

Context:

Children First Soccer (CFS) Ltd. (non-profit that financially supports underprivileged children to enter into the professional world of soccer) wants to promote soccer in the developing markets across Asia (e.g. Laos, Cambodia, Myanmar etc.) leading up to the 2026 FIFA World Cup in USA, Canada and Mexico. CFS would like to understand which competitive teams should drive promotional campaigns within these markets in order to create excitement and passion for the game. CFS believes this will set up the foundation for children (both boys & girls), specifically in the age group of 6-15, to be coached, trained and presumably selected for the 2027 FIFA U-17 Boys World Cup in China & Girls World Cup in New Zealand respectively.

Criteria for Success:

CFS needs to understand the countries who have a likelihood to qualify into the Round of 16, Quarter Finals, Semi Finals and Finals specifically for the 2022 FIFA World Cup in Qatar in order to drive a 5 year strategy in the developing Asia markets leading up to the U-17 World Cups in 2027. The 5 year roadmap is segmented into 2 Phases:

Phase 1: Focused on creating excitement in the markets and;

Phase 2: Drive training programs across priority markets/ age groups.

This proposal is currently focused on Phase 1 only.

Scope of Solution:

Prediction will be based only on teams who have participated in FIFA Soccer World Cups till date and their performance in international matches.

Constraints:

Factors such as venue, host country weather, timing of the tournament, referee judgment, Video Assistant Referee (VAR) interventions, squad formation, in-game tactical switches, and player concentration and stamina all play a huge role in predicting the final outcome. These elements are relatively new to sports science and unsure about how to apply them as influential statistical factors in an algorithm.

Stakeholders:

1. CFS CMO (Chief Marketing Officer)
2. CFS COO (Chief Operating Officer)
3. CFS APAC Regional Head
4. Ministry of Sports (APAC Developing Markets)

Key Data Sources:

1. World Cups
2. 2022 World Cup Groups
3. 2022 World Cup Matches
4. World Cup Matches Stats
5. International Matches Stats
6. FIFA World Cup Ranking
7. FIFA International Matches