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DataZen

Official Council for Data Science,
Somaia Vidyavihar University



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Case Study (Coding Optional)

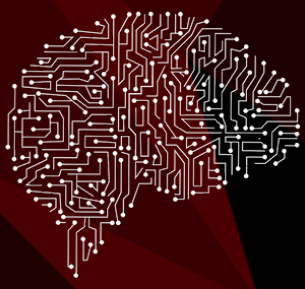
FOOTBALL DATA DILEMMA

BILLION-POUND STRATEGY FOR SUCCESS!

In this football management challenge, participants are tasked with leveraging data-driven insights to strategically revamp a football squad.

The challenge involves addressing existing weaknesses, responding to key player dynamics, and optimizing squad composition while ensuring financial sustainability and compliance with regulatory guidelines.

The expected outcome is a data-centric presentation showcasing a transfer strategy designed to enhance squad performance and competitiveness. Success in this challenge is contingent on participants' ability to synthesize data, make informed decisions, and present a compelling strategy for sustained success.



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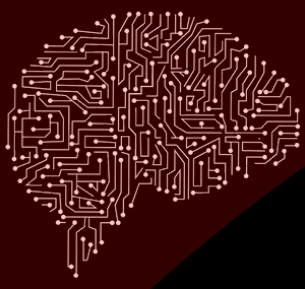
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COMPREHENSIVE ANALYSIS

In navigating this intricate terrain, participants, taking on the roles of key decision-makers, are presented with a multifaceted challenge.

Beyond immediate squad needs, they are entrusted with shaping a transfer strategy that not only addresses the current scenario but also positions Chelsea FC for sustained success while adhering to evolving financial regulations. The complexity of this challenge lies in the synthesis of historical context, current challenges, and future aspirations to ensure a strategic and data-driven approach to squad optimization.



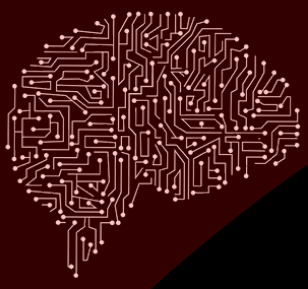
The Following Challenges are being faced by Chelsea Football Club : -

1. Substantial Spending Under New Ownership:

Chelsea FC, ushered into a new era under the ownership of Todd Boehly, has made headlines for its unparalleled spending spree, exceeding a staggering 1 Billion Pounds on player acquisitions. This financial commitment showcases a strategic shift in the club's approach, signaling an intent to secure top-tier talent and fortify its position as a football powerhouse. Notable signings like Moises Caicedo, Enzo Fernandez, and underscore the club's ambition to assemble a star-studded squad.

2. Current Form and League Position:

In a surprising turn of events, Chelsea FC currently finds itself in the unfamiliar 9th position in the league, a deviation from its historical dominance. Despite the substantial financial investments, on-field performances have not translated into anticipated results. Noteworthy signings, including Mykhaylo Mudryk, have faced challenges in acclimating to the team's dynamics. This discrepancy prompts a critical evaluation of the squad's composition and a reexamination of the criteria driving player acquisitions. Decision-makers are confronted with the task of reconciling financial investments with on-field outcomes to realign the club with its competitive aspirations.

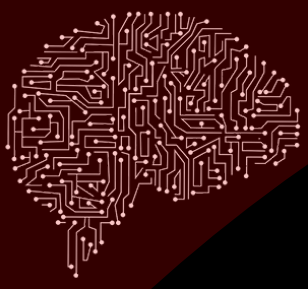


3. Urgent Need for Squad Revamp:

The upcoming summer transfer window emerges as a pivotal juncture for Chelsea FC, necessitating a comprehensive reassessment of the current squad. A series of lackluster performances and the realization that certain signings have not met expectations underscore the urgency for a strategic revamp. Decision-makers are tasked with a multifaceted challenge – identifying underperforming players, scouting potential additions, and formulating a cohesive transfer strategy that addresses immediate needs while ensuring the long-term sustainability of the squad. Balancing short-term objectives with a broader strategic vision becomes paramount.

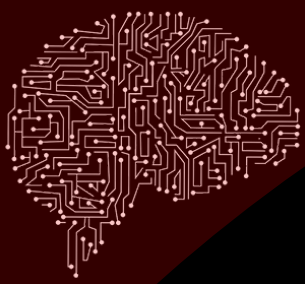
4. Profit and Sustainability Rules (PSR) Scare:

Amidst the ambitious spending, Chelsea FC faces a potential threat in the form of Profit and Sustainability Rules (PSR). The substantial financial outlay raises concerns about the club's compliance with these regulatory frameworks, prompting decision-makers to tread carefully. The challenge extends beyond bolstering the squad to ensuring that each transfer aligns with financial regulations set by The English Football Association, UEFA, and FIFA. Success in the transfer market must be harmonized with a keen awareness of financial governance, with potential sanctions hanging as a specter.



5. Amortization Rules Impacting Transfer Strategy:

Adding to the complexity is the recent shift in amortization rules, necessitated by the Premier League's alignment with UEFA regulations. Chelsea FC, renowned for its propensity to offer long-term contracts, is now confronted with restrictions on this front. Decision-makers are tasked with recalibrating the club's transfer strategy to adapt to this altered landscape. This includes revisiting the approach to player acquisitions, recalculating transfer fees, and navigating the constraints imposed by the amended rules. The challenge lies in optimizing transfers within the confines of the revised regulatory framework, demanding a nuanced and strategic approach.



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WHAT DO YOU DO?

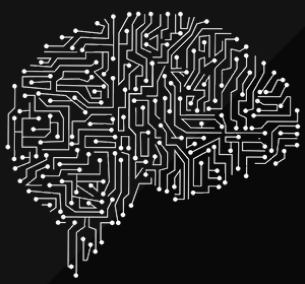
Participants have to create a transfer strategy to strategically sell/acquire players for Chelsea FC's squad revamp.

They have to identify squad weaknesses, propose specific acquisitions within set rules, and use data-driven insights for a comprehensive transfer strategy. The objective is to enhance competitiveness and address strategic priorities through well-informed player selections.

MANDATORY RULES

- MINIMUM PLAYERS TO BUY: 3
- MAXIMUM PLAYERS TO BUY: 8
- NET SPEND (BUY/SELL): £150 MILLION

NOTE : PLEASE NOTE THAT THE VALUATION OF ALL PLAYERS MUST BE DETERMINED USING TRANSFERMARKT UK .



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DATA SOURCES

- TRANSFERMARKT:
[HTTPS://WWW.TRANSFERMARKT.CO.UK/](https://www.transfermarkt.co.uk/)
- UNDERSTAT:-
[HTTPS://UNDERSTAT.COM/](https://understat.com/)
- UNDERSTAT API:-
[HTTPS://UNDERSTAT.READTHEDOCS.IO/EN/LATEST/](https://understat.readthedocs.io/en/latest/)
- FPL API GUIDE:-
[HTTPS://TOWARDSDATASCIENCE.COM/FANTASY-
PREMIER-LEAGUE-VALUE-ANALYSIS-PYTHON-
TUTORIAL-USING-THE-FPL-API-8031EDFE9910](https://towardsdatascience.com/fantasy-premier-league-value-analysis-python-tutorial-using-the-fpl-api-8031edfe9910)

REFERENCE TUTORIALS

[7 DAYS OF DATA SCIENCE](#)
[FREECODECAMP](#)

**FEEL FREE TO REACH OUT TO THE MENTORS
TO CLEAR YOUR DOUBTS AND POSSIBLE IDEAS**