**STORY-TELLING BASED ON RESULTS IN PYTHON**In the dynamic realm of soccer, the interplay between player roles, market values, and performance metrics provides an intriguing snapshot of the game's evolution. Attackers and midfielders dominate the market, with average values of 4,681,063 and 4,203,906 respectively, showcasing their crucial role in scoring and playmaking. These positions exhibit significant variability in their market values. In contrast, defenders and goalkeepers have lower average values, at 1,653,631 and 699,043 respectively, and their market values are more stable, highlighting their essential yet less volatile roles.

Age plays a significant role in shaping market value trends, with the highest values peaking around 2.5 million in players' early 20s. As players age, their market value declines steadily, nearing zero by their late 40s. This trend reflects the typical career trajectory and market perceptions of players as they advance in age.

Performance metrics reveal that home clubs generally outscore away teams, with home goals ranging from 107 to 1,132 compared to 87 to 941 for away clubs. This trend underscores the advantage of home ground but shows a notable drop in 2020, likely due to pandemic-related disruptions. Clubs with lower average positions, such as Vejle Boldklub and Fatih Karagümrük Istanbul FC, excel at home, whereas higher-positioned clubs like Club Brugge face challenges in home performance.

Substitution patterns also offer insights, with a peak of 498 substitutions in 2012 followed by a sharp decline to 58 in 2020, reflecting the pandemic's impact. Substitutions generally increase from the start of the match, peak around the 60th minute, and decrease toward the end, illustrating strategic in-game adjustments.

Player attributes show an average height of 184.19 cm, with most players between 180 cm and 190 cm, and a height range from 162 cm to 195 cm, indicating moderate variability. The average player age is 33.14 years, with most players between 29 and 37 years old, showcasing a broad age range and moderate variability in player experience.

Contract data highlights a peak in expirations in 2024, with 2,251 contracts ending, and fewer expirations in other years, especially 2026. The average market value shows a general upward trend towards 2027 and 2028, with significant spikes in 2025 and 2026, indicating growing player demand and higher contract values in the coming years. This comprehensive view illustrates the complex and evolving nature of soccer, driven by market dynamics, player performance, and strategic management. **KEY-POINTS BASED ON OUTPUTS IN PYTHON  
  
  
Market Values by Position**:  
-Attackers: Average value of 4,681,063

-Midfielders: Average value of 4,203,906

-Defenders: Average value of 1,653,631

-Goalkeepers: Average value of 699,043

Significant variability in attackers and midfielders; more stable for defenders and goalkeepers.

**Age and Market Value Trends:**-Peak market value around 2.5 million in early 20s.

-Steady decline in market value as age increases, nearing zero in late 40s.

**Home vs. Away Goals:  
-**Home clubs score more goals than away clubs.

-Goals ranged from 107 to 1,132 for home clubs; 87 to 941 for away clubs.

-Significant drop in home goals in 2020.

**Club Performance by Position:**

-Lower-positioned clubs (e.g., Vejle Boldklub, Fatih Karagümrük Istanbul FC) excel at home.

-Higher-positioned clubs (e.g., Club Brugge) perform less effectively at home.

**Substitution Trends:  
-**Peak substitutions: 498 in 2012.

-Sharp decline to 58 in 2020.

-Substitutions increase from the start, peak around 60th minute, and decrease toward the end.

**Player Attributes:**-Average height: 184.19 cm, most between 180 cm and 190 cm.

-Height range: 162 cm to 195 cm.

-Average age: 33.14 years, with a range from 21 to 53 years.

**Contract Expirations and Market Values:  
-**Peak expirations in 2024 with 2,251 contracts.

-Fewer expirations in other years, particularly 2026.

-Market values trending upward toward 2027 and 2028, with significant spikes in 2025 and 2026.  
**BUSINESS OBJECTIVE**  
  
  
Based on the output,the business objectives could be:

**1.Optimize Player Acquisition and Retention:**

-Focus on acquiring high-value attackers and midfielders, as they have the highest average market values and are crucial for team performance.

-Develop strategies to retain players in their early 20s when their market value is at its peak.

**2.Enhance Home Performance and Fan Engagement:**

-Analyze why lower-positioned clubs perform better at home and leverage these insights to improve home performance.

-Address factors contributing to the decline in home goals and fan attendance, especially during challenging years like 2020.

**3.Adjust Contract and Market Value Strategies:**

-Plan for future market value trends by adjusting contract negotiations to align with the anticipated upward trend in player values toward 2027 and 2028.

-Prepare for peaks in contract expirations, especially in 2024, by managing player contracts and exploring opportunities to capitalize on market fluctuations.

**4.Improve Substitution Management:**

-Refine substitution strategies based on trends showing increased effectiveness around the 60th minute.

-Adapt substitution policies to account for the impact of factors such as the pandemic, ensuring flexibility and responsiveness to changes.

**5.Optimize Player Profile and Team Composition:**

-Leverage data on player height and age to build a balanced team, focusing on average player heights and ages that align with team performance goals.

-Consider the impact of player age on market value and performance, and tailor recruitment and development strategies accordingly.