Executive Summary

Context

The Football Player Value and Performance Dashboard (2021–2025) was developed to support more informed decision-making during the transfer window by linking **financial investment** (market value and transfer fees) with **on-field performance outcomes**. In an increasingly competitive and inflated transfer market, clubs face growing pressure to justify spending while maintaining sporting performance and long-term financial sustainability.

Built using historical player performance, valuation, and transfer data sourced from the publicly available Kaggle "Player Scores" dataset (David Cariboo), the dashboard integrates match appearances, goals, assists, disciplinary records, market valuations, and transfer fees across multiple seasons.

This dashboard provides a consolidated view of how players are worth, how they perform, and where inefficiencies exist in the market—allowing clubs to move beyond reputation-based decisions toward objective, data-driven recruitment.

Analysis

The analysis shows a **strong overall correlation between market value and transfer fees**, confirming that the market generally prices talent consistently. However, the dashboard clearly highlights **overpaid and underpaid transfers**, revealing inefficiencies that create both risk and opportunity.

Performance data indicates that attacking players dominate goals, assists, and overall performance scores, which explains their higher market valuations. At the same time, efficiency metrics such as **goals per 90 minutes** uncover several players delivering high impact with limited playing time or lower market value. Additionally, a subset of players scoring more than five goals with market values below €2M demonstrates that meaningful performance can be acquired at relatively low cost.

Positional analysis shows that **attackers and midfielders account for the highest average market values**, while defenders and goalkeepers are generally more cost-stable. This reinforces the need for differentiated evaluation frameworks by position rather than a one-size-fits-all approach.

How This Helps During the Transfer Season

During the transfer window, this dashboard enables clubs to:

- **Identify undervalued targets** who offer strong performance output relative to cost

- **Avoid overpaid signings** by benchmarking transfer fees against market value and historical performance

- **Prioritise efficiency over reputation**, particularly for squad depth and rotational roles

- **Allocate budgets more strategically by position**, focusing premium spend where returns justify the risk

- **Support negotiations** with data-backed evidence on fair market pricing

By integrating this analysis into recruitment discussions, clubs can reduce financial exposure, improve return on investment, and build more balanced squads aligned with both sporting and financial objectives.

Limitations & Considerations

While the dashboard provides strong directional insights, several limitations should be considered:

- **Not all performance variables apply equally across positions**. For example, goalkeepers and some defenders are not expected to score goals, making goal-based metrics less relevant for their evaluation.

- Certain contributions such as **shot prevention, positioning, leadership, and tactical discipline** are not fully captured in traditional performance statistics.

- Market values can be influenced by external factors such as age, contract length, league visibility, and commercial appeal, which may not directly reflect on-pitch contribution.

As a result, the dashboard should be used as a **decision-support tool**, complemented by scouting assessments, tactical fit analysis, and positional-specific performance metrics.

Insight

Used correctly, this dashboard helps clubs enter the transfer season with greater clarity, discipline, and confidence; turning data into a competitive advantage while acknowledging the contextual nuances of player roles and positions.