

# CONSULTING CASE FOR SCOUTING AGENCY



Triple A Consultancy

Team:

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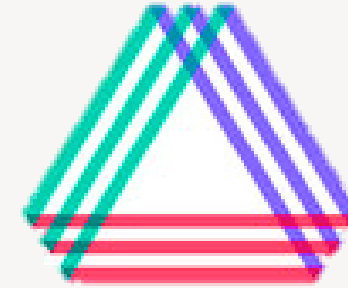


# Agenda





# Introduction



Triple A Consultancy

At Triple A Consultancy, we empower organizations to foster collaborative thinking to further drive workplace innovation. This business case is based on a project we have recently completed with a client and are here to share part of the process as a learning business case for Ironhackers.



# Meet our team



**Alicia Andres**



**Adrian Flores**



**Aferdita Zherka**



# The Consulting Case

The client is a scouter company interested to find countries for their headquarters and small offices relevant to the best potential market for their football recruits. These countries also should provide the potential of opening soccer academies to train new potential players.

Therefore, the ultimate question to be answered is: What countries can you find the most valuable players?



# How we got there



# Workflow Process



**Collecting,  
Understanding and  
Filtering data based  
on objective**



**Data Cleaning**



**Exploratory Data  
Analysis**



**Model Building and  
Evaluation**

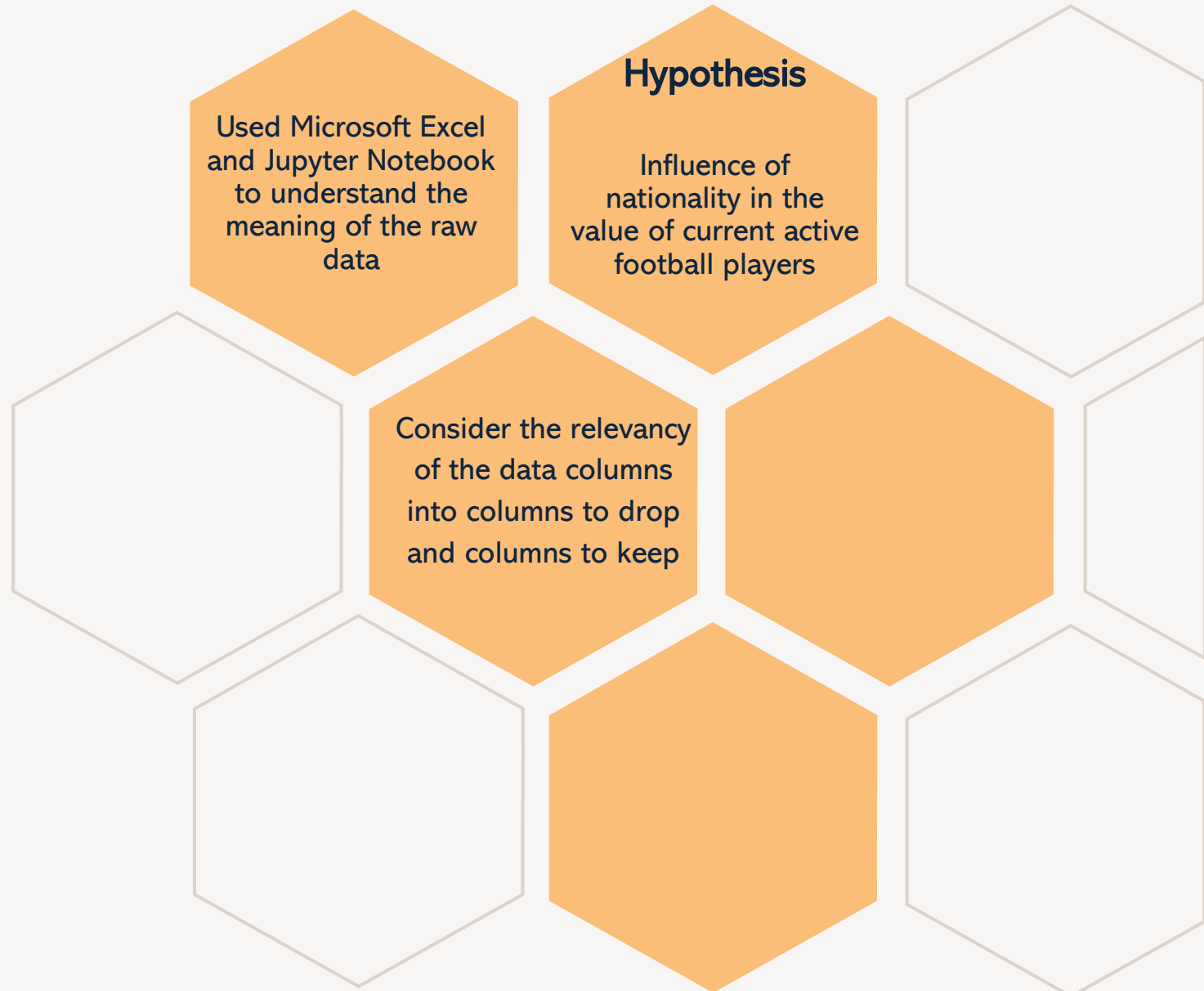


**Result Communication**





# Data Understanding





# Data Cleaning



Data Cleaning

## Remove unnecessary data

Keep only the useful columns for the analysis and clean them to be able to compute calculations and analysis

## 'Value' column

Clean the Euro signs and replace K and M with the corresponding decimal values. Remove players with value zero

## 'Contracts'

Replace players 'on loan' with active. Clean 'free players' and errors. Keep only players with ending contract 2020 ongoing

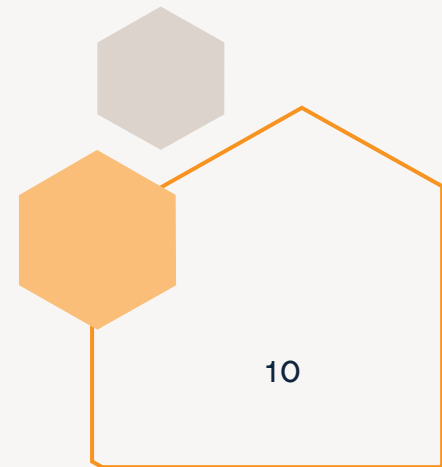
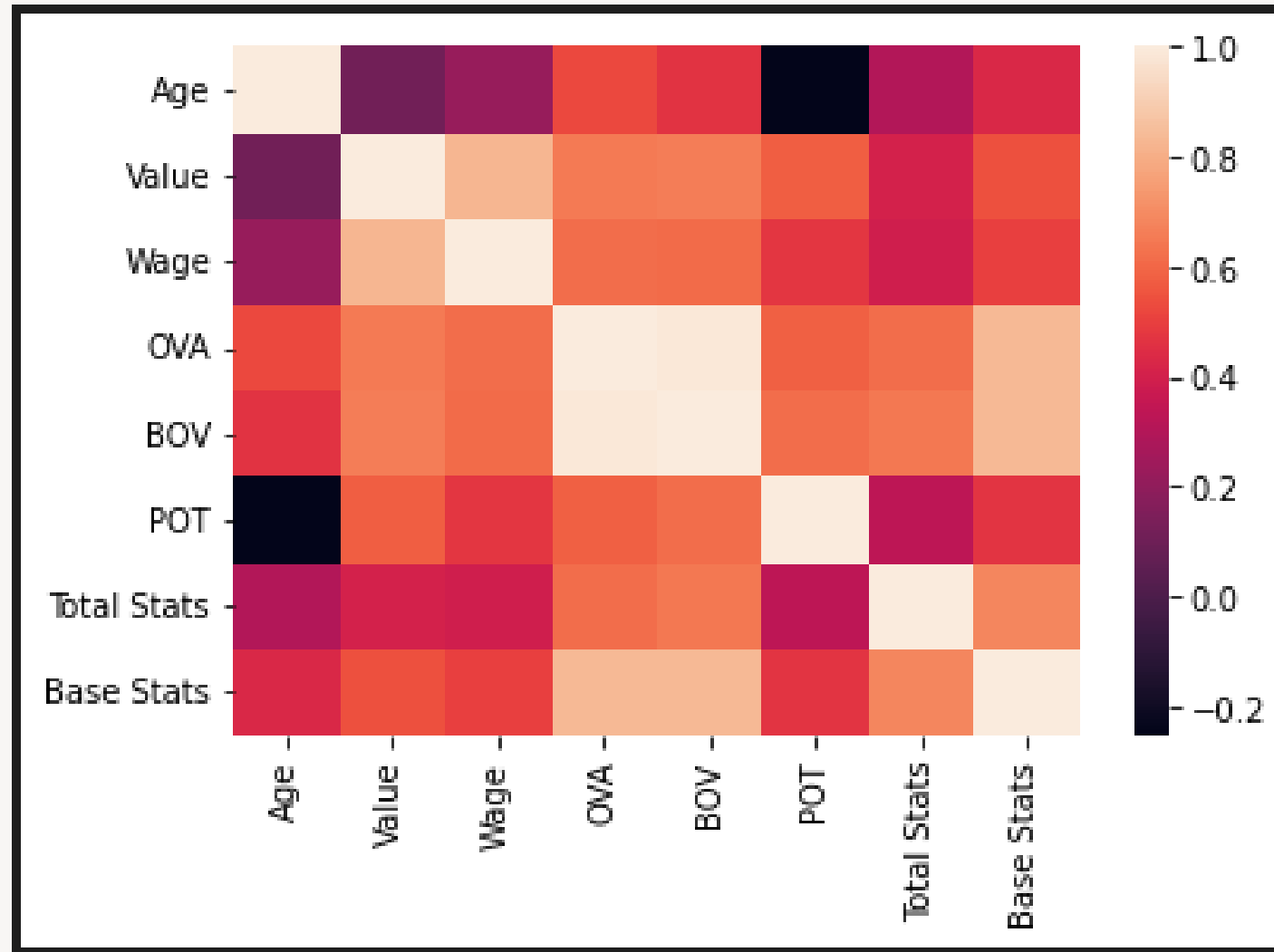
## 'Nationality'

Keep only nationalities with the number of active players equal or greater than average.

If necessary, after EDA, keep on cleaning..



# Exploratory Data Analysis



# Influence of nationality in the value of active players

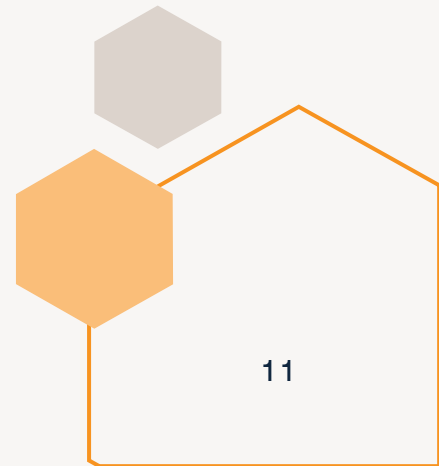


## ¿Best location for their new offices?



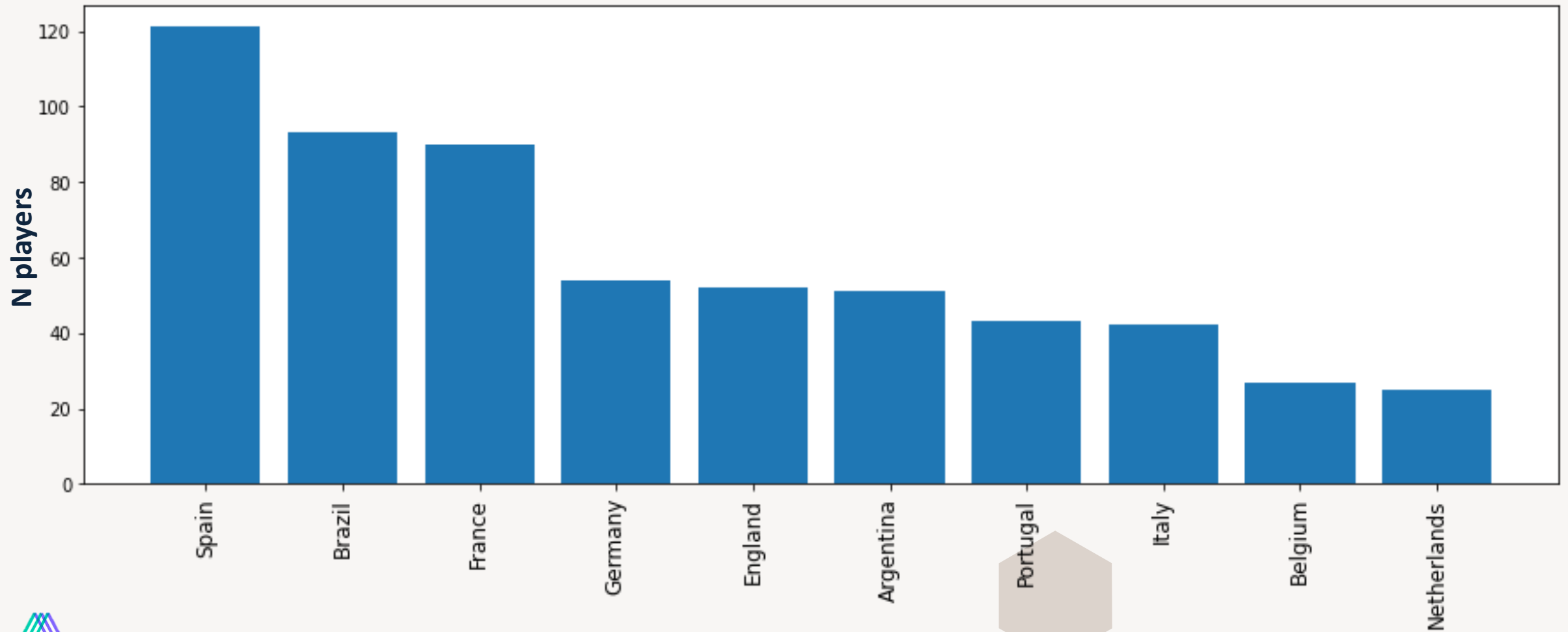
~~Countries with more FIFA football players~~

**OVA (Score) + Value (€)**



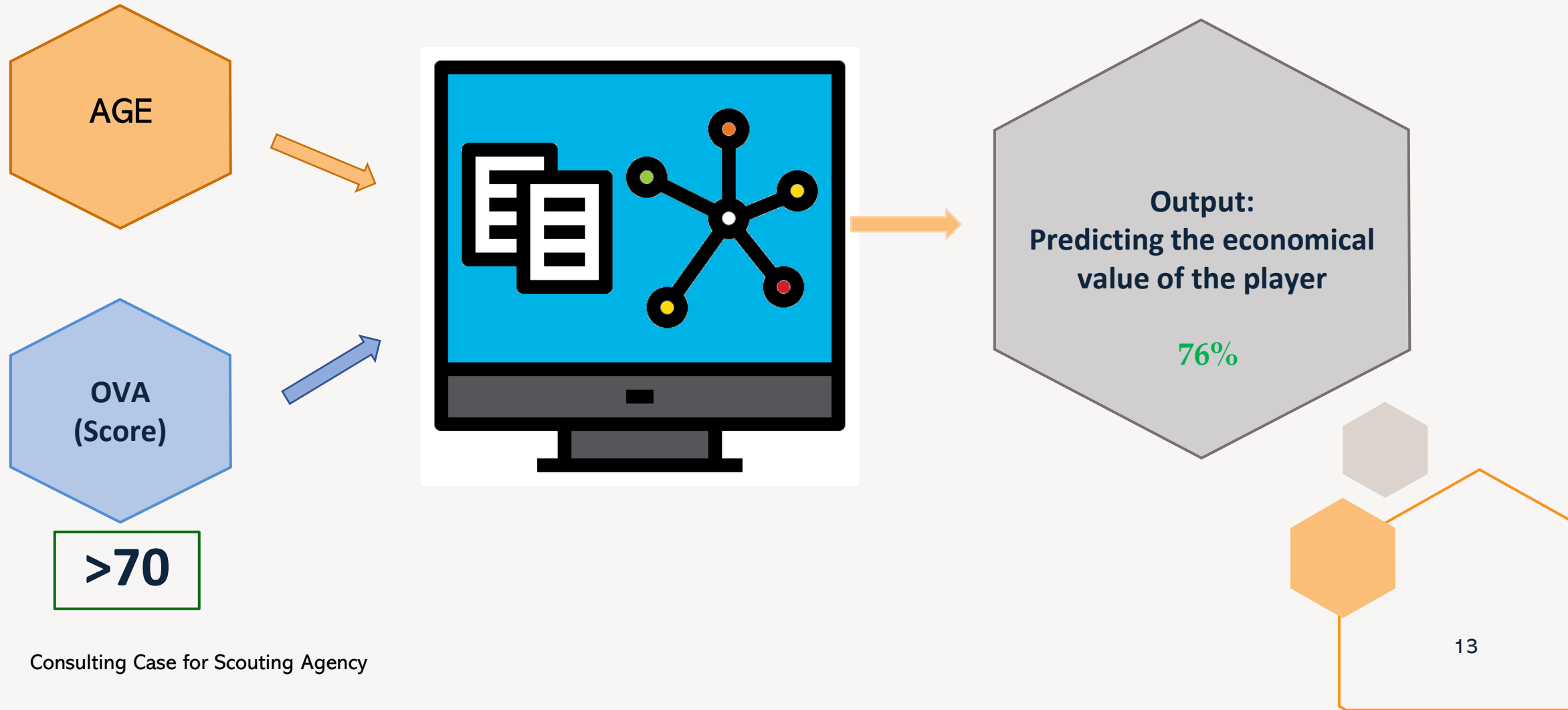
# Top 10 Countries with the best FIFA players

OVA >80 & Value>10M Euro

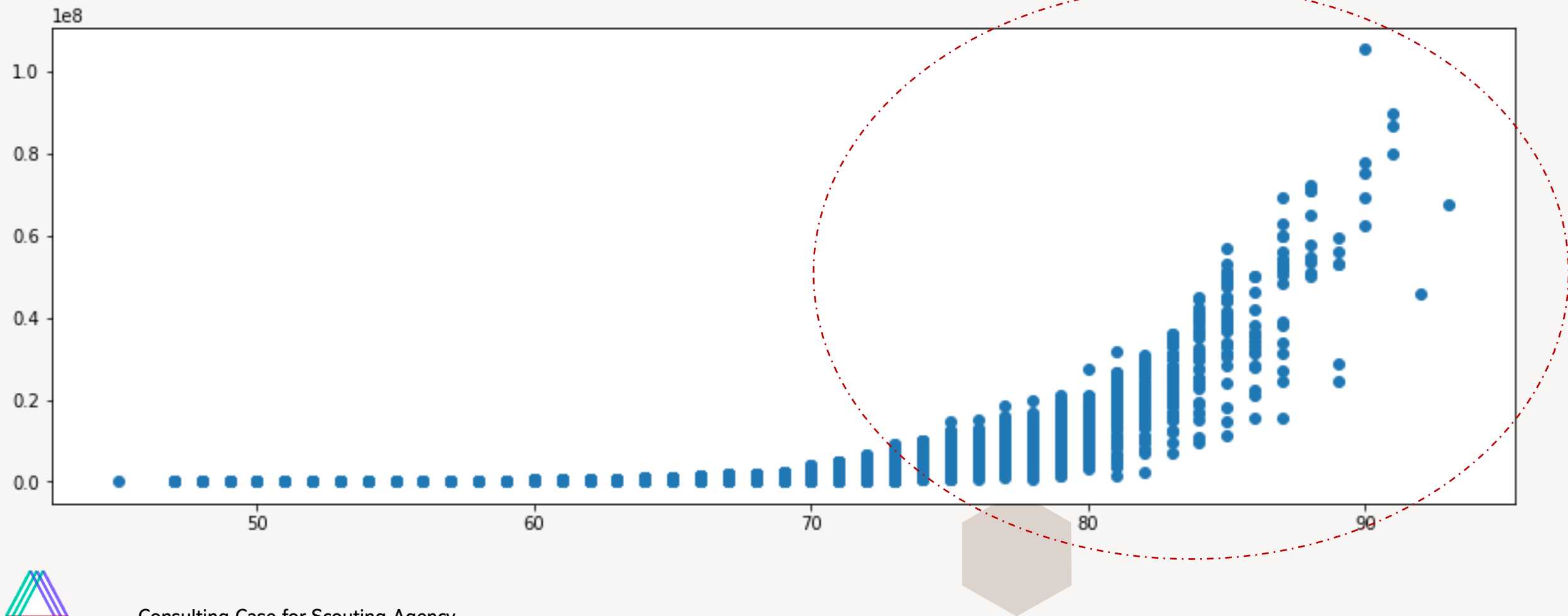


Consulting Case for Scouting Agency

# Model Building

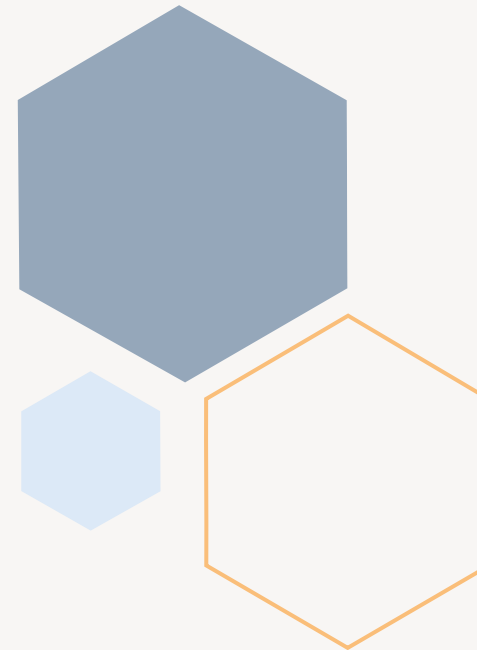


# 'OVA' vs. 'Value'



# Conclusion

- ✓ Location for the offices
- ✓ Prediction model for the top players
- ⚡ The current project with the client: location for their football academies (work in progress)
- ⌚ The awaiting project with the client: a prediction model for the other players.



Nationality	N_players
Spain	121
Brazil	93
France	90
Germany	54
England	52
Argentina	51
Portugal	43
Italy	42
Belgium	27
Netherlands	25





**Thank you**