

# FOOTBALL PLAYER PERFORMANCE, POTENTIAL & MARKET INSIGHTS

Tableau Dashboard | Data Business Analytics  
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# BUSINESS CONTEXT

- Football clubs invest heavily in player transfers and contracts
- Incorrect player selection leads to financial and performance risks
- Manual analysis of large player datasets is inefficient and error-prone
- Data-driven insights are required to maximise return on investment (ROI)



# PROJECT OBJECTIVE



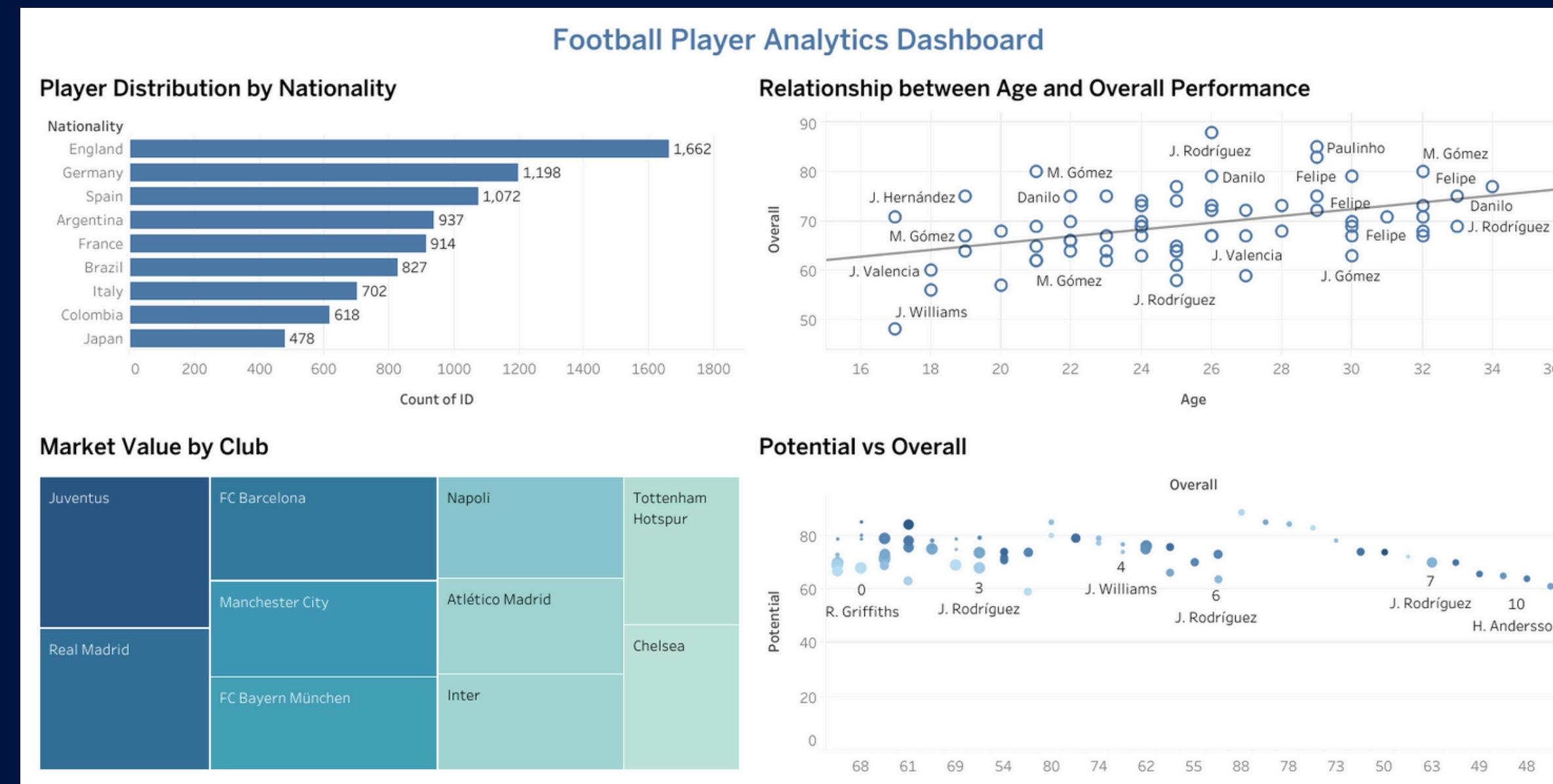
- Analyse player performance and future potential
- Understand market value variation across clubs
- Identify high-potential players for strategic investment
- Build an interactive Tableau dashboard to support decision-making

# DATASET OVERVIEW

- Player attributes: age, nationality, club, position
- Performance metrics: overall rating, potential
- Financial metrics: market value, wage
- Dataset supports scouting, recruitment, and contract negotiations



# FOOTBALL PLAYER ANALYTICS DASHBOARD



# FOOTBALL ANALYTICS

## Sheet 1

This sheet shows how football players are distributed across different nationalities. It highlights countries with strong talent pipelines and helps clubs identify key regions for scouting and recruitment. This insight supports strategic decisions on expanding or refining international scouting efforts.

## Sheet 2

This analysis examines the relationship between player age and overall performance. It helps identify peak performance years and supports informed decisions on recruitment timing and contract planning. Understanding these trends also assists clubs in balancing experienced players with emerging talent.

## Sheet 3

This section compares player market value across various football clubs. It reveals differences in club investment strategies and financial strength, showing how elite clubs tend to concentrate higher-value players. The analysis supports understanding of squad valuation and investment patterns within the football market.

## Sheet 4

This analysis compares players current performance with their future potential to identify growth opportunities. By using the potential gap metric, the dashboard highlights high-potential players who may deliver strong long-term value. These insights support strategic recruitment and long-term investment decisions.

# KEY BUSINESS INSIGHTS

- Data visualisation enables objective player evaluation
- Performance, age, and market value must be analysed together
- High-potential players can be identified before peak performance
- Interactive dashboards support faster, evidence-based decisions



# CONCLUSION



In conclusion, this Tableau dashboard translates complex football data into clear, actionable insights that support strategic decision-making. By examining player performance, future potential, and market value together, the dashboard enables clubs to assess talent objectively and minimise financial risk. Interactive visualisations allow users to explore trends, compare players across clubs, and identify high-potential prospects efficiently.

Overall, the project highlights the value of data visualisation in enhancing recruitment strategies and long-term team planning.

