

CREATIVE BRIEF

INTERNATIONAL FOOTBALL RESULTS DATASET

OVERVIEW:

The project is about visualizing the results from a dataset that contains various international football matches' results. Say someone is looking for some kind of visual reference about the football teams and its winning history. This project would be able to fulfill such needs as the visualizations would be designed in such a way that it would be helpful for prediction analysis. The kind of data that the dataset contains is in a way that, if analyzed using various visualizations, it would be a perfect reference for future predictions. So we need this project for deeper analysis of the results over years and the inference that it infers and passes it on to the various division of audience it is presenting to.

DRIVERS:

The goal of the project is to end up having a clean and neat analysis of the results and its related factors ,of all the international football matches that is being held between 1879-Present. So the progress of the project would be in a such way that each visualization would give us some inference and we would end up searching for answers as to why is it that way. In this way we try to bring up all the answers for the possible questions that may be asked looking at the purpose of such data being put together. So the main objectives that is needed to be covered in this project would be:

- ✓ Design a meaningful visualization that would serve people looking for the summary of the International football matches.
- ✓ Obtain a useful inference in the context considering whom are we presenting it to.
- ✓ Visualizations that would be helpful in prediction analysis
- ✓ Analyze if there are other factors that affect the results
- ✓ Trend over years for the performance of each team

AUDIENCE:

The main set of audiences that the project is aiming at is the match predictors for future matches with the previous matches that the same two teams had played before. Such match predictions would definitely include weather factor, venue where the match is being held and the

teams playing the match. In an ideal case all these features can be predicted using the previously known results' analysis from the project.

This analysis would also aim at answering questions like at which place most number of matches were being played, whether the scores of a particular team had been improving over the years against the same players of a team over a particular period, and many more such questions that would raise in a normal viewer's mind.

TONE:

The results that is finally outputted should be accurate and elegant in case of this analysis. When presenting such results to people looking up for a summary , the elements in the visualization must be accurate because this would act as the input to many other analysis or predictors. It should be formal enough and make it trustworthy while delivering it to the targeted audience.

MESSAGE:

The message that is conveyed through this project is already known. But how is it useful by putting it here is that we are making a summary out of what's known and making new results out of the summary. This seems interesting. When facts are told from what we already know is something that would always make you look for it and that's the way this project is going through.

DETAILS:

The format of the analysis would be graphical and meaningful. Each graph may tell us a fact and such facts put together will tell us a story. It will be presented informally in its most part may be in a format which websites follow. Write up for each story would be put along with the graphical analysis. Maximum important results or summary would be extracted from the dataset and will be presented.