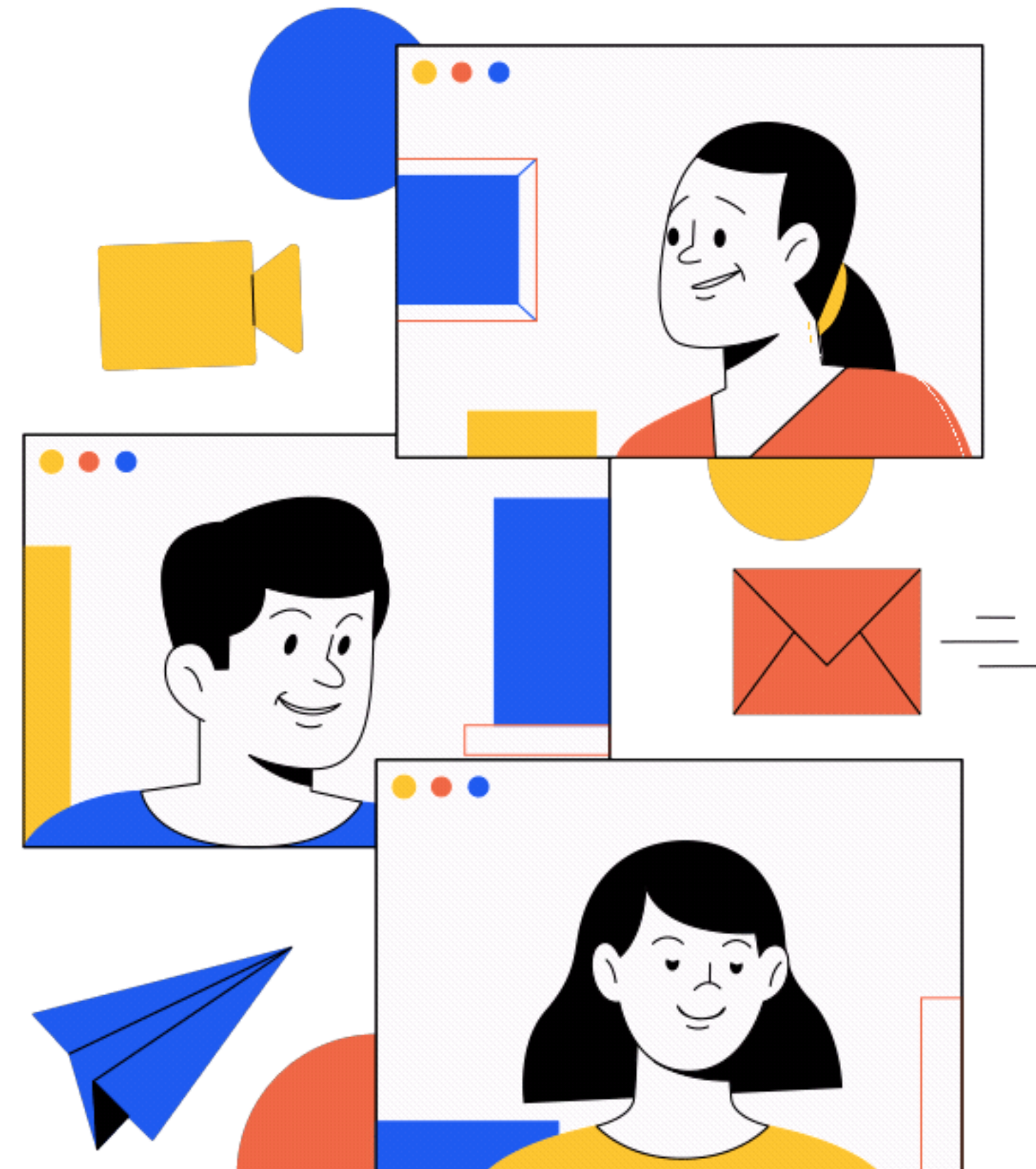




# INSIGHT360 FOOTBALL

Turning data into your winning strategy in football

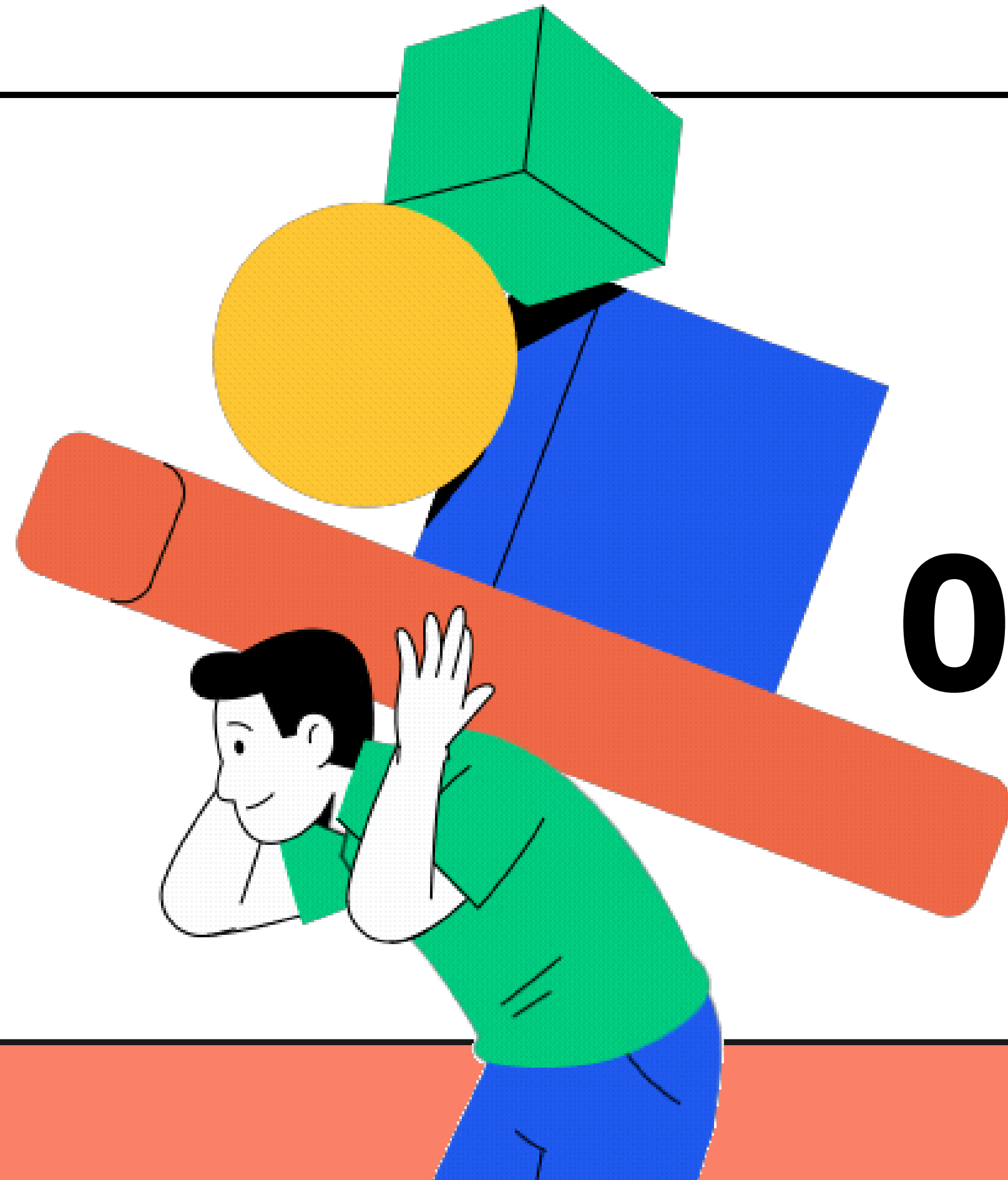


Presented by Shashwath Sunkum, Lucas Hyun Lee, Shivanshu Dwivedi, Anupam Khargharia



# WHO WE ARE

**Insights360 Football Analytics Lab**  
specialize in data-driven solutions for  
the football industry. Our mission is to  
turn raw data into actionable insights  
that help clubs optimize performance,  
improve transfers, and enhance fan  
engagement.



**OUR END GOAL**

# OUR END GOAL

- 1 Enhance Transfers
- 2 Optimize Performance
- 3 Expand Scouting



# KEY QUESTIONS WE ADDRESS

- 1 Which player attributes affect market value the most?
- 2 Which attribute combinations boost win probability?
- 3 How do player performances vary by regions and leagues?



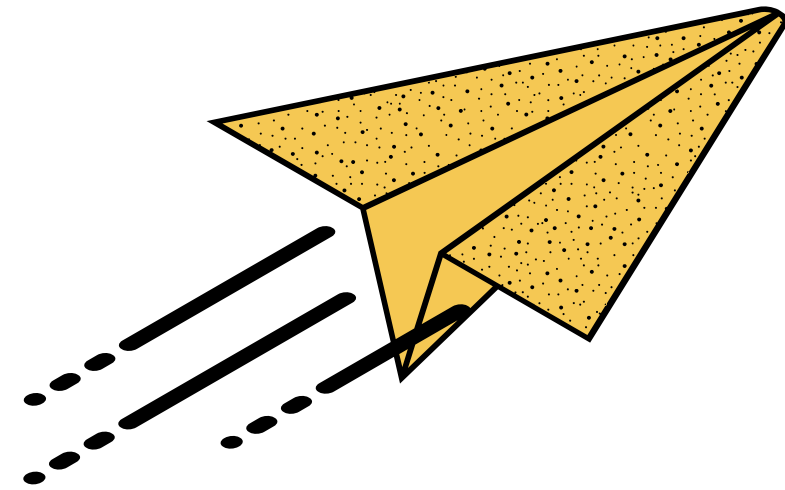
Question: Which player attributes have the largest impact on a player's market value?



# ATTRIBUTES & MARKET VALUE

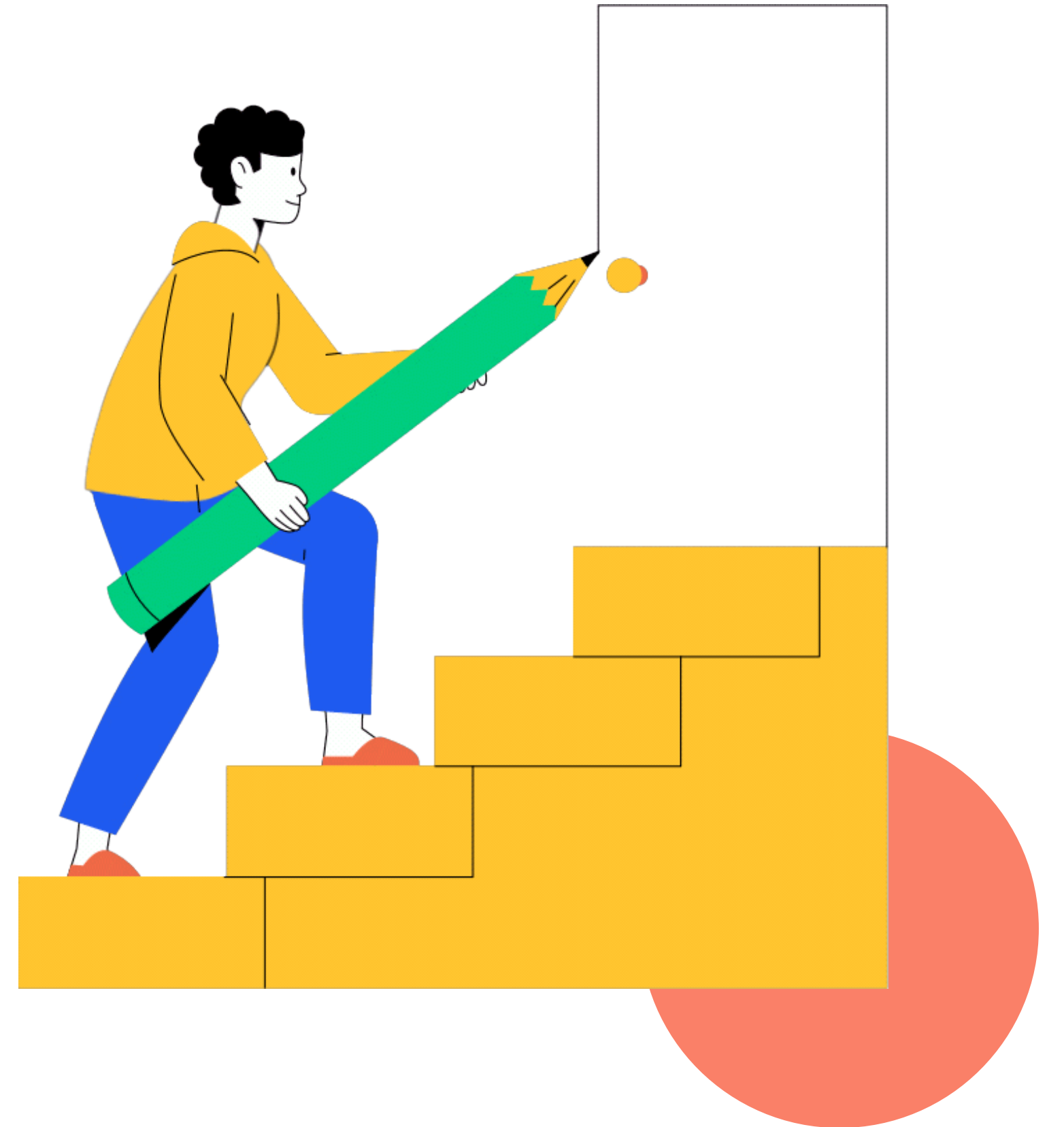






# ATTRIBUTES & WIN PROBABILITY

**Question: What combinations of attributes lead to higher win probabilities?**



Question: How do player performances differ across various regions and leagues?



# PERFORMANCE ACROSS REGIONS & LEAGUES





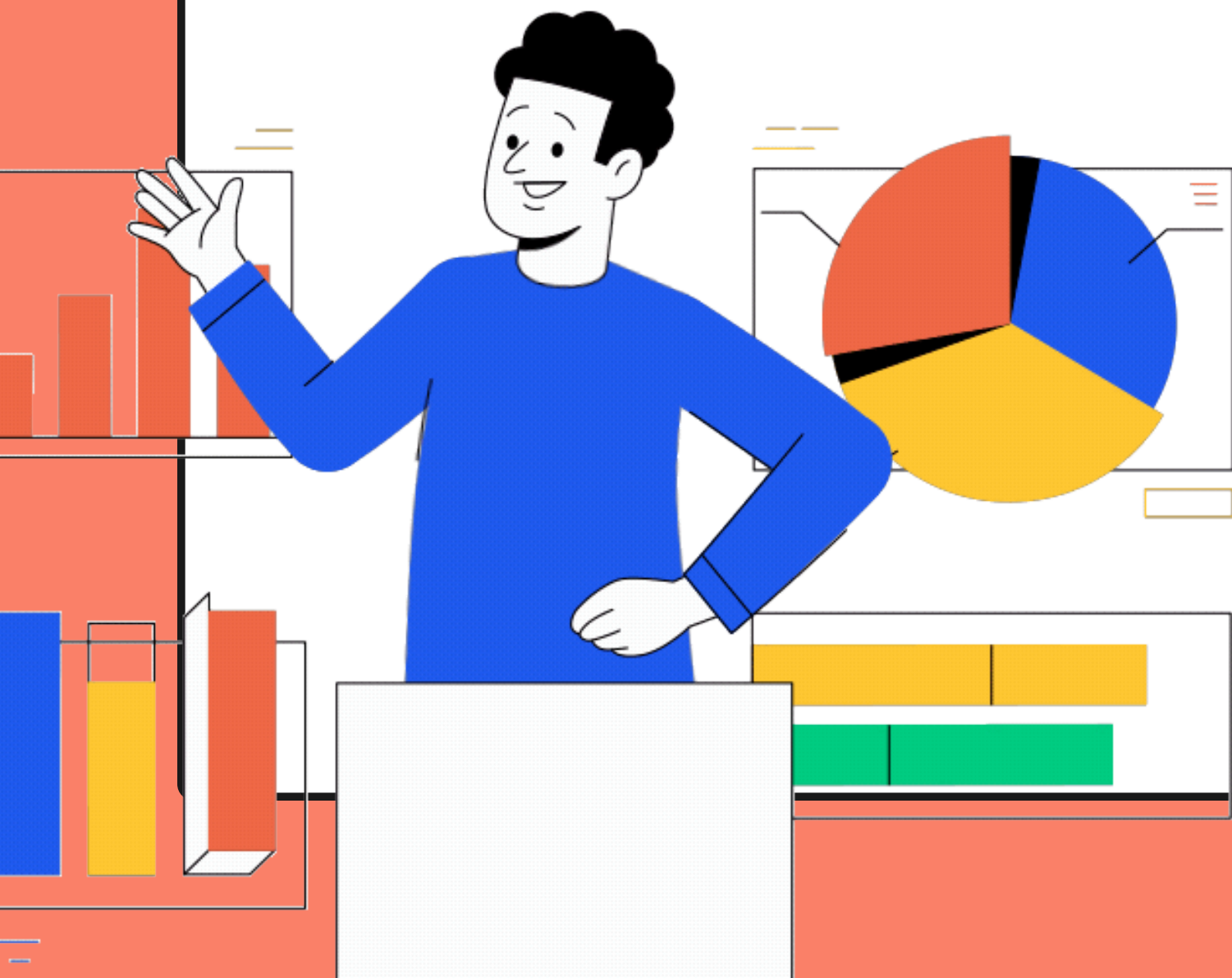
# **DATASET**

## **FIFA 24 PLAYER STATS**

- 1. 20,000+ professional players worldwide**
- 2. Metrics: speed, shooting, passing, dribbling, defending, physicality**
- 3. Additional: potential, ratings, market value estimates, positions**
- 4. Metadata: nationality, club, league, age, historical performance**



# TOOLS FOR VISUALIZATION & ANALYSIS

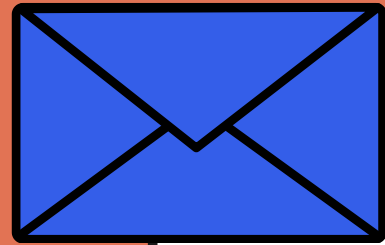




## Qlik Sense



- **Seamless integration with large, complex datasets**
- **Interactive dashboards for on-the-fly exploration**
- **Rich visualization options (heat maps scatter plots, radar charts)**
- **Facilitates collaboration and scales with evolving data needs**

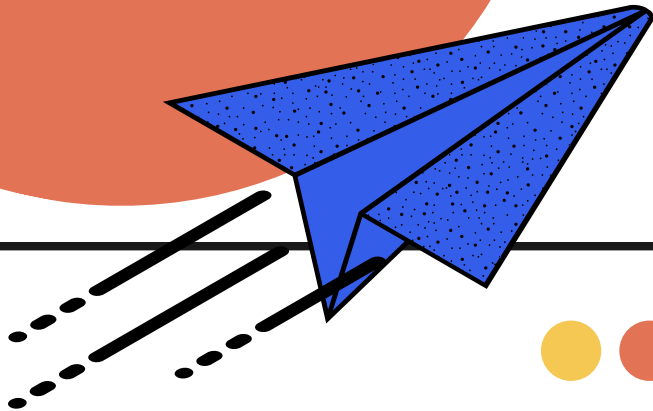


## NEXT STEPS

- **Seek approval to develop the player insights dashboard**
- **Ensure data compliance and best practices**
- **Explore new revenue streams and possibly expand into other sports**



# THANK YOU



**Shashwath Sunkum**



**Shivanshu Dwivedi**



**Lucas Hyun Lee**



**Anupam Khargharia**