How has data analytics transformed decision-making in football (soccer)?

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Abstract

How Has Analytics Changed Football?

- Examining Leicester City's legendary underdog season
- Why use scrollytelling?
- Who is the audience?
- "Custom" scrollytelling solution

Data Analysis

From Data to Insight

- **Step 1:** Started with spreadsheets
- **Step 2:** Visualized patterns using R charts
- **Step 3:** Built interactive d3.js visualizations
- Addressing key questions:
    - What indicators made Leicester's season remarkable?
    - What role did timing and strategy play?

Data Story

Interactive Exploration

- Engage with our story using this link:
  https://andrewlux-otech.github.io/epl-leicester/
- See Leicester's journey unfold through:
  - Player performance trends
  - Tactical shifts
  - Statistical outliers explained

What Did We Learn?

1.   **Outliers Are Intentional**

2.   **Timing is Everything**

3.   **Power of Visualizations**

Key Insights

Conclusion

Simple analysis like 5000-1 tend to obscure the complexity behind the data

THANK YOU!

Q + A