

# CLIENT USER REQUIREMENT

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## ♦ Project Title:

**Scouting the Top Young Centre Attacking Midfielders (CAMs) Aged 16–21 for Budget-Conscious Recruitment**

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## ♦ Background Story: Meet the Client – Scout Sam

Sam is a **senior football scout** for a mid-table European club competing in the second tier of their domestic league. In recent years, Sam's club has struggled to find creative midfielders who can unlock defenses and contribute to goal-scoring opportunities without breaking the bank.

The club's star CAM recently moved to a top-tier team, leaving a gaping hole in the squad. Sam is under pressure to **find a technically gifted, affordable young CAM** who can grow with the club — but within tight financial constraints.

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## ♦ Objective

Sam's goal is to **identify 3–5 top-performing young Centre Attacking Midfielders (CAMs)** aged 16 to 21 who meet both **performance and budget criteria**. These players should fit the club's **philosophy of developing young talent** while offering strong resale potential in the future.

Sam needs an analyst to build a **Power BI dashboard** that helps him **filter, compare, and analyze CAMs based on custom scouting requirements**.

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## ♦ Challenges Sam is Facing:

### 1. Limited Budget

Sam can only consider players with:

- A low release clause
- A reasonable weekly wage

## 2. Technical Skill Requirement

Sam is targeting players with:

- A **Weak Foot** rating of **4 stars or more**
- **Total stats above 1600**
- A **height over 5'9"** (for physical presence)

## 3. Contract Freshness

The club believes players **1–2 years into their contracts** are more likely to move, making them easier to negotiate for.

## 4. Time Pressure

The transfer window is closing soon, so Sam needs a **clear, interactive dashboard** that allows **quick comparisons** and **smart filtering** without needing to comb through spreadsheets.

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## ◆ Proposed Solution: Power BI Dashboard

A custom-built dashboard will:

- Automatically **filter players aged 16–21** who play as **CAMs**
- Include **budget and skill constraints**
- Display **top players by a performance score or custom metrics**
- Provide a **scouting shortlist** based on Sam's needs

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## ◆ Target Audience

### Primary:

- **Scout Sam** and his scouting team

### Secondary:

- Football **sporting directors** or **analysts** at similar clubs
  - Recruitment **consultants** who need fast scouting tools
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## ◆ Use Cases

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### ◆ Use Case 1: Shortlisting Creative Midfielders Within Budget

#### User Story:

As a **scout**, I want to identify CAMs aged 16–21 with a **Weak Foot rating of 4+**, **over 1600 total stats**, **taller than 5'9"**, and within a **manageable release clause and wage** range so that I can create a shortlist for my club's next signing.

#### Acceptance Criteria:

- I can filter by age, position, total stats, height, weak foot, wage, and release clause.
  - The shortlist is shown in a ranked format.
  - I can sort by custom performance score or by value.
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### ◆ Use Case 2: Monitoring Transfer Viability Based on Contract Status

#### User Story:

As a **recruitment analyst**, I want to filter players who have been in their contract for **1–2 years** because they are more likely to be open to transfers.

#### Acceptance Criteria:

- I can apply a contract age filter.
  - Players meeting this filter appear in all visuals.
  - A tooltip or column shows how long they've been in their current contract.
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## ◆ Success Criteria

- Dashboard shows **filtered list** of players meeting all criteria.
  - Users can compare players across **three custom metrics** (e.g. total stats, weak foot, wage).
  - All visuals are interactive and visually clear (tables, scorecards, treemaps).
  - Dashboard is published on **Power BI Service** and **GitHub** with a short case study.
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### ◆ Information Needed

- Name
  - Age
  - Main Position
  - Total Stats
  - Weak Foot
  - Height
  - Wage
  - Release Clause
  - Contract Length (or Contract Start Date)
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### ◆ Data Needed from the Dataset

From your Excel file, extract and clean:

- Player Name
- Age
- Main Position (filter for CAMs only)

- Total Stats (must be > 1600)
  - Weak Foot ( $\geq 4$ )
  - Height (convert to numeric and filter for > 5'9")
  - Wage (numeric)
  - Release Clause (numeric)
  - Contract Duration / Start Date (calculate years at club)
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#### ◆ Data Quality Checks

- Ensure **no missing values** in essential fields (e.g. Position, Age, Stats).
  - Standardize height format (convert feet & inches to inches or cm).
  - Validate numeric fields (e.g. Weak Foot, Wage, Release Clause).
  - Remove duplicates.
  - Verify contract data to estimate duration at current club.
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#### ◆ Additional Requirements

- Dashboard must include:
  - **Filters** for each key criterion (age, position, weak foot, etc.)
  - **Top 10 CAMs** by performance and value metrics
  - Tooltips for player summaries (e.g. club, height, wage, stats)
- Documentation with:
  - A brief summary of Sam's story

- Project goals and visuals
- Publish to:
  - **GitHub** (with dataset, PBIX file, README)
  - **LinkedIn** (with engaging story and dashboard highlights)