



A Strategic Investment in the English Premier League

~ By Data Fanatics {Abhishek Shrestha}

*Note: Assuming all the clubs are for sale



Acquisition Criteria

- **Budget:** Under \$500 ~(£400) M
- **Club Profile:**
 - Financially Stable
 - Rich History
 - Passionate Fanbase
 - Not relegated more than 2 times
 - Not relegated in the last 5 years



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Competitive Landscape Overview



Providing a comprehensive overview of the competitive environment within the Premier League.

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Club Performance Analysis



A comprehensive examination of key performance indicators for the clubs in the Premier League.

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Financial Standing Analysis



A detailed examination of the financial landscape focusing on revenue streams, wages and overall financial stability.

04

Conclusion and Recommendations



A comprehensive synthesis of findings, strategic insights and informed recommendations.



01

Competitive Landscape Overview



Premier League Explained



Pos	Club	P	GD	Pts
1	Arsenal	14	18	33
2	Liverpool	14	18	31
3	Man City	14	20	30
4	Aston Villa	14	13	29
5	Spurs	14	8	27
6	Newcastle	14	18	26
7	Man Utd	14	-1	24
8	Brighton	14	4	22
9	West Ham	14	0	21
10	Chelsea	14	3	19
11	Brentford	14	3	19
12	Crystal Palace	14	-5	16
13	Wolves	14	-6	15
14	Fulham	14	-10	15
15	Nott'm Forest	14	-6	13
16	Bournemouth	14	-14	13
17	Luton	14	-13	9
18	Everton*	14	-5	7
19	Burnley	14	-17	7
20	Sheffield Utd	14	-28	5

*Everton deducted 10 points following a breach of the Premier League's Profitability and Sustainability Rules

MW
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- England's top-tier league, featuring 20 clubs
- Globally renowned as it's watched in almost 188 countries
- Season runs August to May, with 380 matches played home and away
- Point System: 3 for a win, 1 for a draw, 0 for a defeat
- Relegation: Bottom 3 teams drop to second tier league
- Rewards: Top 4 teams enter Champions League, 5th and 6th enter Europa League



Each Club's Best and Worst League Position (2010 - 2023)

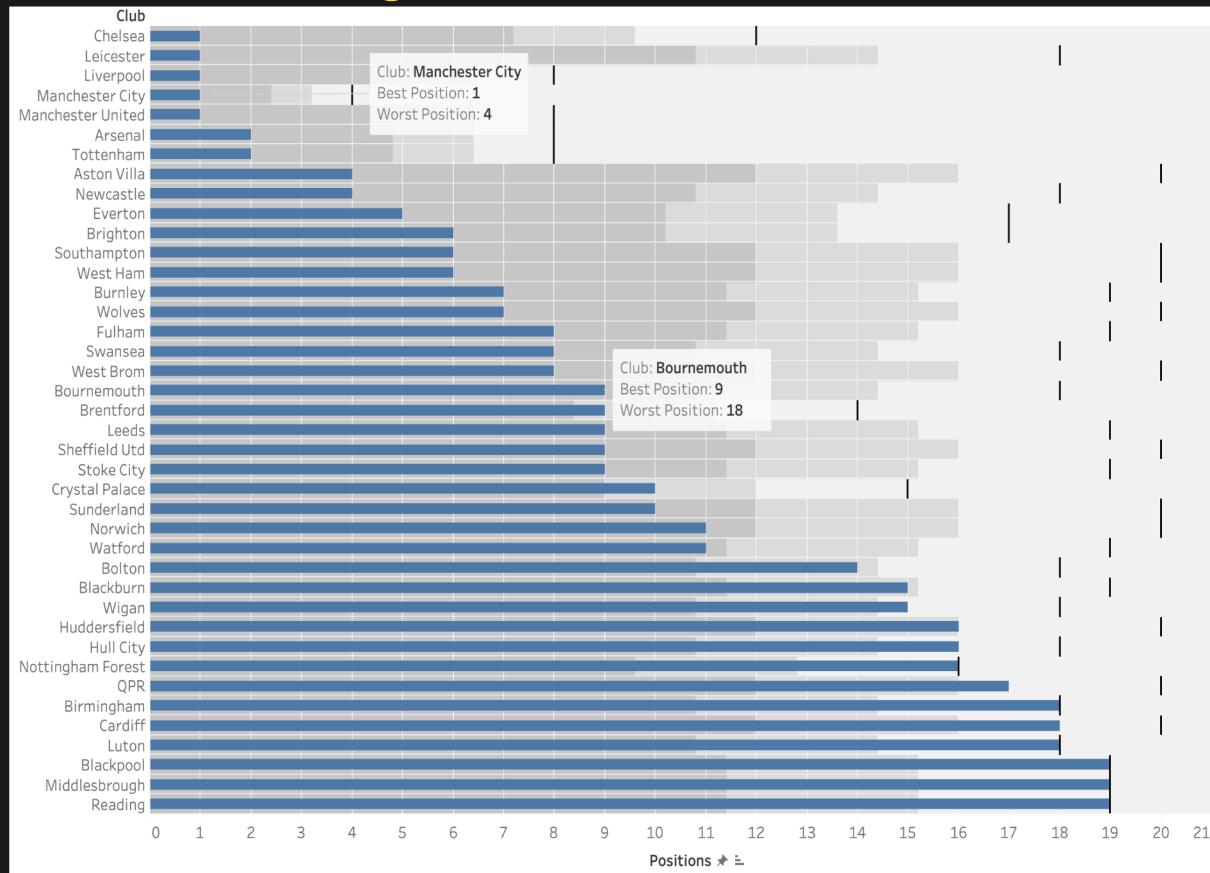
1. Data Source:

<https://rapidapi.com/api-sports/api/api-football/>

2. Provides insights into the performance history from best to worst league positions

3. Reflects the dynamic and competitive nature of the Premier League

4. Informs about strategic considerations for the clubs



Big Six



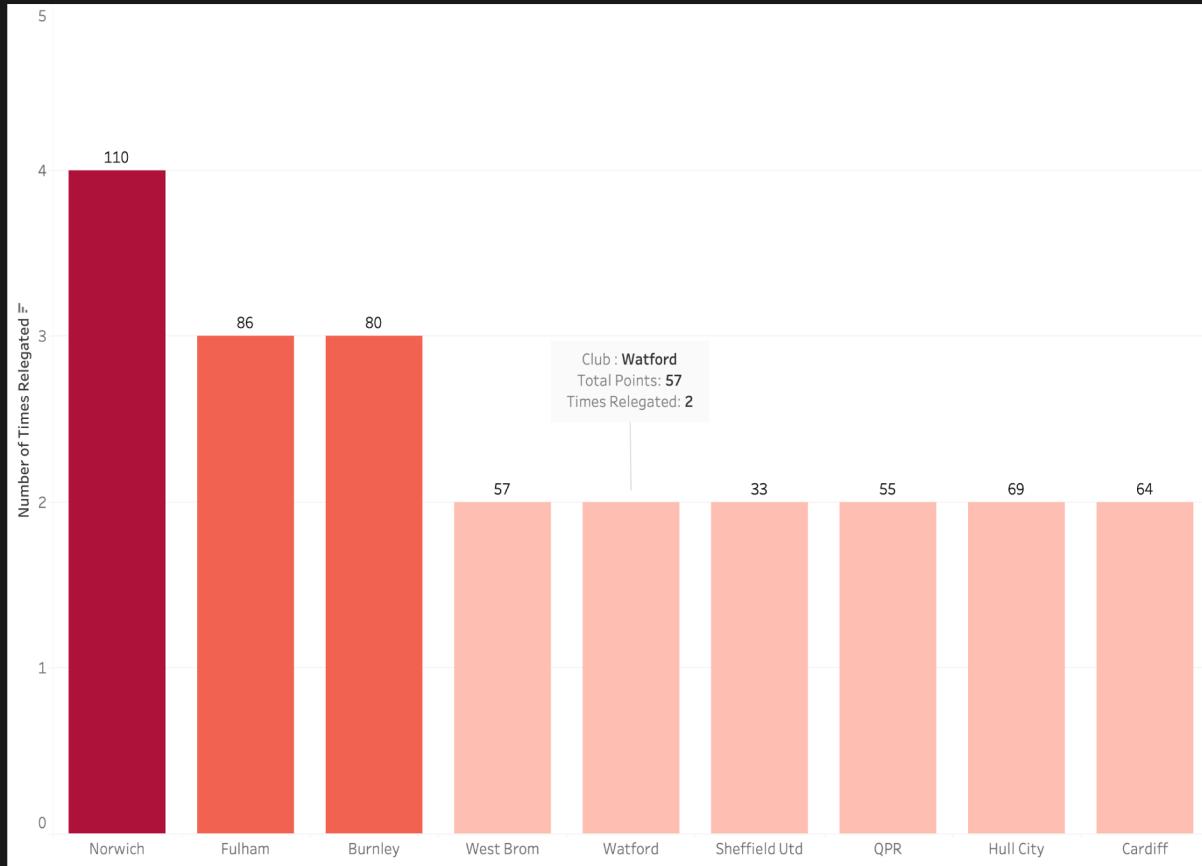
- Six clubs that are ever present, having been in the league since it was formed

Club	Valuation in billions
Manchester United	\$5.95 (£4.8)
Liverpool	\$4.71 (£3.8)
Manchester City	\$4.43 (£3.57)
Arsenal	\$3.6 (£2.91)
Chelsea	\$3.47 (£2.8)
Tottenham	\$3.19 (£2.57)

Data Source: [EPL Valuations 2023](#)

Relegated Clubs (2010 - 2023)

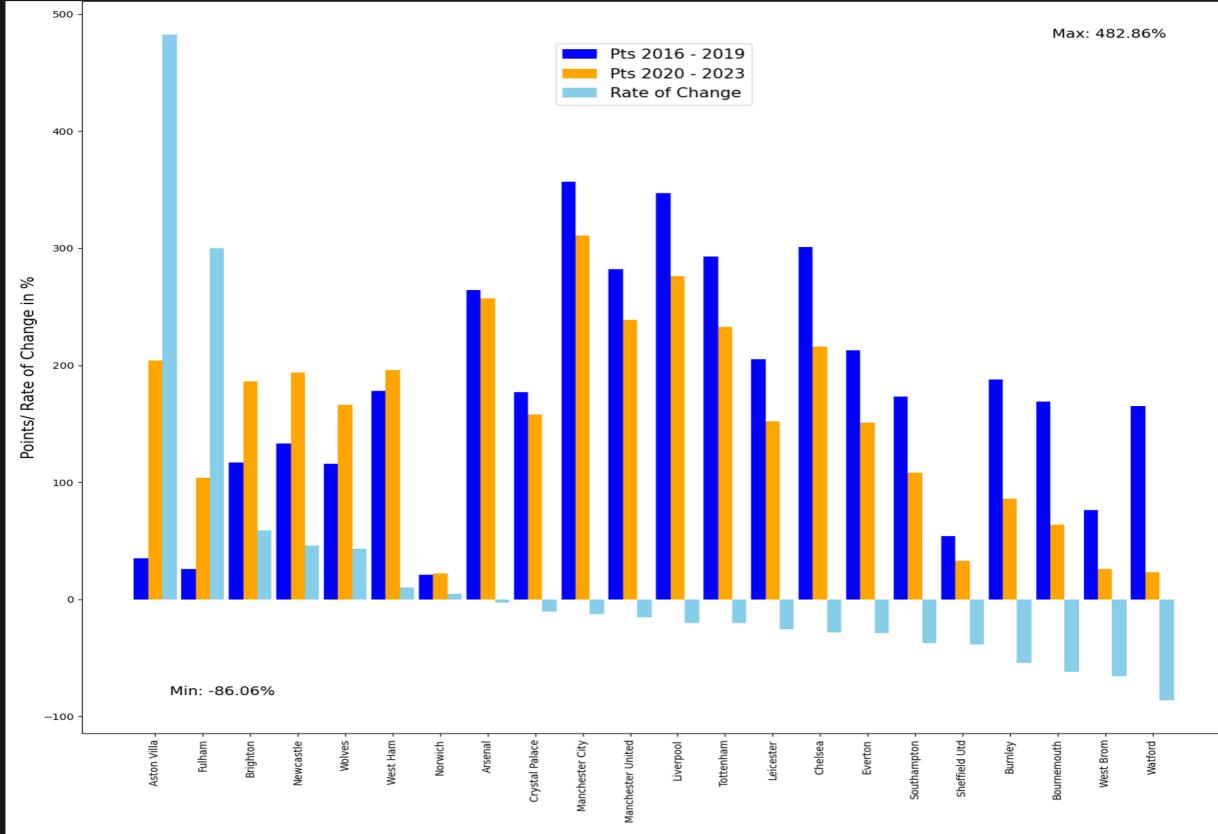
1. Each club's total points and the count of relegations are showcased
2. Opt to exclude relegated clubs for further consideration
3. Streamline our analysis to meet specific criteria



02 Club Performance Analysis

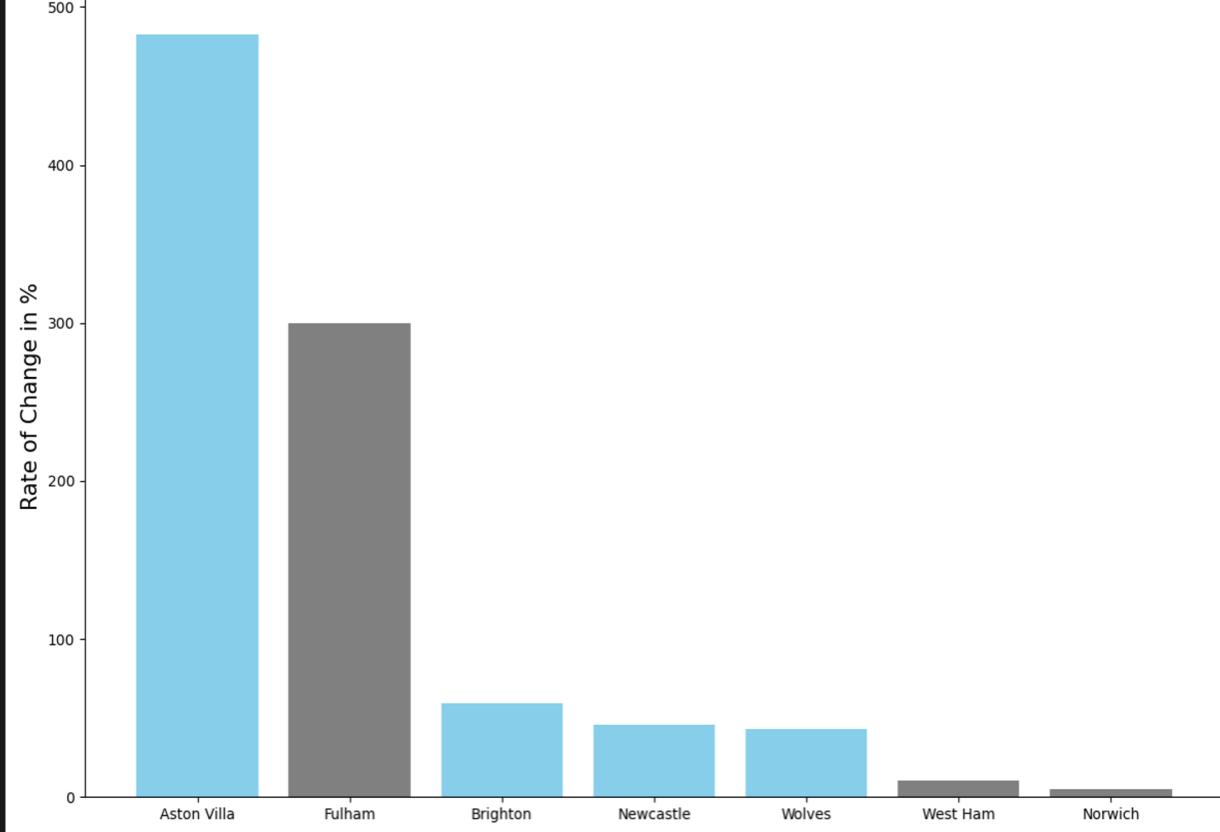


Comparison of Points and Rate of Change



1. Positive trends indicate improvement, while negative trends suggest a decline in performance
2. Clubs with positive rate of change to be considered

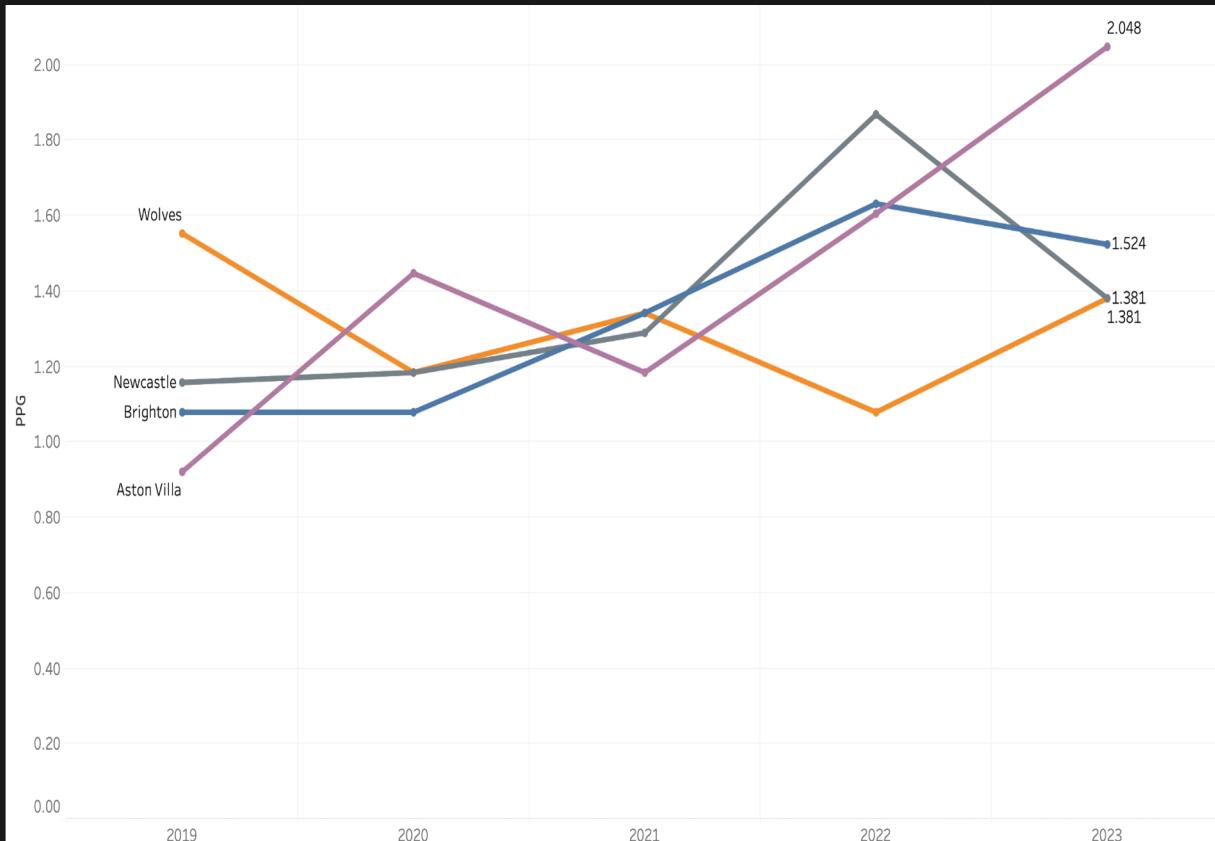
Clubs to be Excluded



1. Fulham: Relegated more than 2 times
2. Norwich: Relegated more than 2 times
3. West Ham: Exceeds our budget as its valued at \$665 (£535) M

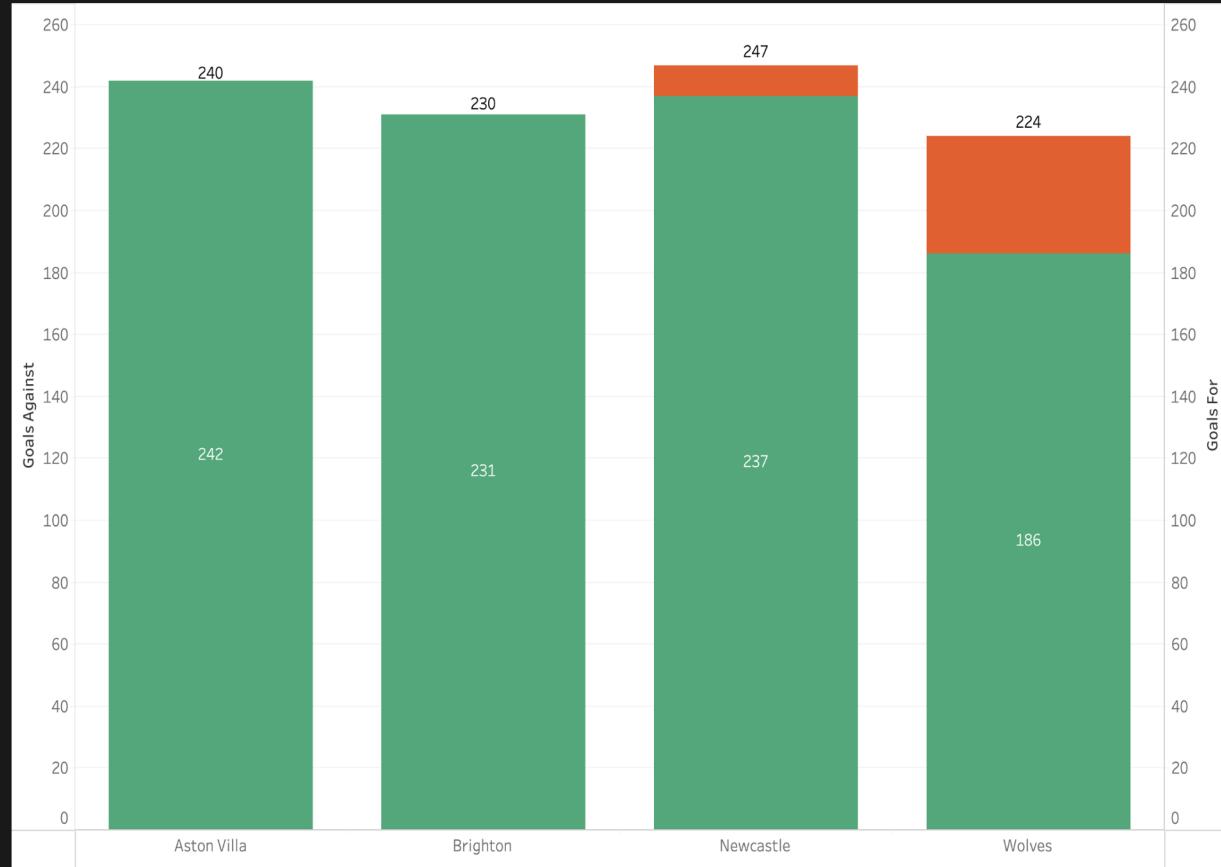
Points Per Game Analysis (2019 - 2023)

1. Aston Villa with a consistent upward trend AVG(1.4408 PPG)
2. Brighton maintains a stable performance AVG(1.3312 PPG)
3. Newcastle with a noticeable improvement but decreasing AVG(1.376 PPG)
4. Wolves have shown variability AVG(1.308 PPG)



Goals Difference Analysis (2019 - 2023)

1. Goals Difference =
Goals For - Goals
Against
2. Reflects club's
offensive and
defensive
performance
3. Wolves have the
largest negative
goal difference
(-38)

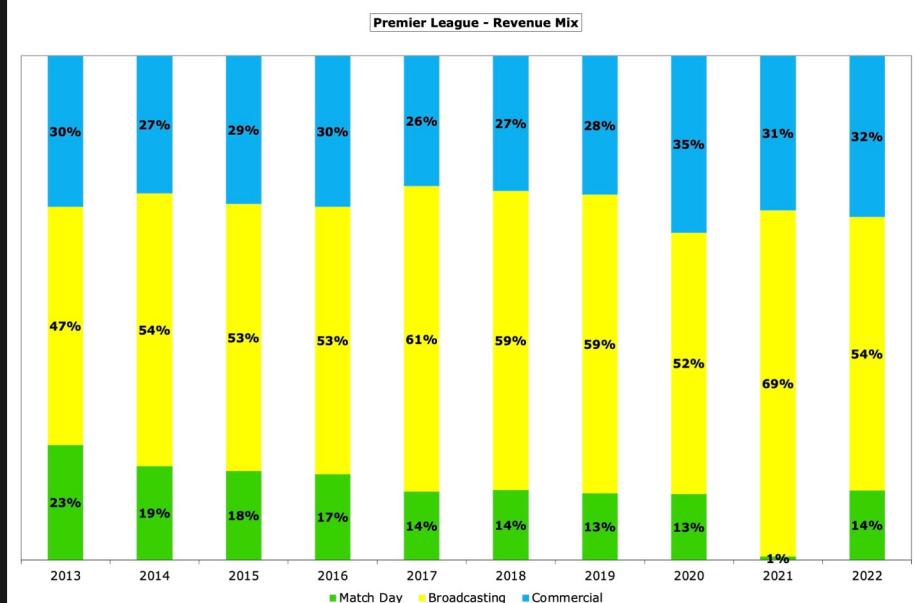
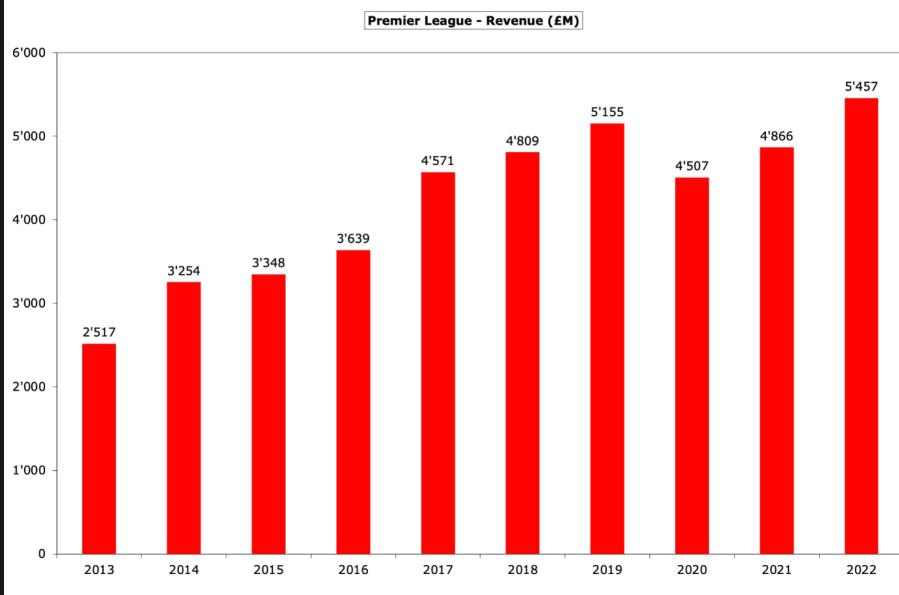


03

Financial Performance Analysis



Premier League Revenue (2013 - 2022)

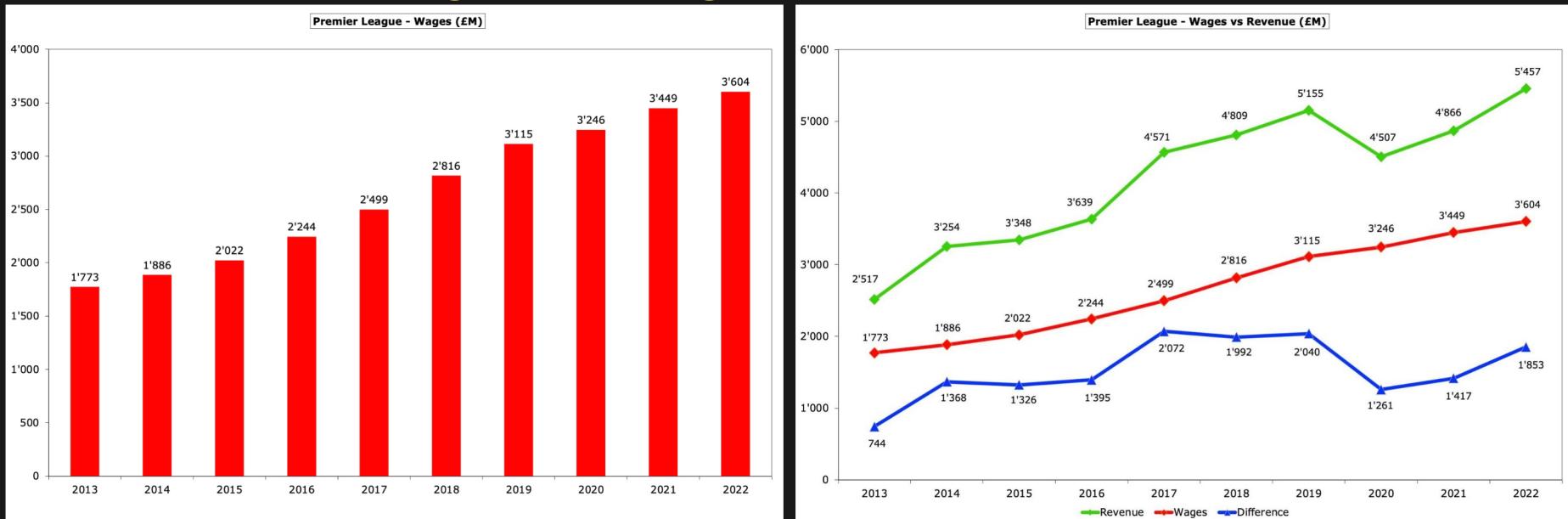


- Revenue rose £591 M (12%) from £4.9 B to £5.5 B in 2022
- Doubled from £2.5 B in 2013
- Due to COVID, it fell £648 M (13%) in 2020 to £4.5 B

- Match Day reduced from 23% to 14%
- Broadcasting increased from 47% to 54%
- Commercial rose from 30% to 32%

Data Source

Premier League Wages (2013 - 2022)

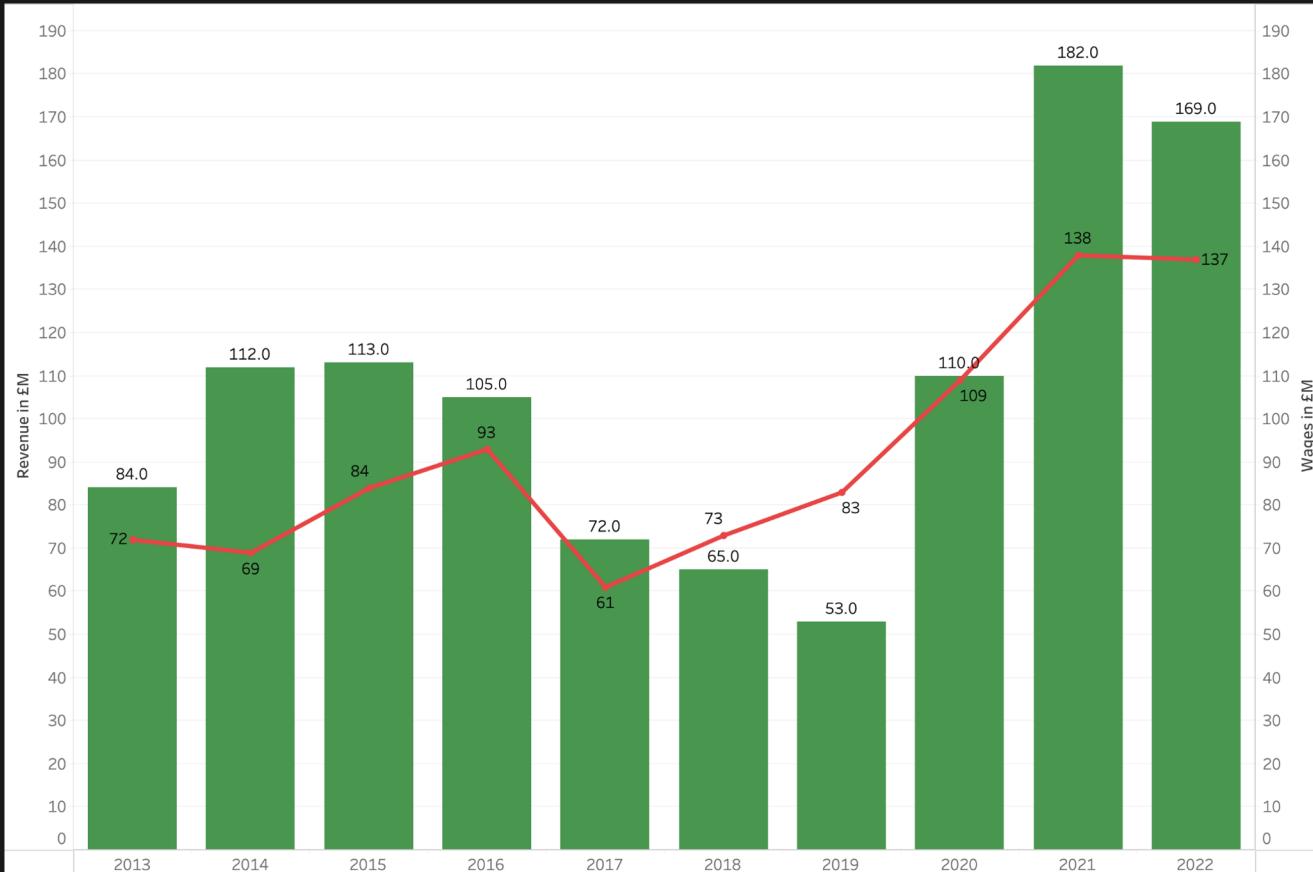


- Wages have doubled from £ 1.8 B to £ 3.6 B in the last decade
- Wages rose even when revenue declined due to COVID

- In 2022 wages growth of £155 M (5%) was outpaced by revenue growth of £591 M (12%)

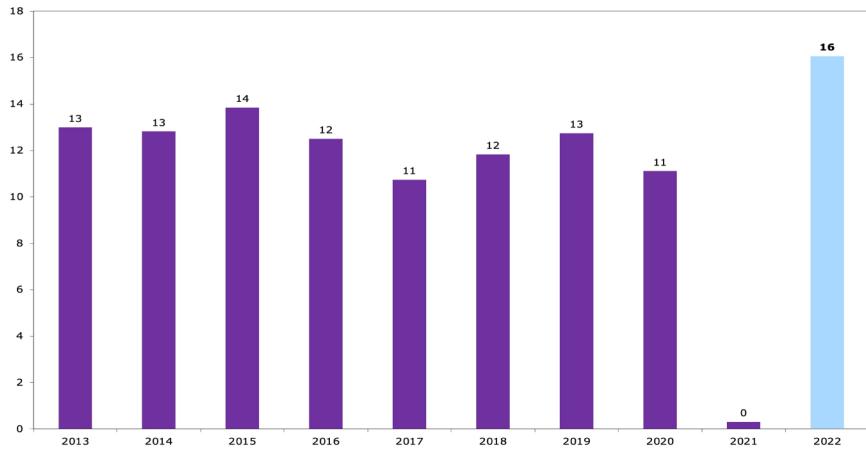
Data Source

Aston Villa (Revenue v. Wages)

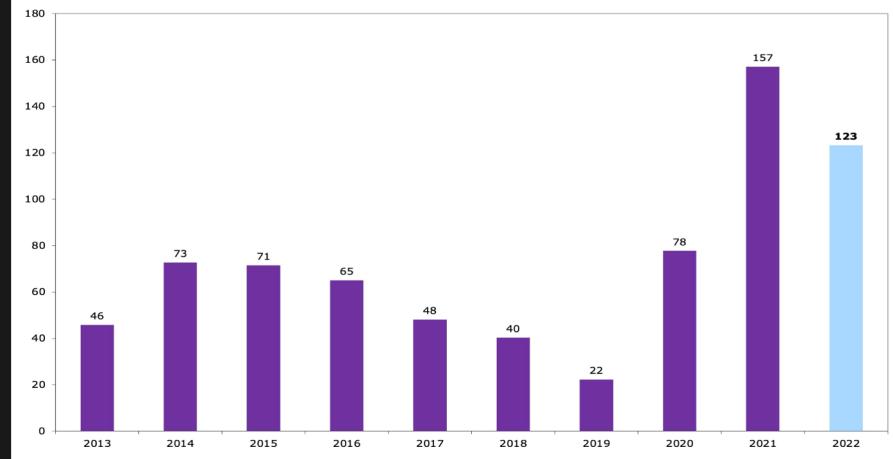


- Revenue increased by £116 M since moving up from Championship to Premier League
- Wage bill has decreased by £1 M (2%) from £138 M to £137 M
- Profitable since 2021

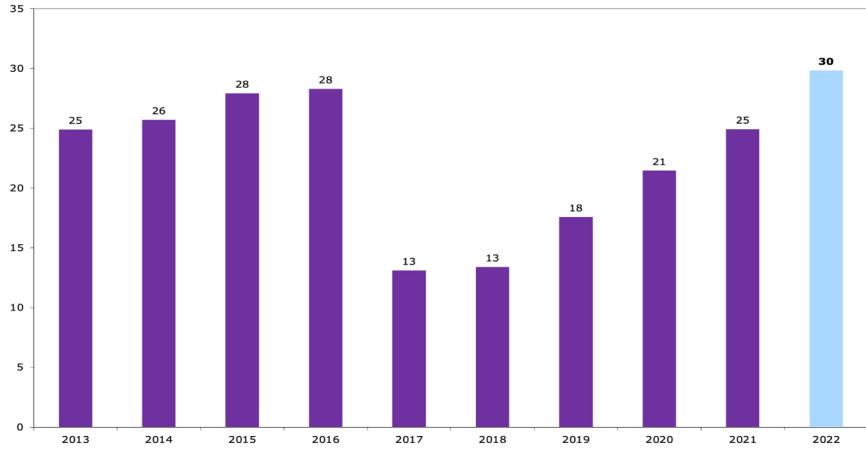
Aston Villa - Match Day Revenue (£M)



Aston Villa - Broadcasting Revenue (£M)

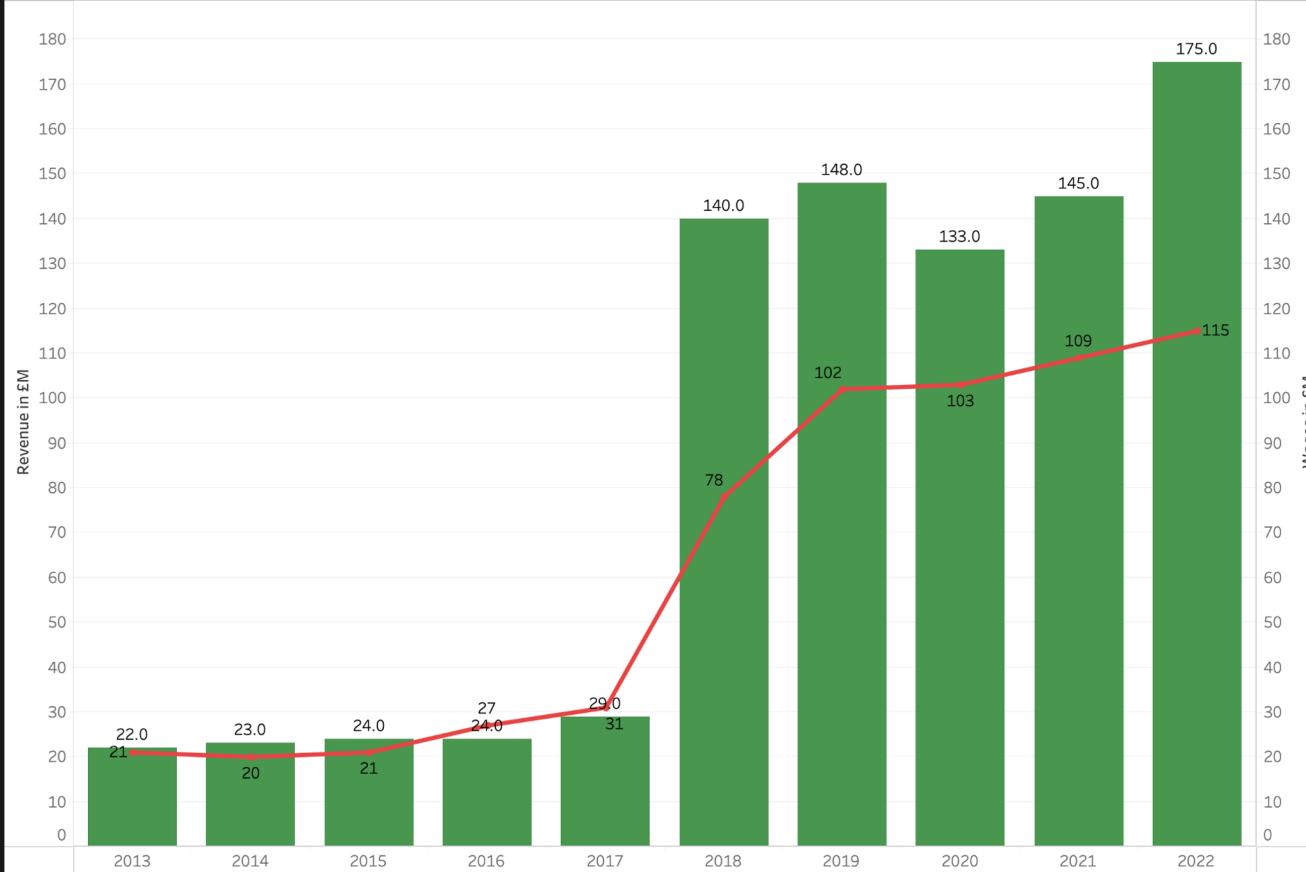


Aston Villa - Commercial Revenue (£M)



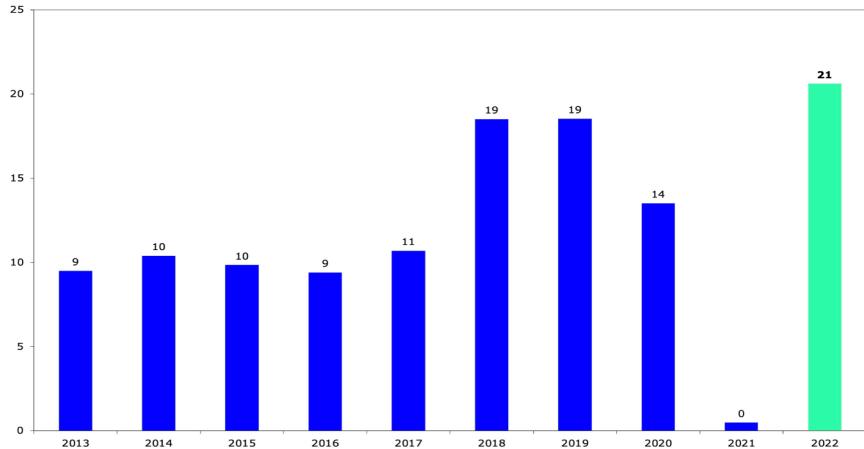
- Match Day Revenue: 9%
- Broadcasting Revenue: 69%
- Commercial Revenue: 17%

Brighton (Revenue v. Wages)

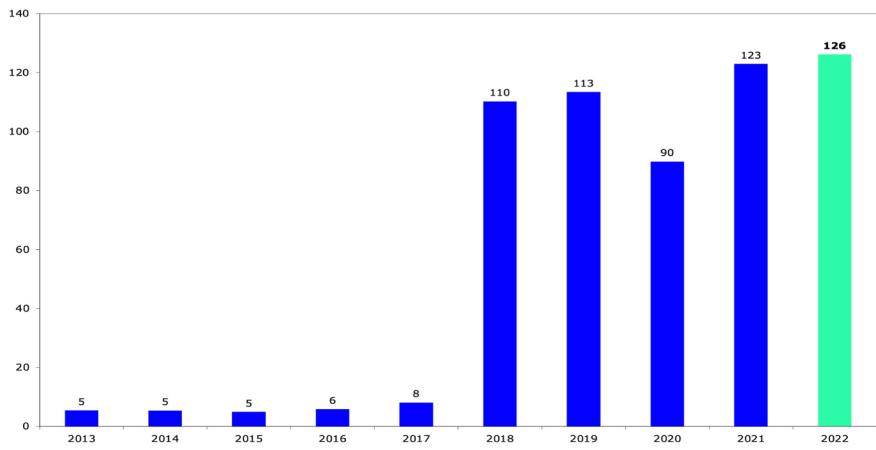


- Revenue has increased by £27 M from the 2019 pre-pandemic level of £148 M to £175 M
- Wages have nearly quadrupled from £31 M to £115 M
- Profitable since 2018

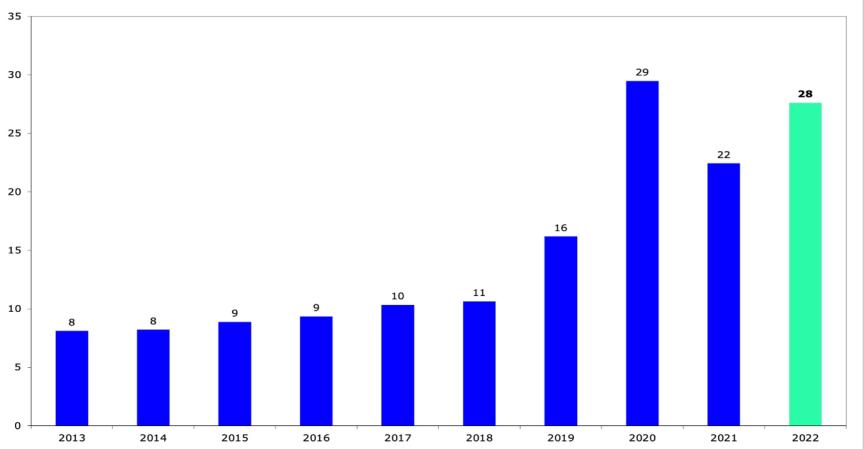
Brighton and Hove Albion - Match Day Revenue (£M)



Brighton and Hove Albion - Broadcasting Revenue (£M)

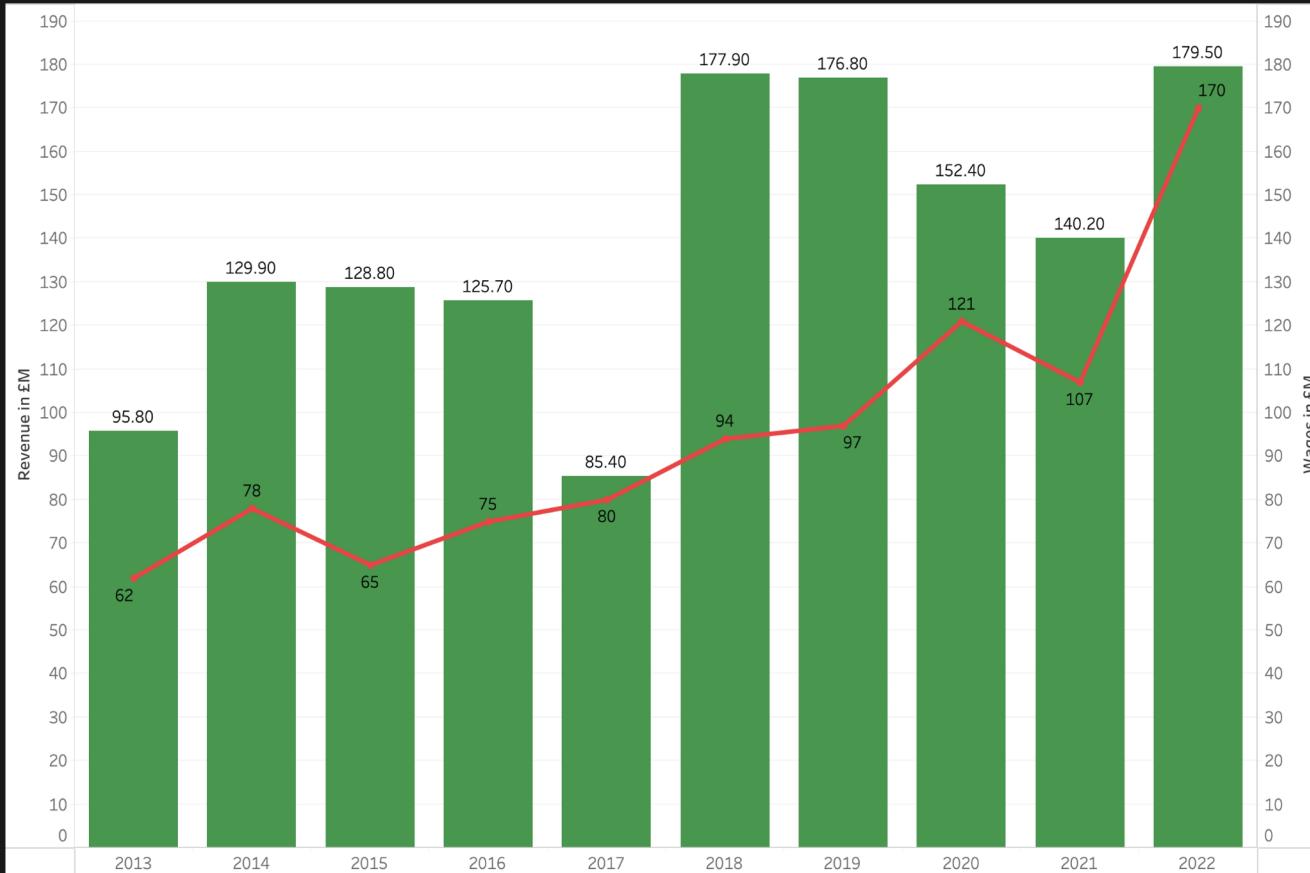


Brighton and Hove Albion - Commercial Revenue (£M)



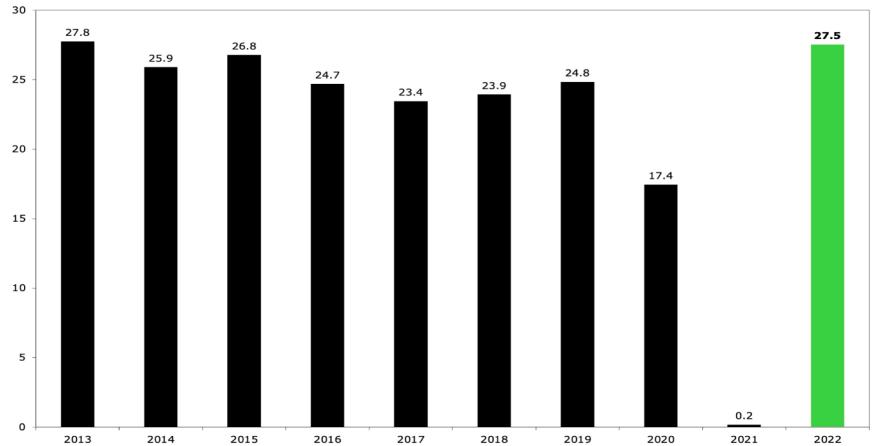
- Match Day Revenue: 12%
- Broadcasting Revenue: 72%
- Commercial Revenue: 16%

Newcastle (Revenue v. Wages)

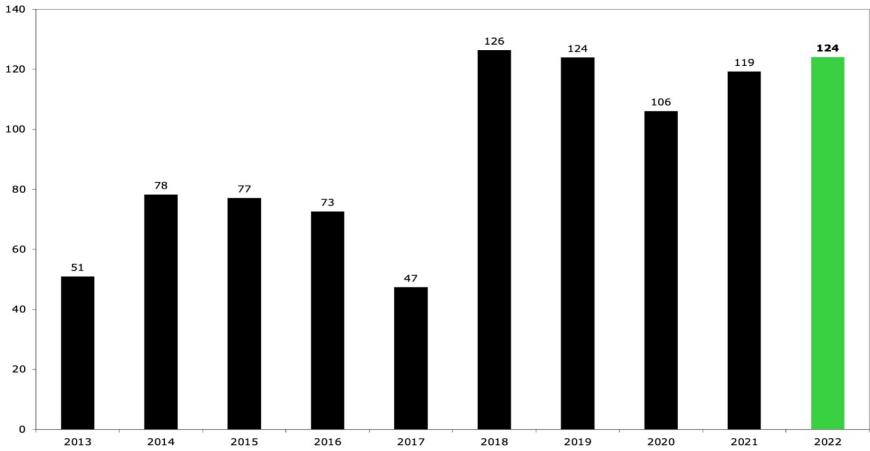


- Revenue rose £39.3 M over prior year to £179.50 M
- Wage bill increased £63 M (59%) from £107 M to £170M
- Profitable but skeptical

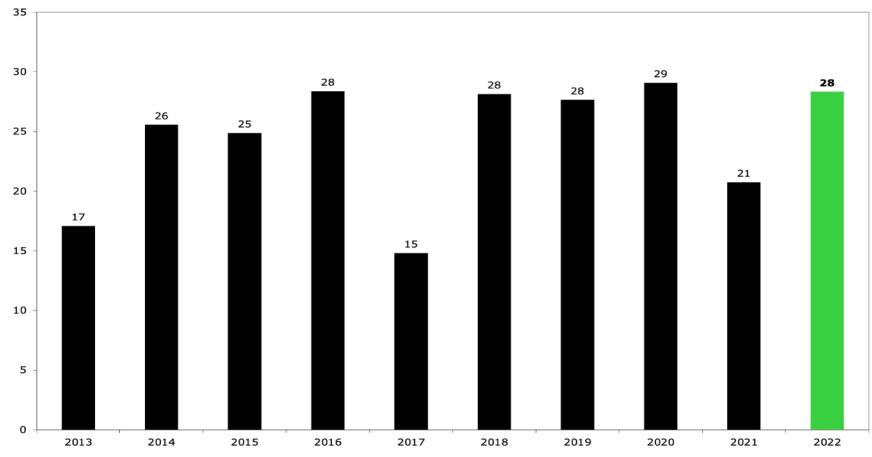
Newcastle United - Match Day Revenue (£M)



Newcastle United - Broadcasting Revenue (£M)



Newcastle United - Commercial Revenue (£M)



- Match Day Revenue: 15%
- Broadcasting Revenue: 69%
- Commercial: 16%



04

Conclusion and Recommendations

To Conclude

Overview

- Best to Worst Rankings
- Big Six
- Relegated Clubs

Performance

- Points and the Rate of Change
- Points Per Game
- Goals Difference

Finance

- League Revenue and Wages
- Aston Villa's Revenue v. Wages
- Brighton's Revenue v. Wages
- Newcastle's Revenue v. Wages



To Recommend

Aston Villa

-
- Consistent Points Growth
 - Positive Goal Difference
 - Europa Conference League (9 M in revenue)



- On field performance
- Willing to invest long term

Brighton

-
- Positive Points Growth
 - Positive Goal Difference
 - Europa League (27 M in revenue)



- Balanced choice on field and financially

Newcastle

-
- Strong Points Growth
 - Competitive Goal Difference
 - Champions League (89 M in revenue)



- Financial priority
- Seeking high level competition



Next Steps



European League

Asses the financial revenue from European League



Transfers Analysis

Analyze ingoing and outgoing transfer activities



Manager Analysis

Evaluated current manager's team performance



Sponsors Analysis

Evaluate the current sponsorship portfolio



Stadium Analysis

Assess the utilization of stadium capacity



Staffs Analysis

Identify areas for staff improvements



Thanks!

Do you have any questions?

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Resources

- [Champions League Revenue](#)
- [Champions League Prize Money](#)
- [Analyzing Premier League Spending](#)
- [Money League](#)
- [Deloitte Premier League](#)
- [Aston Villa Finances](#)
- [Brighton Finances](#)
- [Newcastle Finances](#)
- [Premier League Finances](#)

