



European Soccer Player Market Value Analysis

Capability showcase of analytical team

January 2021

Executive summary

Situation and Objective



We, the analytical team from a German Bundesliga Soccer Club, want to convince our CFO and CSO (Chief Sports Operator) to further increase the resources for our analytical team.

We already verbally announced our need to the board but have not yet their full support, since the financial situation is a challenging one at the moment.

Methodology



The CSO advised us to prove the liability, professionalism of our team and the positive effect on the clubs financials with a few examples of data-analysis. These analysis shall, best case, draw conclusions that lead to a financial competitive advantage compared to our peers in the Bundesliga.

Result: Data driven recommendations



A If we manage to transfer German players to other first league clubs in Italy, Spain or England it could be beneficial to its market value and we as a club should keep shares of a second trade.



B While scouting players:

- We don't need to take a special look at the height of players
- It is beneficial for the player market value to have appearances in the national team.
- It is also beneficial if players already have a sponsors

Agenda

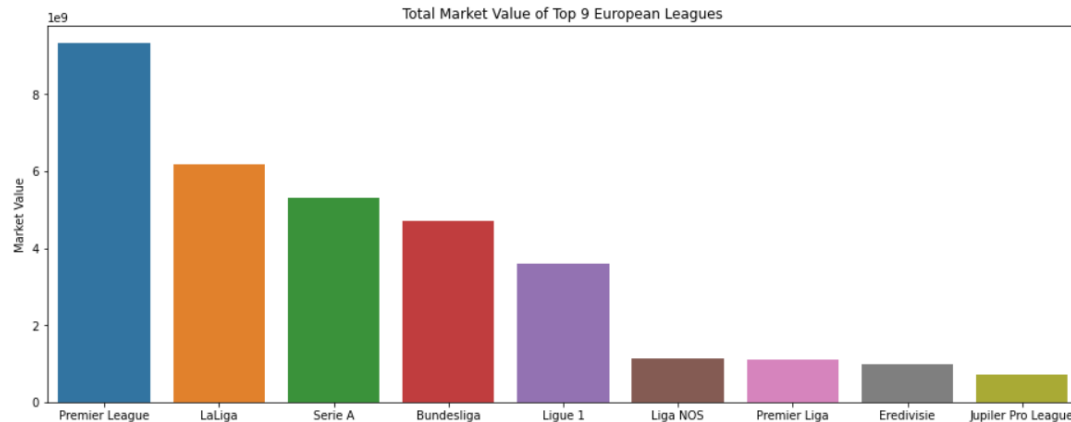
International player transfers and league comparison

Player scouting tips

Players market values are higher in the leagues Bundesliga, Seria A, La Liga, Premier League if they have a foreign nationality

Defining our team and player management in the Bundesliga: Non-German players perform better in terms of market value

Analysis of market values in the top 9 European leagues and national/foreigner comparison



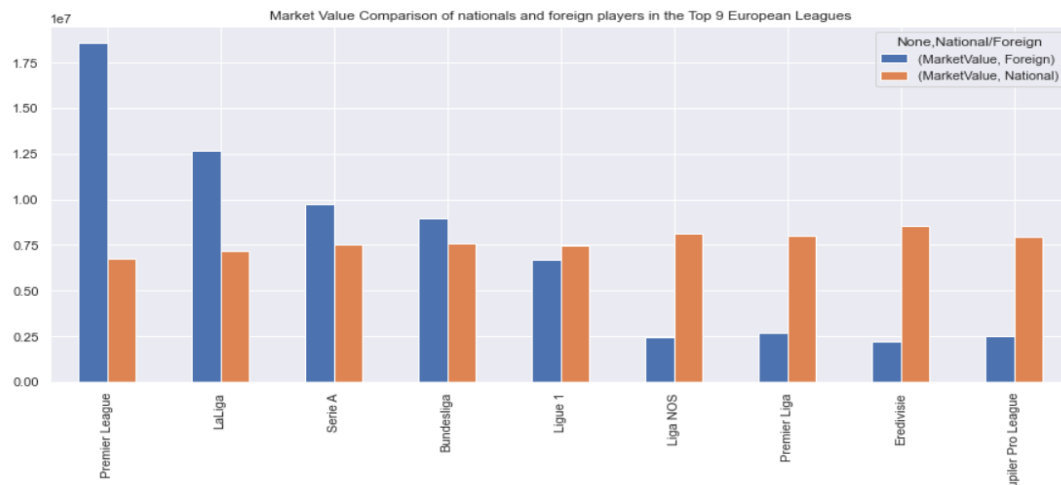
The Bundesliga is the 4th most valuable league shortly after the English, Spanish and Italian leagues with a total value of about 4.8bn €

Foreign players market value are positively correlated with the total market value of the league.

Average national players market value (a player with the same nationality as the league he plays in) is quite constant across the leagues

The average player market value in the Bundesliga with German nationality is about 7,6mn €

The average market value for international players in the Bundesliga is about 10,8mn €



Information about the data

The data set contains information of the nine most important European Soccer leagues with data of 4305 players

Information are regarding 35 categories like names, age, nationality, club, league, position, market value, height, injuries etc.

The set dates back to June 2019

It is scraped from transfermarkt.de, a popular soccer stats page



If we manage to transfer German players to other first league clubs in Italy, Spain or England it could be beneficial to their market values and we, as a club, should keep shares of a second trade. This is because the chances of a players market value increase compared to the German player being transferred within the Bundesliga or low market value leagues (like Ligue 1, Liga NOS, Eredivisie, Premier Liga) is more likely.

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Scouting tips: Apart from traditional KPIs a few new insights



Successful Scouting

- Also the values "Market value" and "Player sponsor" correlate positively (0.372) but it remains the question what comes first - A brand sponsoring a player and subsequently the market value rises or the other way around?

→ This question remains open and is one of the "chicken-egg"-questions in soccer scouting

- There are no clear indications, that the height of players correlate with their market value. The distribution is Gaussian. Positions also do not influence height very much, with exception of goalkeepers



- The correlation matrix shows only very few strong correlations (apart from the obvious ones, like "market value" and "highest market value")

Our initial hypothesis ("The taller a player the more likely a higher market value") was not validated.

But from the holistic analysis we found that national team appearances are a quite relevant value to look at while considering player transfers.

