



# Brentford Transfer Analysis

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# BRENTFORD

## INTRODUCTION



Brentford is entering its third consecutive season in the Premier League. Last year, they enjoyed **one of the best seasons** in their history, highlighted by a **12-match unbeaten run** from October to March, culminating in a 9th-place finish. They narrowly missed out on a European spot. Additionally, they were the only side to **defeat** league and European champions **Manchester City at their home ground** and the only side to defeat them **twice**.

However, this season finds The Bees positioned in **15th place**. If they continue with their current style of play, their streak of four consecutive seasons in the Premier League may be at risk.

In recent months, the sports team has undergone significant changes, complicating cohesion and hindering the replication of last season's efficiency. Such a situation highlights the need to address gaps in their gameplay by **signing two top players** who fit Brentford's style, ensuring they remain in the Premier League for another season.



# BRENTFORD

## VALUES



### INNOVATION

#### TOGETHERNESS

Collaboration: There is only one project at the club, the Brentford project, one team, one, family, one community, one club.

#### RESPECTFUL

However successful or passionate, we always remain grounded. We show humility to others and let our actions speak for themselves.

#### PROGRESSIVE

Being courageous, taking calculated risks and constantly challenging the status quo.

*These three values are integral to shaping the group's game style and serve as its core principles and objectives.*

# TRANSFER HISTORY



## LATEST DEPARTURES

**D. Raya**



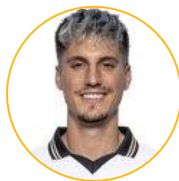
Agu 2023

Loan

Goalkeeper

- Loan to Arsenal for at least one season with the option in the contract to make it permanent.
- With 20 clean sheets in 62 Premier League appearances, Raya is second to Joe Crozier (25) for most top-flight shutouts in Brentford history.

**S. Canós**



Aug 2023

0,3 M. €

A. Right Winger

- Only 12 players in Brentford's history have featured in more matches and scored more goals than Canós.
- Scored 36 goals for the Bees.
- Played a significant role in Brentford's ascent over the past decade.

**M. Bech**



Sep 2023

Transfer

D. Centre-Back

- Limited playing time and opportunities at the club.
- Emergence of new signings.
- Need for regular game time to further his career.

**M. Peart-Harris**



Jan 2024

Loan

M. Attacking Midfield

- Named in Brentford's Premier League Summer Series squad.
- Suffered an injury during the pre-season.
- Faced stiff competition for playing time during a period of injury crisis at the club.

**C. Goode**



Jan 2024

Loan

D. Centre-Back

- Included in Brentford's 2023 Premier League Summer Series squad during the 2023-24 pre-season but did not play in any matches.
- Returned to play with the B, served as an unused substitute during six first-team matches around the turn of the year.





# TRANSFER HISTORY



## LATEST SIGNINGS

N. Maupay



Sep 2023

Loan

A. Centre-Forward

- Strengthened the front positions.
- Proved to be an excellent link-up player and a proficient presser.
- In the role of number nine, he consistently found advantageous positions within the box, demonstrating his prowess as a skilled finisher.

Y. Konak



Jan 2024

4,5 M. €

M. Defensive Midfield

- Displays an aggressive playing style, excelling in pressuring opponents, winning tackles, and retrieving possession for his team.
- Distinguished by his ability to execute precise long balls.

S. Reguilón



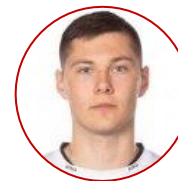
Jan 2024

Loan

D. Left-Back

- A proven Premier League player in every aspect.
- Fits the desired profile effectively.
- Highly offensive, showcasing exceptional skills in crossing and utilizing his left foot.

H. Valdimarsson



Jan 2024

3,0 M. €

Goalkeeper

- Goalkeeper of the Year in the 2023 Swedish top flight.
- Led the division with the most clean sheets.
- Recognized for dominant box presence and adept cross claiming.
- Exhibits excellent distribution skills.

I. Thiago



Jul 2024

33,0 M. €

A. Centre-Forward

- A dynamic striker perfectly aligned with the team's needs.
- Renowned his industriousness and excellent pressing abilities..
- Dominates with a robust physical presence, excelling in the box, and adeptly linking plays.

# TRANSFER HISTORY



## ANALYSIS

In recent transfer windows, Brentford FC has demonstrated a strategic approach to player acquisitions, **focusing on promising talents with potential for development**. The club often targets players from lower leagues or with previous success in the Championship, prioritizing individuals who align with their tactical system and style of play. Attributes such as **technical ability, versatility, and a strong work ethic** are highly valued in potential signings. These acquisitions are made with the clear intention of strengthening key areas of the squad while also maintaining a focus on long-term sustainability and financial prudence.

The recent departures of players like D. Raya and S. Canós, despite their past contributions, may have left **voids in the team's performance**, particularly in defense and attacking midfield. In response, Brentford has strategically signed players like N. Maupay, Y. Konak, and I. Thiago, aiming to **enhance the team's attacking capabilities and defensive solidity**. The addition of H. Valdimarsson also addresses the need for a reliable goalkeeper, potentially **improving defensive stability**.

Overall, Brentford's transfer policy reflects a commitment to acquiring players who not only possess the requisite skills but also align with the club's long-term objectives and playing philosophy. By targeting individuals who fit into their tactical system and prioritizing sustainability, Brentford aims to strengthen key areas of the squad while ensuring continued competitiveness in the Premier League.



# BRENTFORD

## GAME STYLE



Under Thomas Frank's strategic guidance, the team maneuvers through **intricate formations, performing double and triple switches** with surgical precision. These tactical adjustments serve as the foundation of Brentford's ability to **secure victories in crucial moments**.



Bernardo Cueva, Brentford's key strategist, **meticulously crafts strategies** to exploit opponents' weaknesses and introduce **unpredictability**. He coordinates the **set piece takers** with impeccable precision, complementing Brentford's strategies.

Brentford's approach is **methodical**. **Their expansive and bold style** draws opponents into calculated tactics that lead to decisive strikes. Despite the allure of high-profile signings, Brentford's true strength lies in their ability to **manage leads and controlling the flow of play**, distinguishing them in the competitive landscape of soccer.





# BRENTFORD

## GAME STYLE

81.07%  
Passes accuracy

47.61%  
Efficiency of offensive  
duels

53.5%%  
Set Pieces

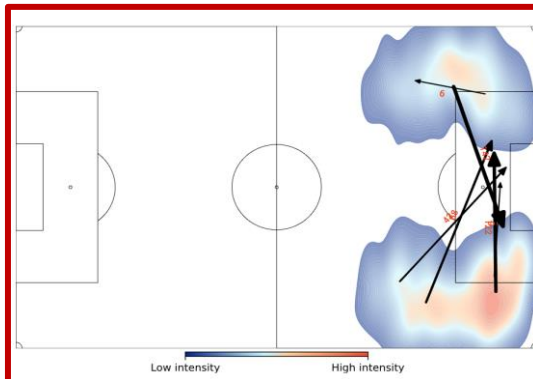
**28**  
matches

**7**  
wins

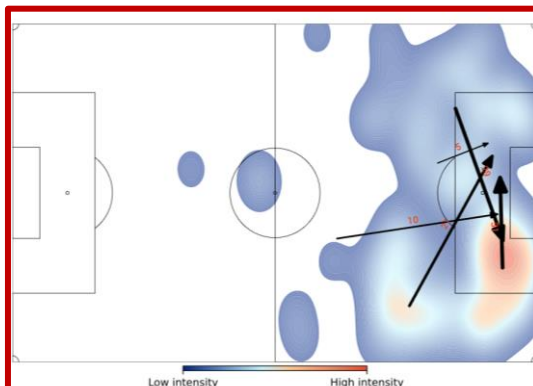
**5**  
draws

**16**  
losses

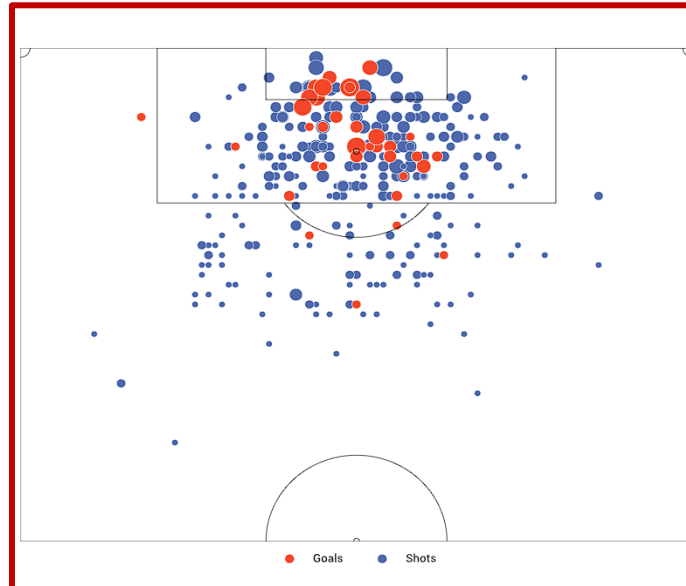
### Typical Crosses



### Typical Key Passes



### Point Map



### INSIGHTS

- Preference for delivering crosses.
- Tendency to initiate play from the right side.





# BRENTFORD

## INTERNAL ANALYSIS - SWOT

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- Crossing outstanding
- Aerial attacks above average
- Goalkeeper involvements above average
- Ground duels above average
- Awareness above average

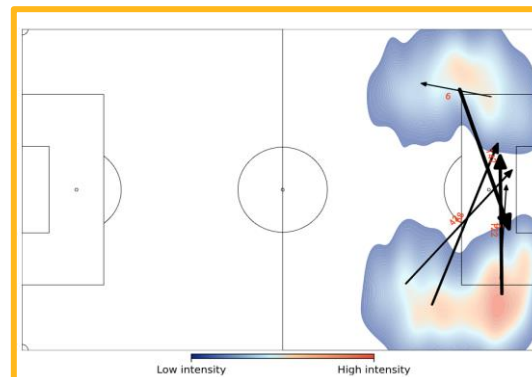
81.07%  
Passes  
accuracy

48.10%  
Offensive  
Aerial Duel  
Efficiency

53.5%%  
Set Pieces

47.61%  
Efficiency of  
offensive  
duels

### Typical Crosses



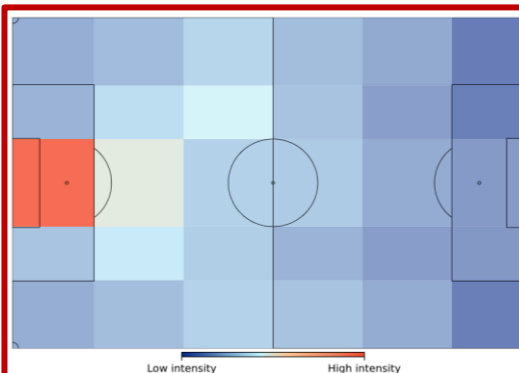
W

12.41%  
Conversion rate

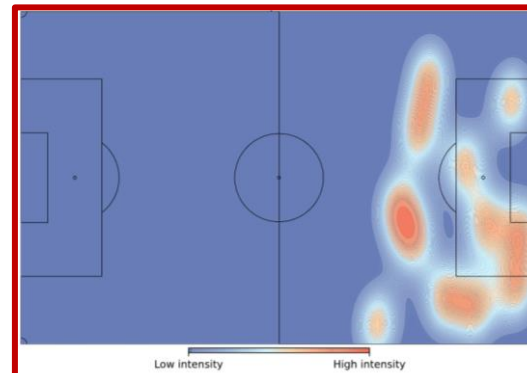
21.72%  
Efficiency of  
defensive duels

- Goalkeeper is primarily responsible for the team's recoveries.
- The left side shows signs of underperformance, with limited contribution from players in that area.

### Ball recoveries



### Assists



# BRENTFORD

## EXTERNAL ANALYSIS - SWOT



O

- **European Qualification:** Strong performances in the Premier League could lead to qualification for European competitions, enhancing the club's profile and revenue.
- **Global Branding:** Brentford's success in the Premier League can help increase the club's global presence, attracting sponsors and fans from around the world.
- **Player Development:** Continued investment in youth development and scouting can uncover hidden gems and strengthen the squad for the future.
- **Strategic Partnerships:** Forming strategic partnerships with other clubs or organizations can provide access to resources and talent.

T

- **Financial Disparity:** Brentford faces financial competition from wealthier clubs in the Premier League, which can impact their ability to attract top talent.
- **Player Poaching:** Successful performances may attract interest from larger clubs, leading to the departure of key players.
- **Fan Dissatisfaction:** Poor results or controversies can lead to fan dissatisfaction, affecting attendance and revenue.
- **Strategic Vulnerability:** Brentford Club could face challenges in adapting to matches and opponents without the insights provided by Bernardo Cueva's statistical analyses, as he is set to join Chelsea next season.



# BRENTFORD



## SWOT INSIGHTS



Based on the SWOT analysis conducted, it's evident that Brentford FC possesses notable strengths in areas such as crossing ability, aerial attacks, and goalkeeper involvement. However, weaknesses in conversion rate and defensive duels efficiency, particularly on the left side, highlight areas for improvement.

To address the identified weaknesses, strategic player acquisitions are imperative. Given the underperformance on the left side and the impending departure of Bernardo Cueva, acquiring **a left-sided midfielder** proficient in both defensive contributions and play initiation would bolster midfield stability and support offensive efforts. Additionally, securing a skilled **defensive player** to fortify the backline and aid in ball retrieval is imperative to enhance defensive solidity.

While the acquisition of Igor Thiago has bolstered the attacking line, the focus should now shift towards fortifying the defensive and midfield areas. Targeting players who align with the team's style and specifically address weaknesses in conversion rate and defensive duels efficiency on the left side will be crucial for Brentford's success in the Premier League.

By strategically investing in these key positions, Brentford can optimize their performance, pursue European qualification, and expand their global recognition and strategic partnerships. Moreover, prudent player acquisitions will mitigate risks such as financial disparity and player poaching, while also addressing potential fan dissatisfaction stemming from poor results.

In summary, **acquiring a defensive player and a left-sided midfielder** aligns with Brentford's strategic objectives, ensuring competitiveness in the Premier League despite challenges posed by wealthier clubs and personnel departures like Bernardo Cueva.





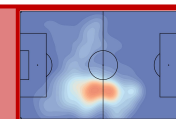
# NEW SIGNINGS

## POSSIBLE NEW SIGNING PLAYERS

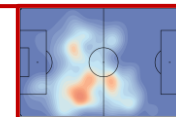
### DEFENSIVE POSITION



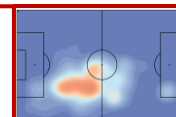
**V. Nelsson:** outstanding in attacking aerial duel, aerial duels and recoveries.



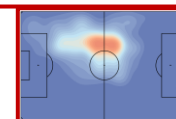
**L. Østigård:** outstanding in attacking aerial duel, aerial duels, carries and possession involvement.



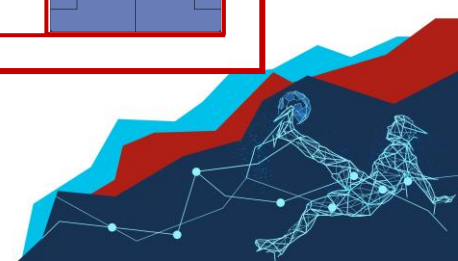
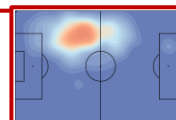
**T. Adarabioyo:** outstanding in attacking aerial duel, shot volume, aerial duels, interceptions and carries.



**L. Balerdi:** outstanding in attacking aerial duel and recoveries.



**C. Burgess:** outstanding in aerial duels and discipline.



# NEW SIGNINGS



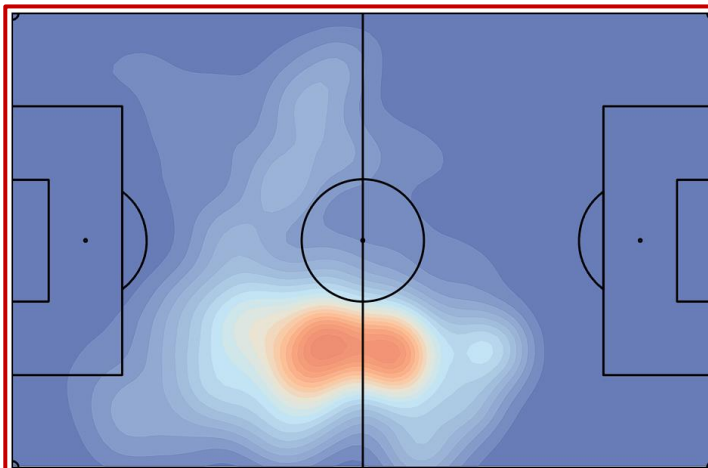
## DEFENSIVE POSITION

V. Nelsson

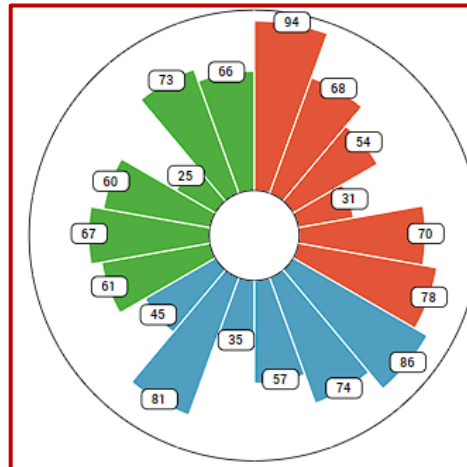


Turkey: 15 M €

XT Heatmap



Playing style



V. Nelsson's exceptional abilities in attacking aerial duels, aerial duels, and recoveries make him an ideal fit for Brentford. His prowess in these areas ensures a strong presence both in defense and in initiating attacking plays from set-pieces. Additionally, Nelsson boasts above-average skills in creating opportunities, ensuring both the quality and quantity of shots for his team. His defensive work rate is commendable, contributing significantly to the team's solidity at the back. Moreover, his ability to retain possession, stay involved in the box and overall possession play, all while maintaining verticality, adds depth and versatility to Brentford's attacking strategies. In summary, Nelsson's multifaceted skill set aligns perfectly with Brentford's dynamic style of play, making him a valuable asset to the team.





# NEW SIGNINGS

## POSSIBLE NEW SIGNING PLAYERS

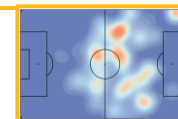
### MIDFIELD POSITION



**C. Patino:** outstanding in attacking aerial duel and crossing.



**I. Louza:** outstanding in creating, crossing, shot volume and carry.



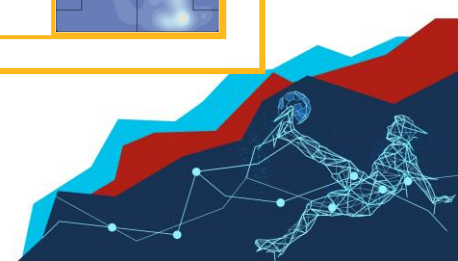
**Samu:** outstanding in crossing, shot volume, box involvement and final third involvement.



**Mattheus Oliveira:** outstanding in attacking aerial duel, crossing and shot volume.



**Hong Hyun-Seok:** outstanding in creating, crossing shot quality, box involvement and final third involvement.



# NEW SIGNINGS



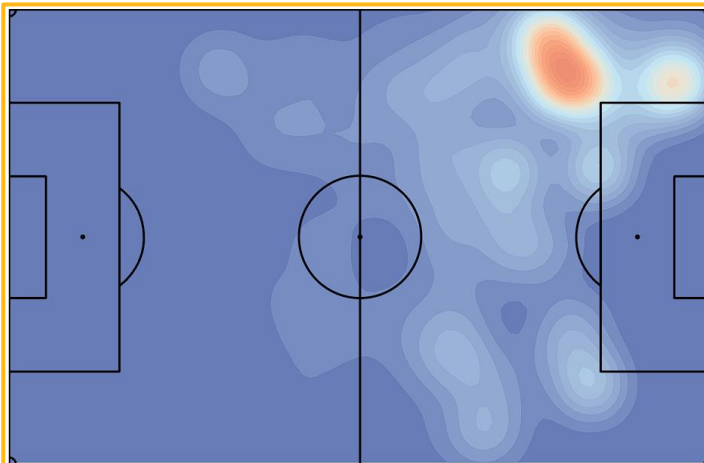
## MIDFIELD POSITION

C. Patino

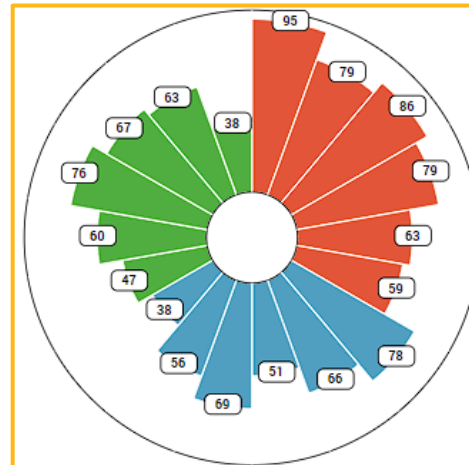


England: 12 M €

XT Heatmap



Playing style



Charlie Patino's exceptional skills make him a standout player for Brentford, particularly **on the left flank**. His prowess in attacking aerial duels and crossing sets him apart, providing a consistent threat from wide areas. Moreover, his above-average abilities in creating chances, dribbling past opponents, and ensuring high-quality shots demonstrate his impact in the final third. Patino's defensive work rate, coupled with his adeptness in interceptions and ball carrying, further solidify his value to the team. His involvement in possession play, especially in the final third, showcases his versatility and effectiveness in both attacking and defensive phases. With no apparent weaknesses, Patino emerges as a complete and influential asset for Brentford, elevating their game with his diverse skill set and consistent performance.

# ANOTHER ANALYSIS



Research in sports economics has increasingly highlighted the **role of social media** presence in determining a player's market value. One study, analyzing data from the German Bundesliga, found a significant relationship between a player's Instagram activity and their market worth. This underscores the importance of social media engagement in influencing a player's value within the football market. Moreover, another investigation examining player market values in the English Premier League discovered that public recognition, as reflected in tweets from opposing teams, significantly impacts a player's market worth. **These findings suggest that social media visibility not only enhances a player's public profile but also contributes to their perceived value within the industry.** Additionally, research exploring the theoretical transfer fees for football players identified media value as a crucial determinant, emphasizing its substantial role alongside other factors such as contract duration and economic status. Taken together, these studies offer compelling evidence that a player's social media following significantly influences their market value, underscoring the importance of branding and media presence in shaping perceptions of player worth. Consequently, **the analysis of social media followers was conducted during the player selection process** to incorporate this variable into the assessment. This consideration aligns with Brentford's objective of ensuring continual appreciation of their players over time.



# CONCLUSION



After conducting a comprehensive analysis of Brentford, it can be concluded that their style of play is distinctive, characterized by a focus on crossing and aerial play. This unique approach underscores the importance of selecting players who seamlessly integrate with the team's playing philosophy, values, and financial objectives, prioritizing investments in players with significant growth potential. While the entirety of the 60 M € budget was not fully utilized, it is advisable to allocate the remaining funds towards hiring a new data statistician. This individual would play a crucial role in supporting Brentford's continued presence in the Premier League and further enhancing their performance within the highly competitive league.



[Notion Project Page](#)





**FOOTBALL  
FORUM 2024**  
HUNGARY