Insight360: Football Analytics Lab Business Case

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1   Who We Are

Insight360 – Football Analytics Lab
Insight360 is a consultancy firm transforming football through data-driven decision-making. We specialize in analytics and visualization tools to help clubs, agents, and media outlets optimize recruitment, tactics, and scouting.

   Mission: To bridge the gap between data and football intelligence, enabling smarter, faster, and more impactful decisions.

2   Key Questions

1. **Which player attributes affect market value the most?**
   Problem: Clubs often overpay for players with inflated market values or miss undervalued talents.
   Solution: Identify key attributes (e.g., pace, dribbling) that influence value to guide smarter transfers.

2. **What playing style increases a team's win probability?**
   Problem: Teams struggle to optimize strategies or leverage player strengths.
   Solution: Analyze attribute combinations (e.g., pace and passing) linked to higher win probabilities.

3. **How do player performances vary across regions and leagues?**
   Problem: Undervalued players from less-publicized regions are often overlooked.
   Solution: Highlight high-performing players in underrepresented leagues.

3   Dataset

FIFA 24 Player Stats Dataset
This dataset provides detailed data on over 20,000 players, including:

- **Attributes:** Speed, passing, dribbling, defending, and physicality.

- **Metadata:** Nationality, club, league, and historical trends.

Why this dataset? It offers comprehensive coverage, enabling trend analysis and identification of high-potential players.

4   Visualization Tool

QlikSense
An interactive analytics platform for creating user-friendly dashboards. Features include:

- Heatmaps for player performance.

- Charts comparing regions and leagues.

- Clustering to group players into archetypes (e.g., defenders, playmakers).

- Team-building simulations to test player combinations.

- Trends to track attributes like pace and dribbling over time.

5   End Goal

To revolutionize decision-making in football.

- **For Clubs:** Identify undervalued players, minimize risks, and optimize squad performance.

- **For Coaches:** Create winning strategies by understanding key attributes and styles.

- **For Scouts:** Discover hidden talent in overlooked regions and leagues.