This article is - a story about how analytics is used in modern sports, in particular in modern football, from the author of world-famous bestsellers Bernard Marr. The read text will take the reader about 10 minutes of his time, but it will not be wasted time, because this article is very valuable. Why ?

First, it should be noted that the text itself is very structured. The Forbes website allows readers not to strain their eyes and read without any clutter, width formatting prevents them from losing their attention and focus on where they left off reading. There are 15 paragraphs in the text and each paragraph expresses its own idea, but each paragraph is a continuation of the previous one. That is, the author does not make abrupt transitions. For example, in the first paragraph, the author introduces the topic of this article (introduction) and talks about analytics in modern football, then the author in the second paragraph already talks about data collection methods used in analytics.

Secondly, the information in the article is unique. The uniqueness of this text, that is, the absence of this article in any other sources, while the use of this article in other sources of information at the request or permission of the author, was 97% (3% are quotes used, etc.). The information itself is very relevant, as the article contains all the changes and amendments to the FIFA rules, etc.

Thirdly, the author does not use only his opinion in the article, this can be seen with the help of the quotes used in the article (Dallas Mavericks coach Rick Carlisle, announcing….recently said:"We're going to be a better team this year - we know that by the analytics"). I would also like to add that the author uses numbers in this article. As we know, people most often trust numbers, a person gets an idea about this or that object only after he sees all this in numbers ("or 1.4 million data points per game."). The author also used hyperlinks, which allows, after reading the text, in case of misunderstanding, the reader could refer to these hyperlinks.

Summing up, it should be said that three points make this article valuable - the structure of the article, the uniqueness of the article and the data types used (citations, numbers and hyperlinks).
It is these three characteristics that make this text so valuable.