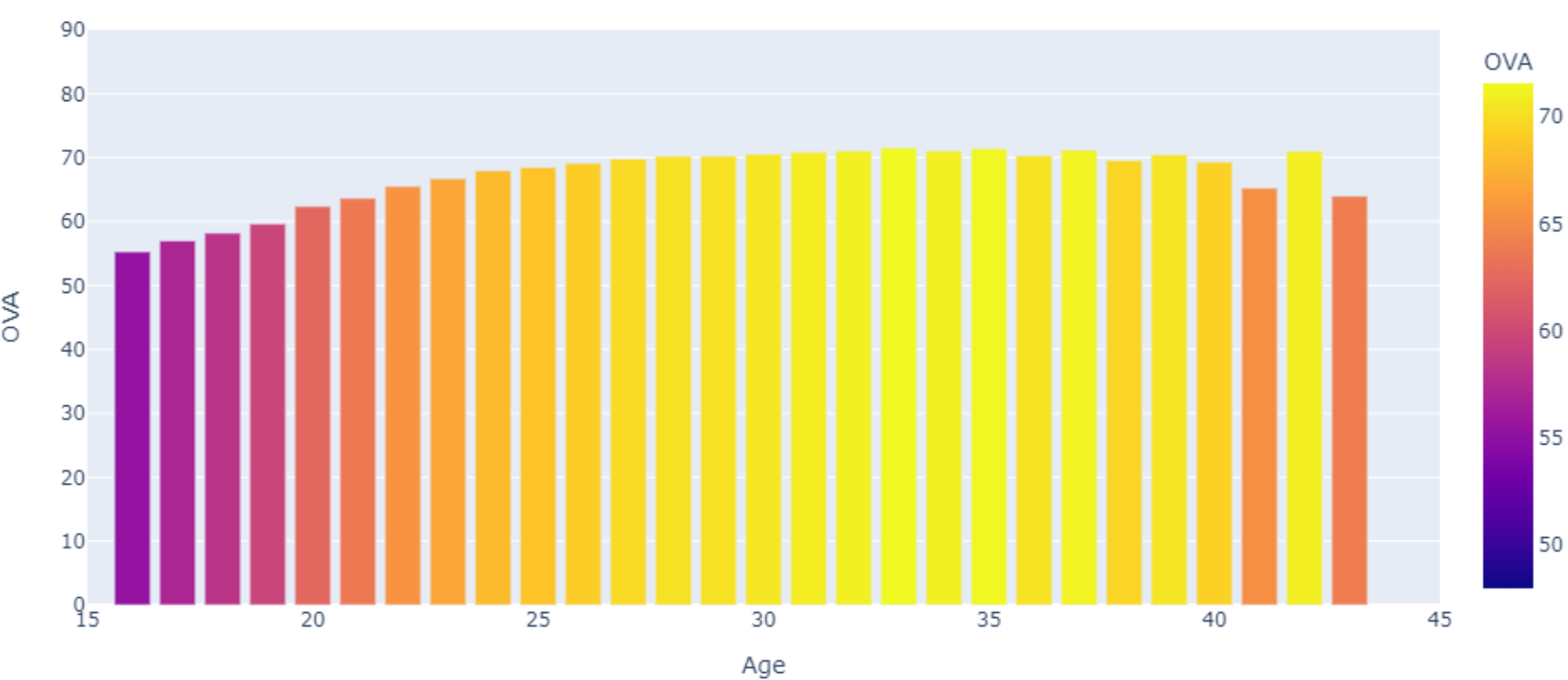
TOP 5 NATIONS  
PER OVA

# Market Analysis

Growth per age



OVA per age



GROWTH PER AGE

OVA PER AGE

# Market Analysis



# Recommendations

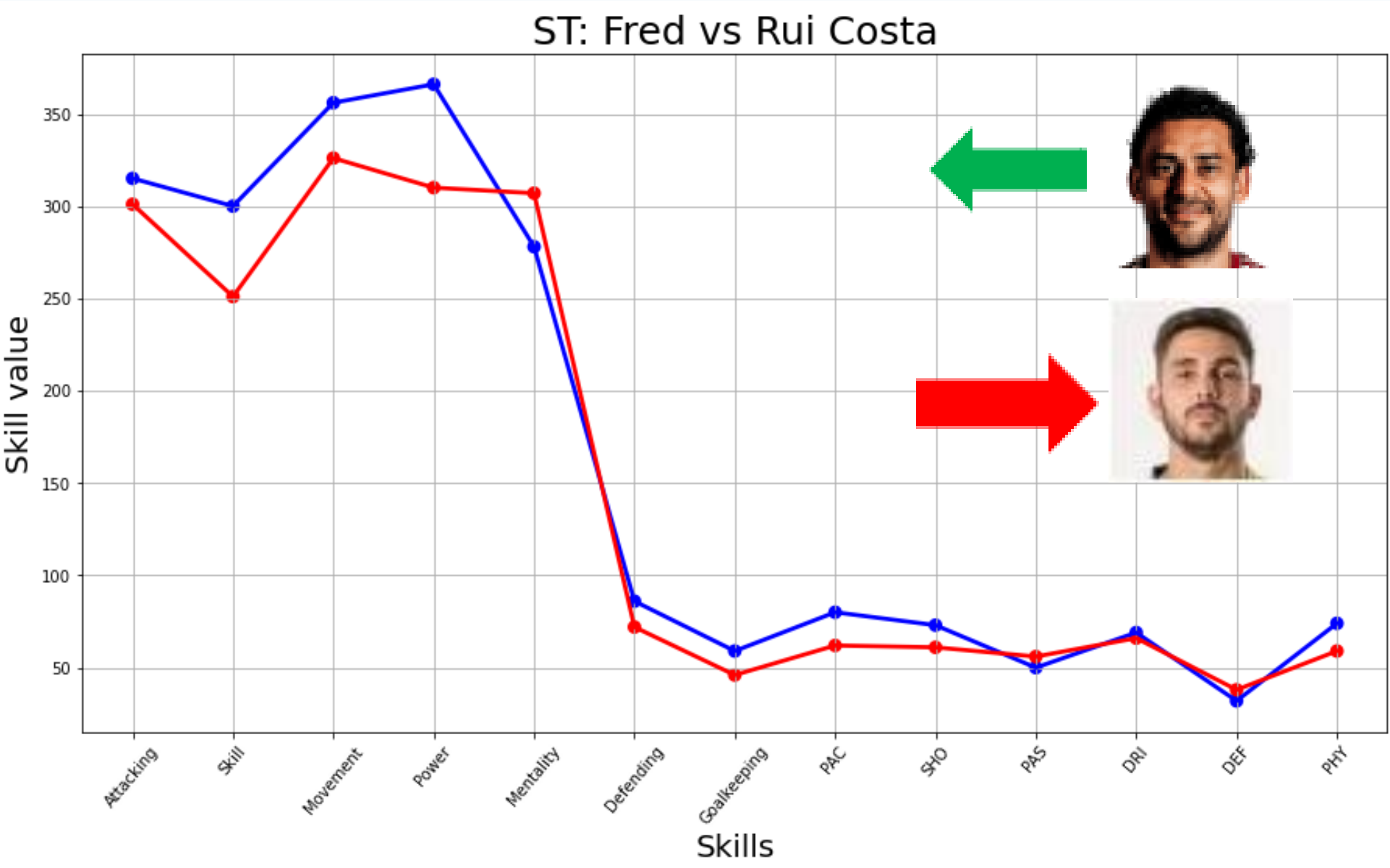
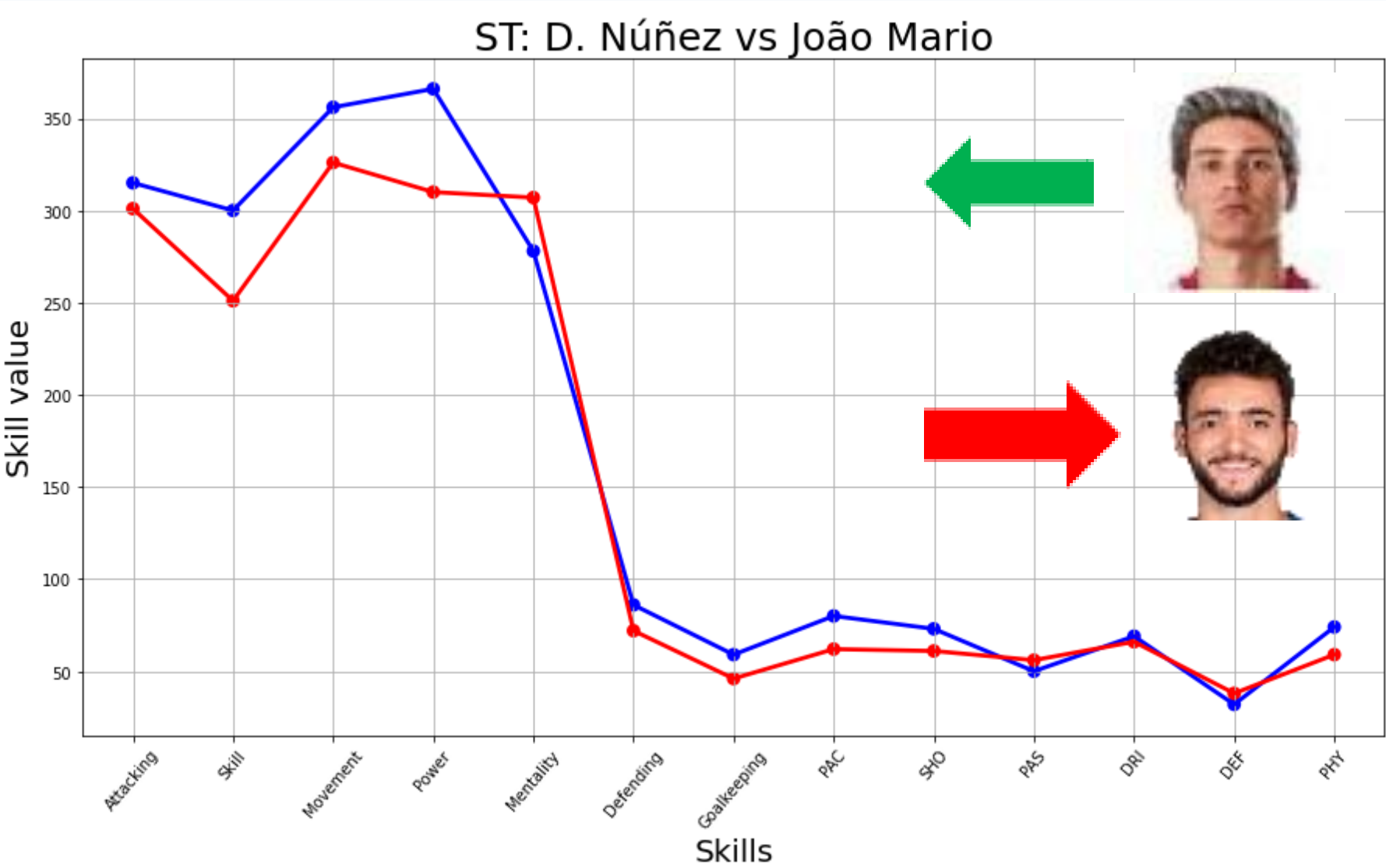
Selling 5 players for 4,35 million €,  
4 new low-cost signings:

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

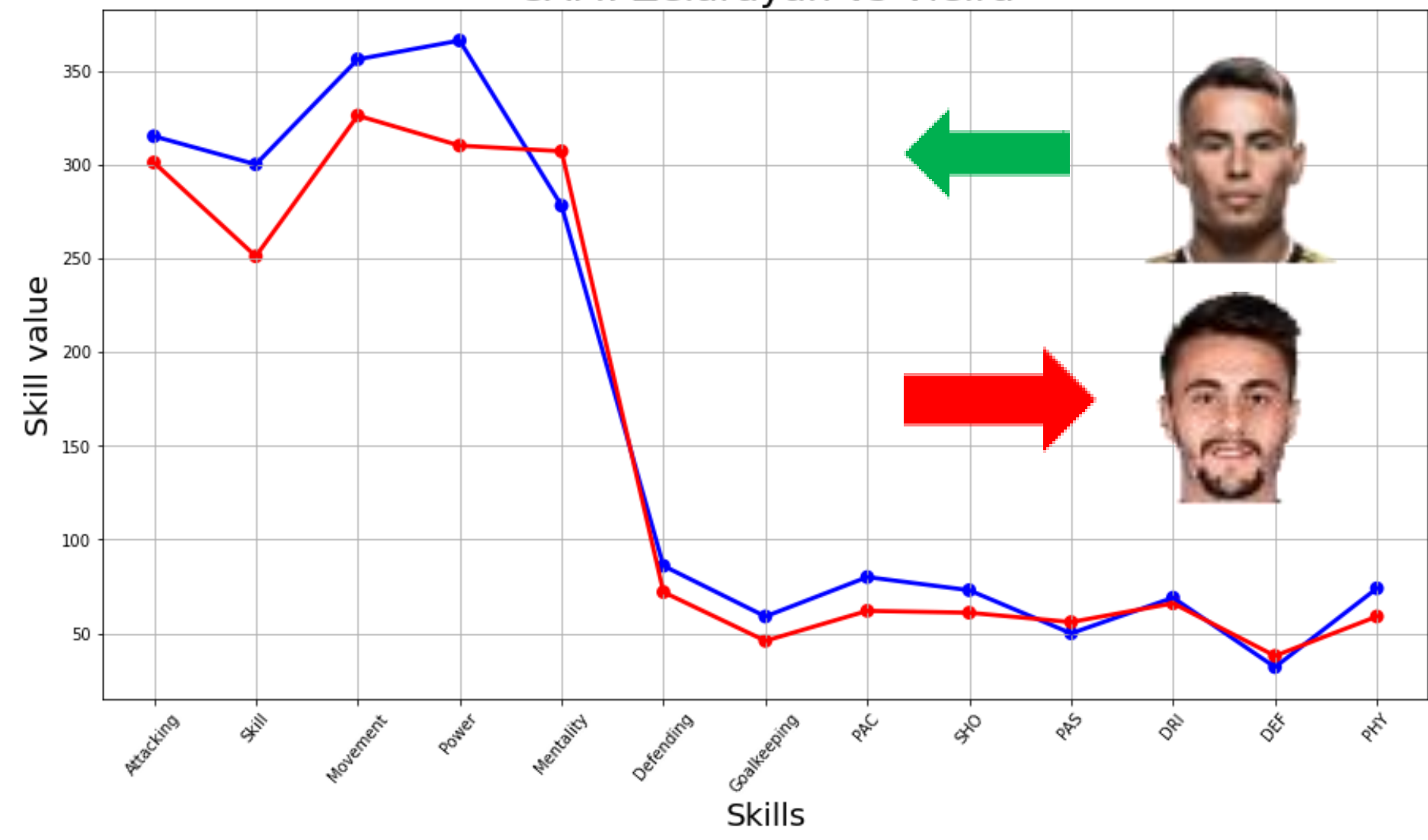




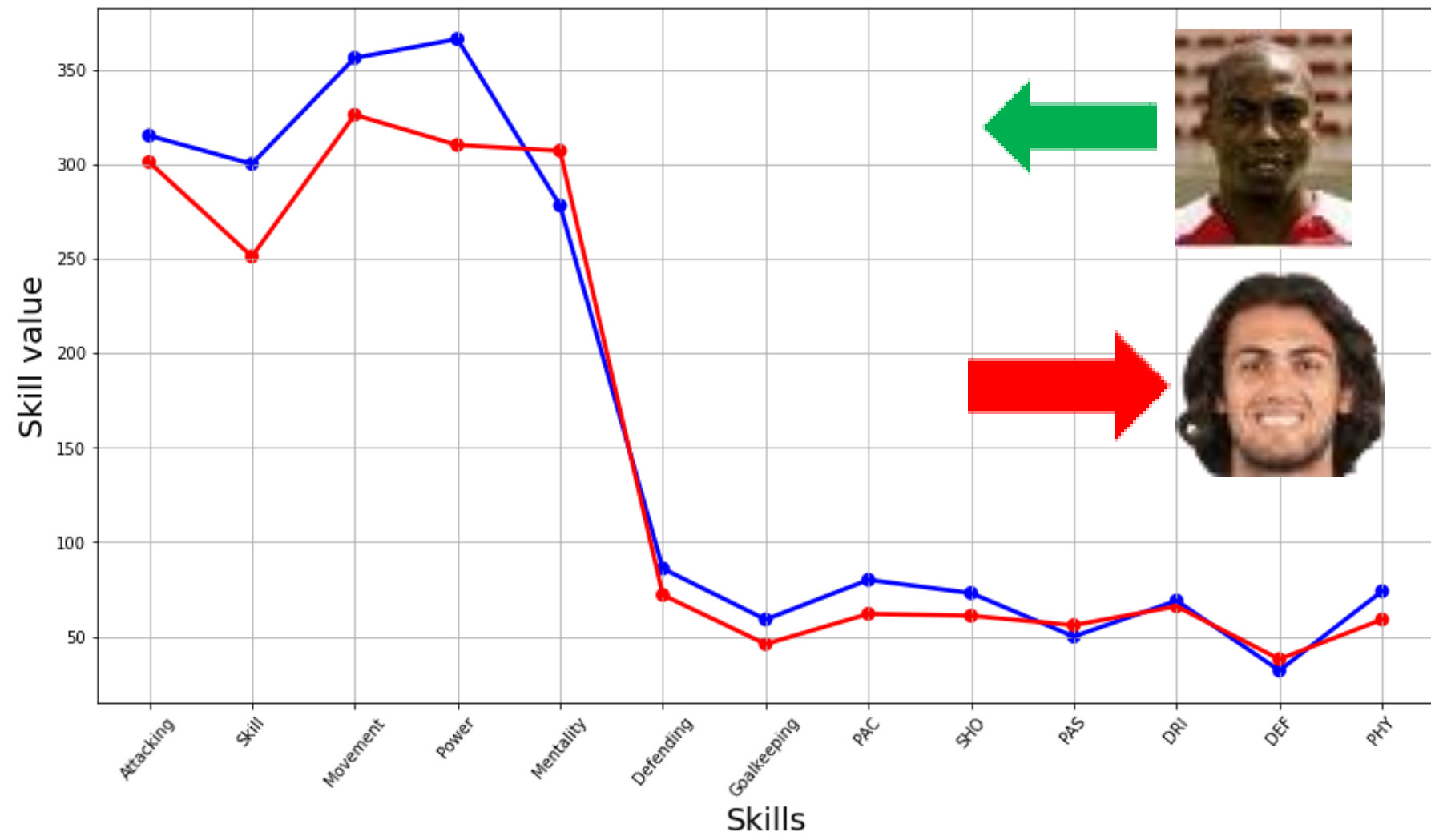
# Recommendations

in blue: new signings

CAM: Zelarayan vs Vieira

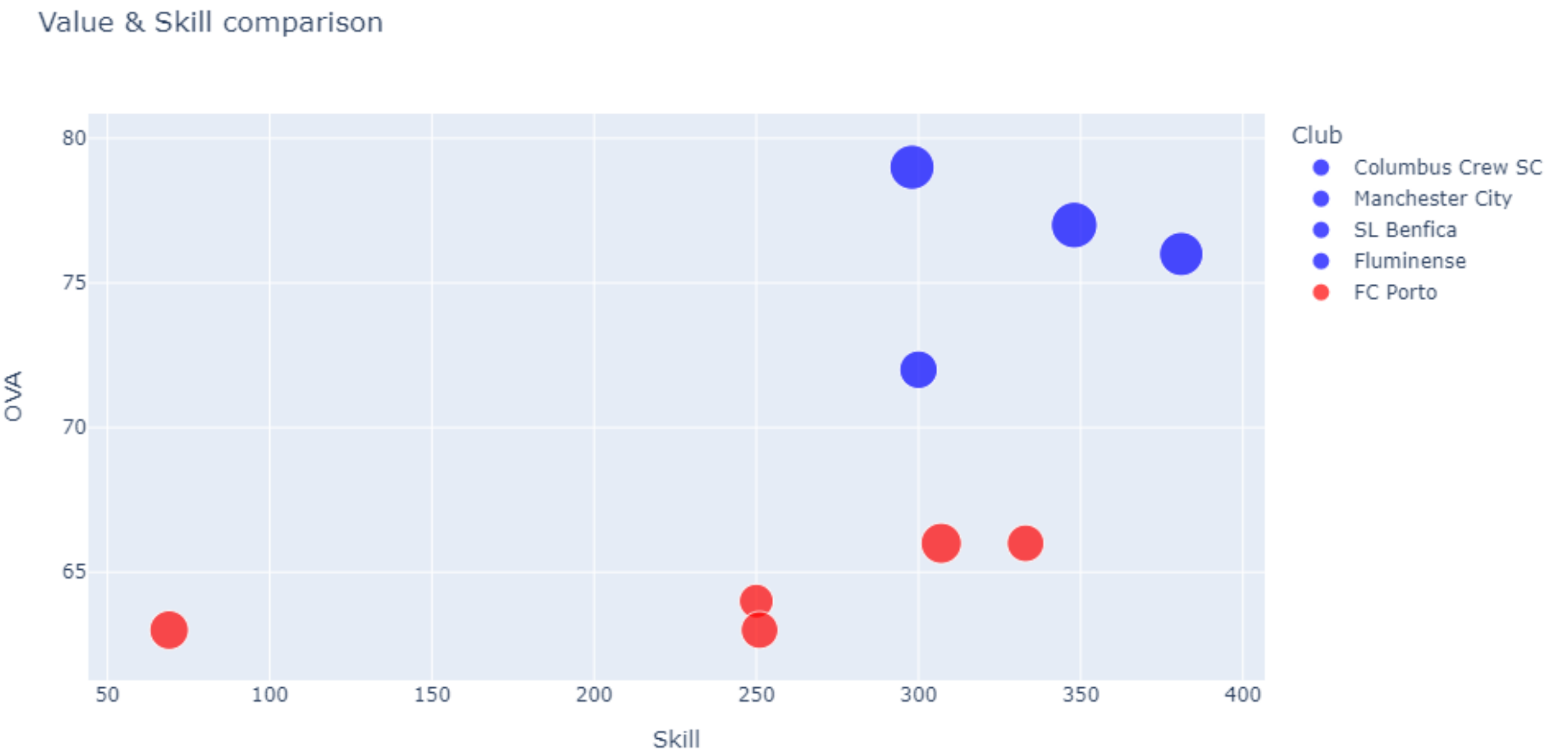


RWB: Trabelsi vs Tomás Esteves



# 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

