BUSINESS INTELLIGENCE FINAL PRESENTATION

AMINE ZAAMOUN

21/06/2023

TABLE OF CONTENTS

01

INTRODUCTION

What is the addressed problem?

02

DATA MODELS

What are the data we have at our disposal and how are they linked?

03

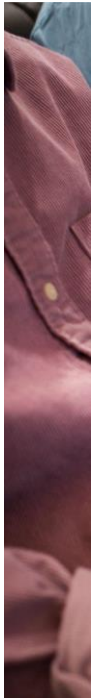
APPLICATION DEMO

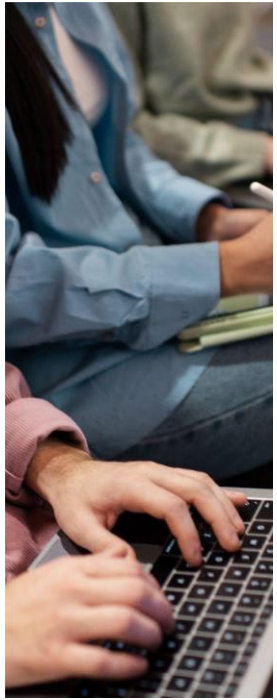
What features were implemented in the dashboard and how does it work?

04

CONCLUSION

How can we evaluate the support provided by the IT tool for solving the problem?





01

INTRODUCTION

What is the addressed problem?

CONTEXT: 2021-2022 FC BARCELONA FOOTBALL PRE-SEASON

FOOTBALL ADVISORY

The main objective of the season is to re-construct a team after the departure of Lionel Messi to PSG.

Even though Messi is irrepleceable, any insight can help understand weaknesses in the team's current squad building.

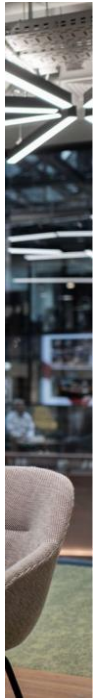
BUSINESS ADVISORY

To re-construct the team, FC Barcelona director and coach will have to make their way to the treasures of the Football Transfer Market and for that they need money. Any insight on which player to sell is worth taking into account.

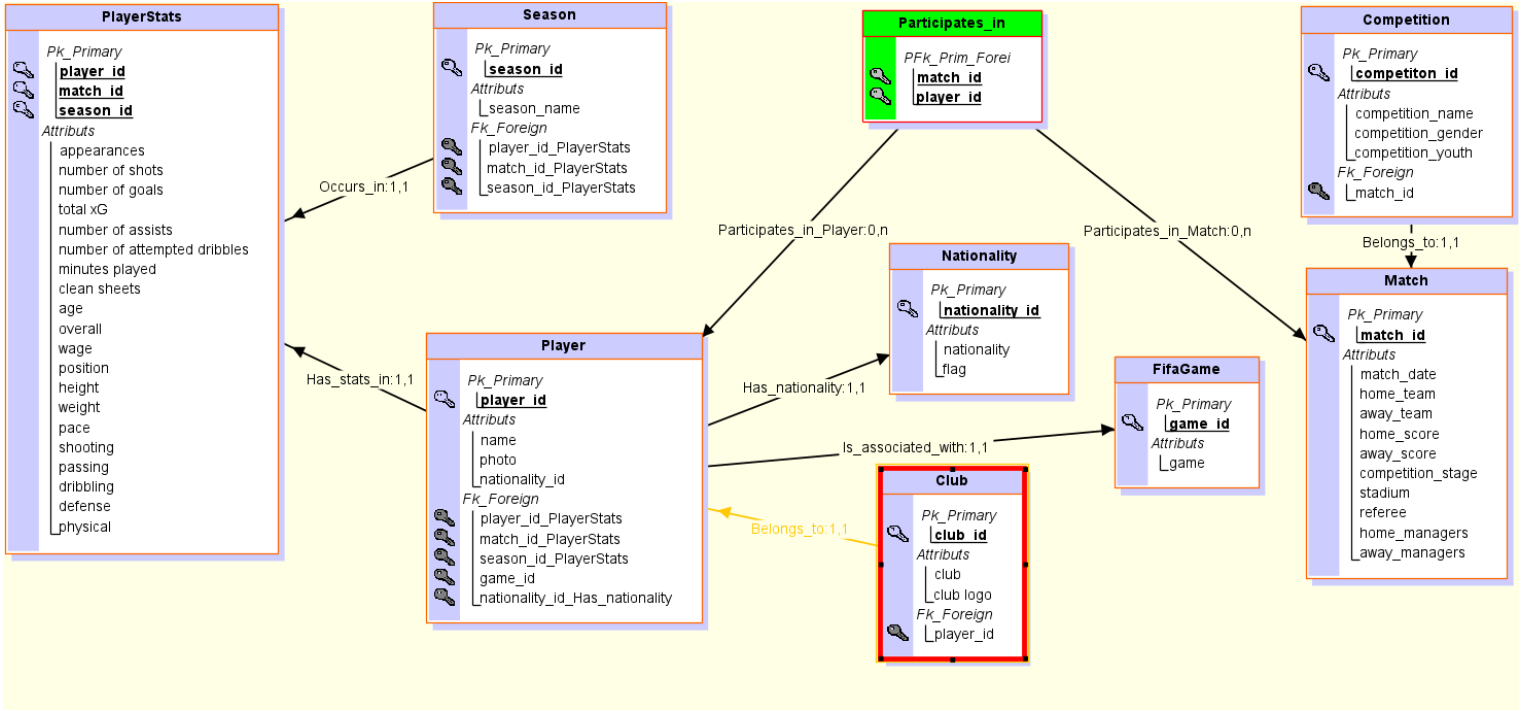
02

DATA MODELS

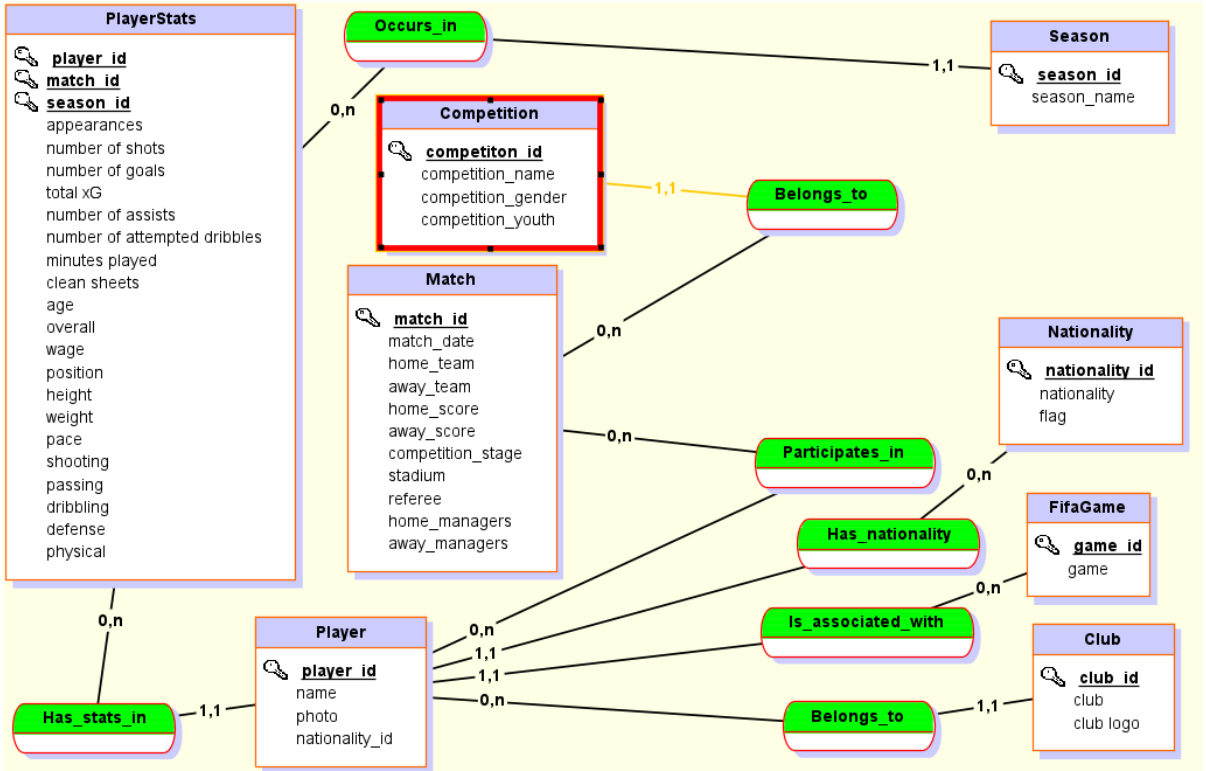
What are the data we have at our disposal and how are they linked?

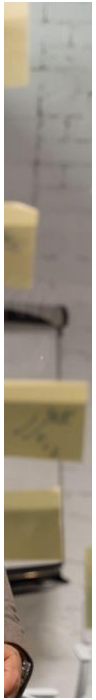


LOGICAL SNOWFLAKE SCHEMA



CONCEPTUAL ER SCHEMA



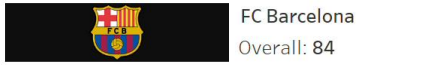


03

APPLICATION DEMO

What features were implemented in the dashboard and how does it work?

HOW DOES THE DASHBOARD WORK?



FC Barcelona

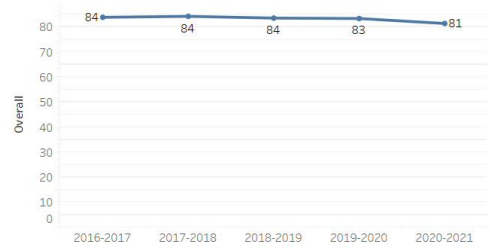
Overall: 84

Season 2016-2017

Name	Age	Position	Height	Weight	Wage	
L. Messi	29	CAM	5'7	159lbs	€575K	93
L. Suárez	29	ST	6'0	190lbs	€525K	92
Neymar	24	LW	5'9	150lbs	€450K	92
Iniesta	32	CAM	5'7	150lbs	€325K	88
I. Rakitić	28	CM	6'0	172lbs	€275K	87
Piqué	29	CB	6'4	187lbs	€250K	87
Jordi Alba	27	LWB	5'7	150lbs	€225K	86
Sergio Busquets	27	CDM	6'2	168lbs	€225K	86
A. Turan	29	CAM	5'9	168lbs	€225K	84
J. Mascherano	32	CDM	5'9	161lbs	€200K	84
M. ter Stegen	24	GK	6'2	187lbs	€130K	84
André Gomes	22	CM	6'2	185lbs	€150K	83
S. Umtiti	22	CB	6'0	165lbs	€130K	83
J. Cillessen	27	GK	6'1	183lbs	€120K	81
J. Mathieu	32	CB	6'2	181lbs	€140K	81
Rafinha	23	CAM	5'9	157lbs	€140K	80
Sergi Roberto	24	RWB	5'10	150lbs	€120K	80
Paco Alcácer	22	ST	5'9	157lbs	€150K	79
Aleix Vidal	26	RM	5'10	154lbs	€120K	76
Marlon Santos	20	CB	6'1	179lbs	€80K	73

	App.	Shots	Goals	Assists	Att. dribbles	Succ. dribbles	Min. played	Clean sheets
FC Barcelona	415	546	101	62	945	616	67937	139

Selected Statistic: Overall



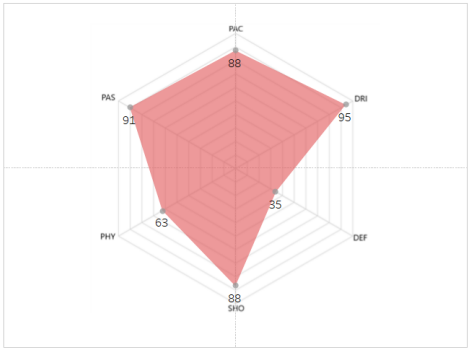
Player Name | Player Overall | Player Radar Chart | Player Table Selection | Nationalities Map | Evolution of Player Statistics | Table with Match Stats | Football dashboard

MAIN INSIGHTS 1 – LIONEL MESSI'S IRREPLACEABLE DOMINANCE

L. Messi
Overall: 94

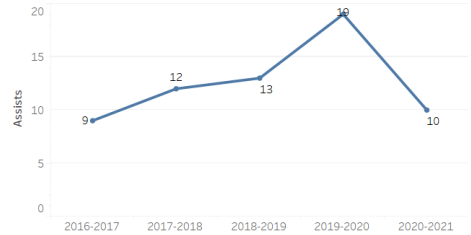
Season 2018-2019

Name	Age	Position	Height	Weight	Wage	
L. Messi	31	CAM	5'7	159lbs	€575K	94
L. Suárez	31	ST	6'0	190lbs	€450K	91
M. ter Stegen	26	GK	6'2	187lbs	€250K	89
Sergio Busquets	29	CDM	6'2	168lbs	€300K	89
Piqué	31	CB	6'4	187lbs	€275K	88
I. Rakitić	30	CM	6'0	172lbs	€250K	87
Jordi Alba	29	LWB	5'7	150lbs	€250K	87
S. Umtiti	24	CB	6'0	165lbs	€200K	87
Coutinho	26	CAM	5'8	150lbs	€250K	86
A. Vidal	31	CM	5'11	165lbs	€225K	85
C. Lenglet	23	CB	6'1	179lbs	€160K	84
O. Dembélé	21	LW	5'10	148lbs	€170K	84
Arthur	21	CM	5'7	161lbs	€140K	83
Sergi Roberto	26	RWB	5'10	150lbs	€170K	83
J. Cillessen	29	GK	6'1	183lbs	€130K	82
Rafinha	25	CAM	5'9	157lbs	€160K	82
Nélson Semedo	24	RB	5'10	148lbs	€120K	81
K. Boateng	31	CAM	6'1	190lbs	€160K	80
Aleñá	20	CAM	5'11	161lbs	€80K	76
M. Wagué	19	RB	5'10	154lbs	€20K	69
Riqui Puig	18	CAM	5'7	123lbs	€20K	69



	App.	Shots	Goals	Assists	Att. dribbles	Succ. dribbles	Min. played	Clean sheets
L. Messi	34	171	36	13	220	124	6612	16

Selected Statistic: Assists



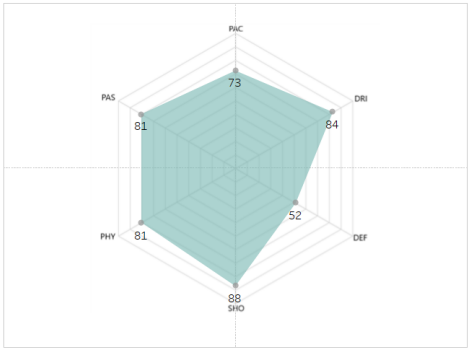
Player Name | Player Overall | Player Radar Chart | Player Table Selection | Nationalities Map | Evolution of Player Statistics | Table with Match Stats | Football dashboard

MAIN INSIGHTS 2 – LUIS SUAREZ'S CHANGE OF PLAYSTYLE

L. Suárez
Overall: 89

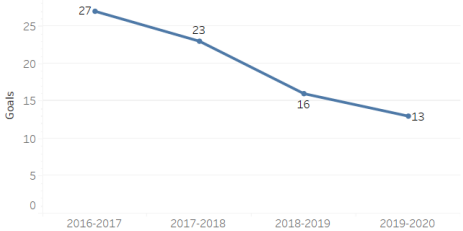
Season 2019-2020

Name	Age	Position	Height	Weight	Wage	
L. Messi	32	RW	5'7	159lbs	€560K	94
M. ter Stegen	27	GK	6'2	187lbs	€250K	90
A. Griezmann	28	CF	5'9	161lbs	€370K	89
L. Suárez	32	ST	6'0	190lbs	€350K	89
Piqué	32	CB	6'4	187lbs	€280K	88
Sergio Busquets	30	CDM	6'2	168lbs	€280K	88
C. Lenglet	24	CB	6'1	179lbs	€190K	86
F. de Jong	22	CM	5'11	163lbs	€210K	86
Jordi Alba	30	LB	5'7	150lbs	€220K	86
Arthur	22	CM	5'7	161lbs	€190K	85
I. Rakitić	31	CM	6'0	172lbs	€220K	85
S. Umtiti	25	CB	6'0	165lbs	€190K	85
A. Vidal	32	CB	5'11	165lbs	€200K	84
Neto	29	GK	6'3	185lbs	€160K	84
O. Dembélé	22	LM	5'10	148lbs	€175K	83
Nélson Semedo	25	RWB	5'10	148lbs	€145K	82
Sergi Roberto	27	RB	5'10	150lbs	€155K	82
Junior Firpo	22	LB	6'0	172lbs	€110K	79
A. Turan	32	LM	5'10	168lbs	€110K	76
M. Braithwaite	28	ST	5'10	161lbs	€125K	76
Ansu Fati	16	CAM	5'10	146lbs	€19K	73
R. Araujo	20	CB	6'3	174lbs	€21K	66



	App.	Shots	Goals	Assists	Att. dribbles	Succ. dribbles	Min. played	Clean sheets
L. Suárez	25	71	13	8	49	24	1628	11

Selected Statistic: Goals



Player Name | Player Overall | Player Radar Chart | Player Table Selection | Nationalities Map | Evolution of Player Statistics | Table with Match Stats | Football dashboard

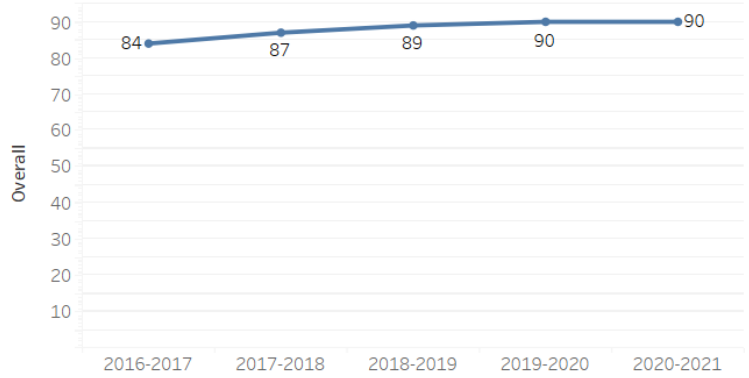
MAIN INSIGHTS 3 – RISES VS DECAYS

TER STEGEN'S BUILDING CONFIDENCE

	App.	Shots	Goals	Assists	Att. dribbles	Succ. dribbles	Min. played	Clean sheets
M. ter Steg..	31	0	0	1	0	0	4794	13

Selected Statistic

Overall

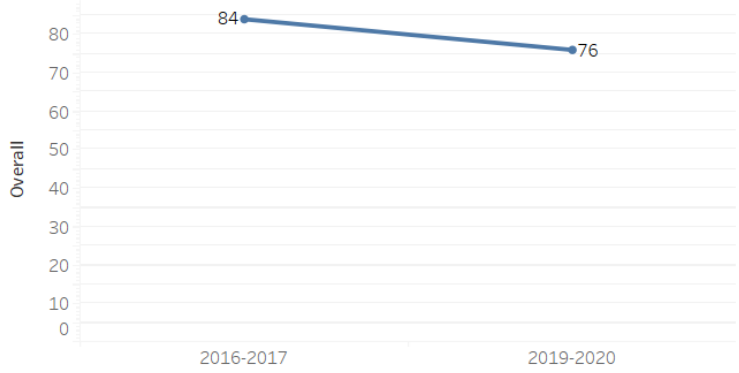


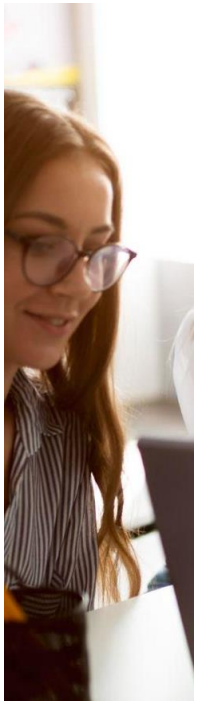
ARDA TURAN'S FALL

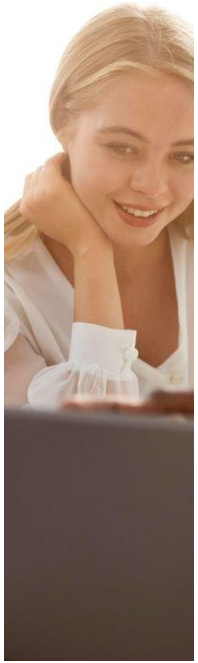
	App.	Shots	Goals	Assists	Att. dribbles	Succ. dribbles	Min. played	Clean sheets
A. Turan	15	10	2	2	37	21	1918	6

Selected Statistic

Overall



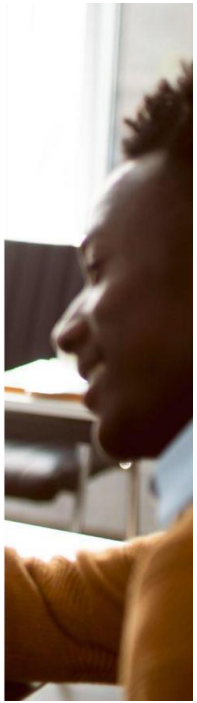




04

CONCLUSION

How can we evaluate the support provided by the IT tool for solving the problem?



A TOOL FOR HELPING FC BARCELONA'S TEAM MANAGEMENT

PLAYER EVOLUTION TRACKING

The dashboard allows to track chosen statistics over the last 5 football seasons

PLAYER CONTRACT NEGOTIATION

The dashboard allows to use the player's form and statistics to drive contract renewals with players

TRANSFER MARKET NEGOTIATION

The dashboard allows to use the player's form and statistics to drive player transfers' negotiations with other clubs

MATCH TACTICS HELPER

The dashboard allows to draw insights and behavourial patterns from the last 5 seasons to help the coaching team at the 2021-2022 pre-season

THANKS !

Do you have any questions?

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon** and infographics & images by **Freepik**