

Dashboard Story:

The overall story of the dashboard focuses on providing users with insights into the performance of teams in the final stages of the FIFA World Cup, with special emphasis on understanding who reached the finals, how goals were distributed, how many matches were played, and attendance trends. Each KPI adds depth to the narrative, giving users a complete picture of what factors have contributed to teams' success or failure in reaching the final stage.

The main objective of the dashboard is to highlight trends in the final stages of the World Cup, focusing on team achievements, match statistics, and fan engagement. With these insights, football analysts, strategists, and enthusiasts can draw meaningful conclusions about performance, trends, and the overall growth of the tournament across different metrics.

KPIs of the project:

1. Teams Reached Final Stage Out of Total:

Purpose: This KPI shows how many teams reached the final stage of the World Cup out of the total teams that participated in the tournament. It helps to track how competitive the tournament has been over time.

Goal: Provide a quick overview of how many teams reached the final, allowing users to see the success rate of different countries in reaching the ultimate stage of the tournament.

FIFA WORLD CUP Project

By tracking this KPI, we can understand which countries are consistently strong enough to reach the final. It highlights which teams consistently outperformed others and can be used to identify trends in teams' progression to the final over multiple years. This can help football analysts or team strategists in planning future games.

2. Matches Played:

Purpose: The total number of matches played across all years and stages. It breaks down into specific years or stages (such as the final). It provides a clear picture of how many matches took place across the tournament.

Goal: Allow users to track the progression of the tournament and see how often teams have competed in each stage.

This KPI provides a quantitative measure of how many opportunities teams have had to perform in each stage. In the final, it gives a detailed look at how many high-stakes matches occurred, enabling event organizers to see how changes in tournament structure might have influenced the number of games played. It also provides a historical record that helps compare different World Cup editions.

3. Goals Scored:

Purpose: This KPI shows the total number of goals scored in the tournament, either overall or specifically in the final stage. It is further broken down by home and away teams.

Goal: Help users understand scoring trends and which teams were more effective in scoring during the final stages of the World Cup.

This KPI gives insights into the offensive strength of teams, especially those that reached the final stage. The ability to score more goals often directly correlates with a team's

FIFA WORLD CUP Project

ability to win matches, making this metric essential for understanding game outcomes. It also helps track whether scoring patterns are influenced by home or away status, which can inform coaching strategies.

4. Top Winning Country:

Purpose: Displays the countries that have won the most World Cups (the number of championships won). It's a summary of winners over the years.

Goal: Highlight the most successful teams, allowing users to see which nations have been dominant in the final stages of the World Cup.

This KPI emphasizes historical dominance and helps compare countries' football performance over time. It allows users to quickly identify which teams have achieved greatness, giving context to current tournament standings. It may also inform betting, marketing, and fan interest based on a country's historical success.

5. Home Goals vs Away Goals:

Purpose: This KPI shows a comparison of goals scored by home teams versus goals scored by away teams during the matches. It provides an interesting breakdown of performance based on where the matches took place.

Goal: Understand how being the home team or the away team affected the performance, particularly focusing on the final stages of the tournament.

By examining the difference between home and away goals, this KPI reveals whether home-field advantage played a significant role in final-stage performance. If there's a strong correlation, teams may place greater emphasis on winning hosting rights for future tournaments. The data also helps coaches adjust strategies based on whether their teams are playing at home or away.

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6. Tracking Attendance :

Purpose: Tracks the number of spectators who attended the World Cup over time, with a focus on how attendance has changed across different years or stages.

Goal: Provide insight into the popularity of the tournament over time and how the fan base has grown, especially for the final matches.

Attendance figures offer an important view of the economic and fan engagement impact of the tournament. A rise in attendance can indicate growing global interest and success in marketing and organizing the event. It also provides insights for future planning, such as the size of stadiums needed, ticket pricing strategies, and engagement from different regions.

7. Team Scoring Performance:

Purpose: This KPI tracks the performance of teams based on the number of goals they scored across different World Cup tournaments, with a specific focus on those that reached the final stages. It shows a team's goal-scoring trend over time, providing insights into their offensive strength throughout the tournament.

Goal: The goal of this KPI is to give a quick overview of how well each team performed in terms of scoring goals, helping users identify teams that consistently outscored their opponents, particularly in the knockout or final stages of the competition.

The Team Scoring Performance KPI offers valuable insights into which teams consistently had a strong offensive strategy, revealing how they contributed to their success in reaching finals or even winning the tournament. This information can be used to identify teams' scoring efficiency over time, detect trends of offensive play styles, and understand whether scoring declines or improves as the tournament progresses. This is especially important for coaches, analysts, and sports strategists to refine future tactics, predict potential winners, or analyze historic matches for patterns in offensive success.

FIFA WORLD CUP Project

****This KPI complements the other metrics by offering a more focused look at how teams' goal-scoring abilities influenced their success in advancing through the tournament. Combined with metrics like "Matches Played" and "Goals Scored," it helps complete the narrative of which factors most contributed to success in the World Cup and how consistent offensive performance relates to a team's journey to the final. It can also inform future decisions, like whether a focus on offense could improve a team's chances of reaching or winning the final stages of the World Cup.**

