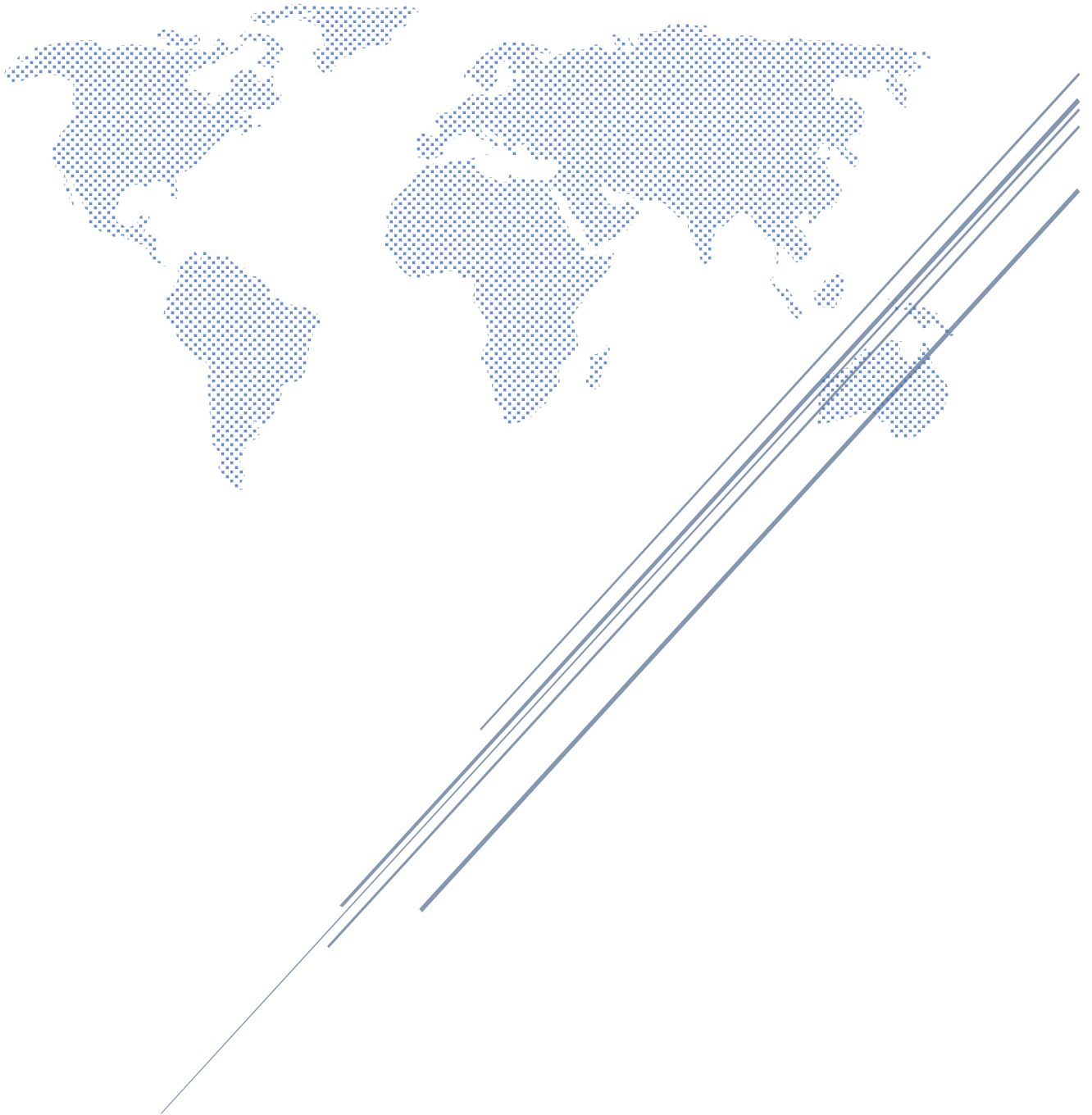# BUSINESS PROPOSAL

ADS - A

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3212610

Cover Letter

To Whom May It Concern,

Thank you for considering us to help you to improve your clients company.We are relieved to have this kind of opportunity to learn and enhance our skills and capabilities. We hope that you satisfied with our work and our advise.

Our team are students who specialized on data sciences, which in our opinion is good learning chance for us to solve a real company problem. We will be working with your client's dataset and going to make some changes if necessary. We also going to analysed the dataset in order to make a decision that we are going to advise to your client's company.

To make this team effective, we are going to search for a gold in your client's datasets and we also going to make the best approach and practices therefore, we can achieve what we are going to aim in this project.

We believe that our proposal and result at the end of this project will improve your clients company for a long term.

If you have any question don't hesitate to contact us.

Best Regards,

Our Team

Table of Contents

Executive Summary

This Business Proposal contains a plan and insight that going to improve your client's company. For this Project we have one main goal.

We going to use strategic data-driven decision to improve your Client's Company. In our opinion by using data as a reference of your act, you should be able to know what is the company really doing. By using data we also have ability to predict outcomes in the future . This thing will help the company to prevent unwanted things such us false recruiting and false scouting. By using data as your reference your company may be able to beat your competitor .

By using data-driven insight as a reference for your clients company, we are going to take the company to higher data maturity level and it would be better for the company to be data-driven in upcoming future. We believe by using data it will give an added value for your company since there is still a lot of company that still haven't used data to make their decision and it will going to be beneficial for your company in the future.

Furthermore, we are going to present you with Exploratory Data Analysis as an insight that we managed to gain the Datasets and we also going to advice you to make certain decision that can improve your company.

The Project

Project Introduction

For this Project we're going to analyse which player who have a great potential to be a famous football player. By looking into our database that we already gathered we can predict that the player can be famous player by looking into certain aspect. We're going to analyse the player based on their current rating, their potential, their market value and their ages.

Client Company Problem

The clients is a small clubs who doesn't have enough money to recruit famous footballer, however they decided to start scouting and recruiting some footballer who have potential in the future and can be sold to bigger clubs in the future for higher values. They decide to contact us the data science consultant to search them a potential player based on the datasets. They hoped that we can help them to recruit potential footballer.

Project Phasing

Based on our experience, we have 3 phases to complete the project. The Phase consist of :

1. Business Proposal
   - Business Understanding
   - Analytic Approach
2. Data Quality
   - Data Requirement
   - Data Collection
   - Data Understanding
   - Data Preparation
3. Machine Learning & Reporting
   - Data Modelling
   - Evaluation
   - Deployment
   - Feedback and Report

Project Goal

The goal of the project is to help small clubs to recruit a young potential player with cheap price that can be sold in the future for higher prices. Many small clubs have already tried to implemented this project such as Benfica in Portugal, Southampton in England and AS Monaco in France.

Project Benefit

The benefit of this project is divided into two segments. The first one is the benefit for player where the player can choose a small clubs where they can sharpen their skills both technical and physical ability to become a famous football player and play for famous football club and for the club perspective they can get a young potential player for cheap price and they can make a profit by selling the potential young player for high prices in the future.
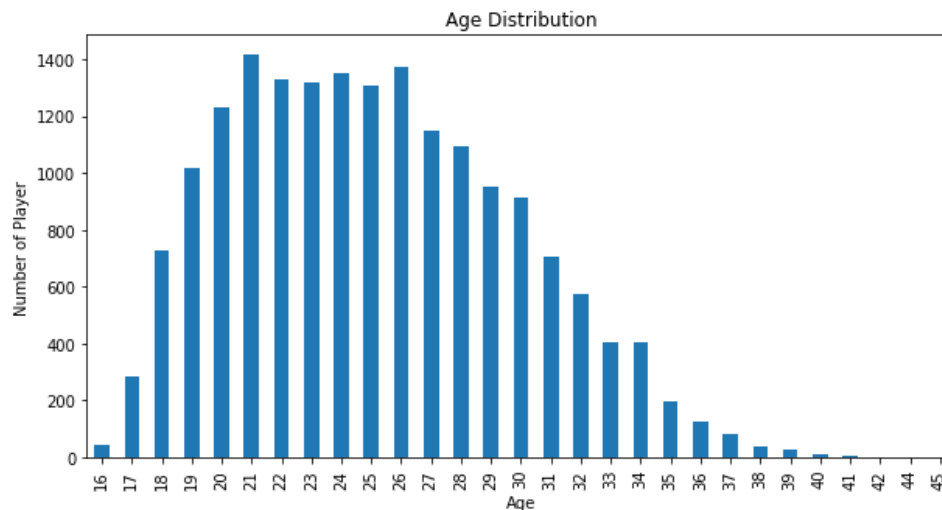
Project Approach

I believe that we're going to analyse the data that we already had and gather. The thing that we're going to analyse are going to be the following :

By analysing these different aspect to have a clear view of what are we going to predict in the future. When we know the visualization of the data the client can make an important decision and for us we can advise them about certain the decision that they're going to make and give the conclusion about the data.
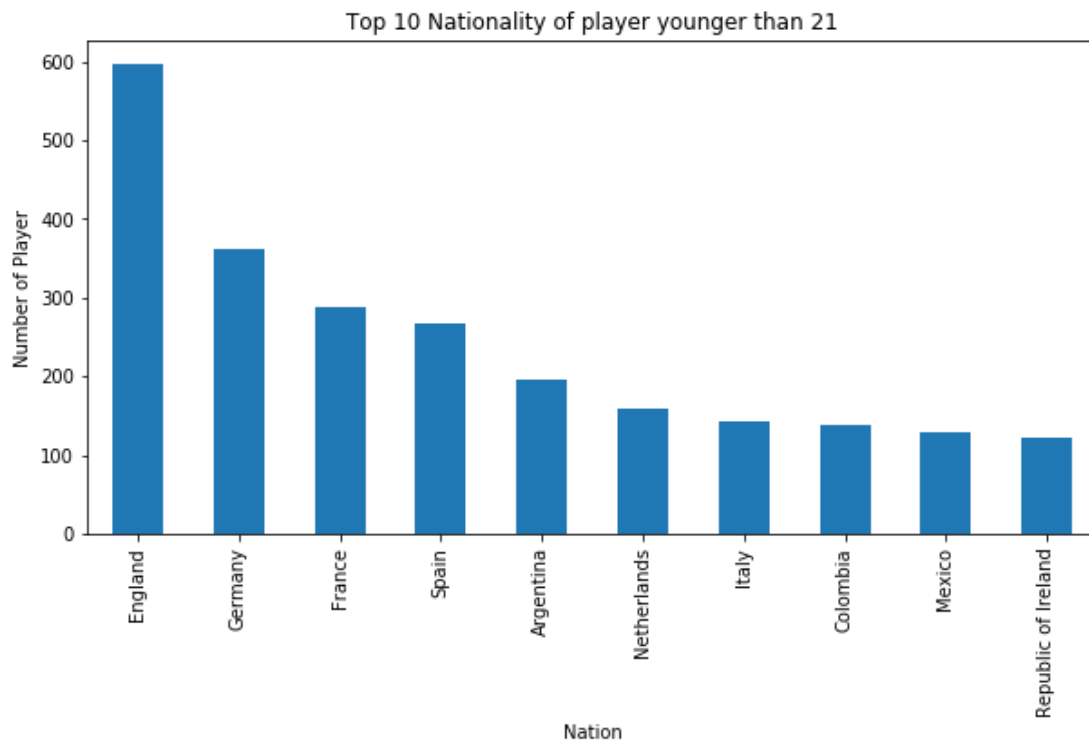
Exploratory Data Analysis

We analysed the data and made some visualization of the result. In this chapter you will find the visualizations together with some context.

Age Distribution

As you can see in this bar chart, we can see the number of professional footballer all across ages. The number of footballer that meet our criteria for this project is approximately 3000 footballer.

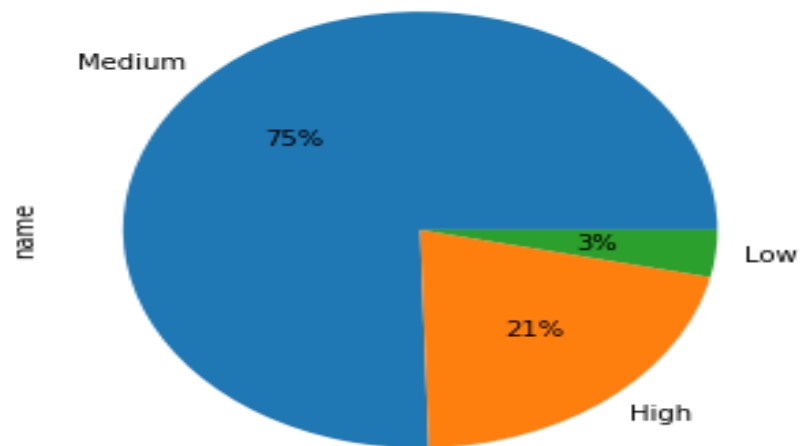# Top 10 Nationality of Player Younger than 21

As you can see from the chart above, we can conclude that England, Germany and France are the top country that produce the number of young footballer. However we found the difference that England and Germany have a quite gap in producing Young Footballer.

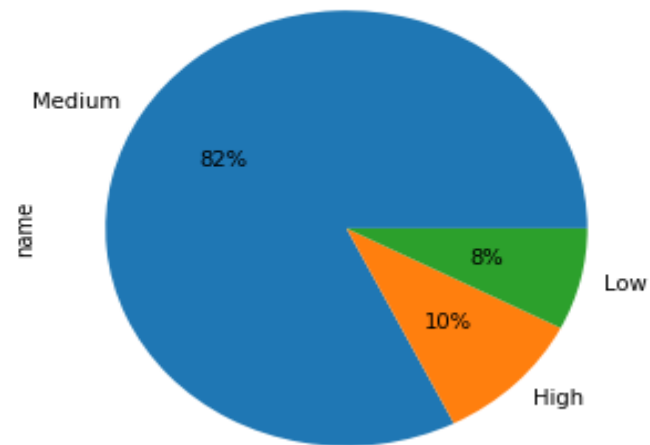Attacking Rates Percentage of Player younger than 21

Attacking Rates Percentage of player younger than 21

We also take a look of Attacking Rates of the player. We noticed that most of the player have medium attacking rates. The difference between Medium and High percentage is quite big however we don't take this a lot further since we're not going to focus on attacking rates.
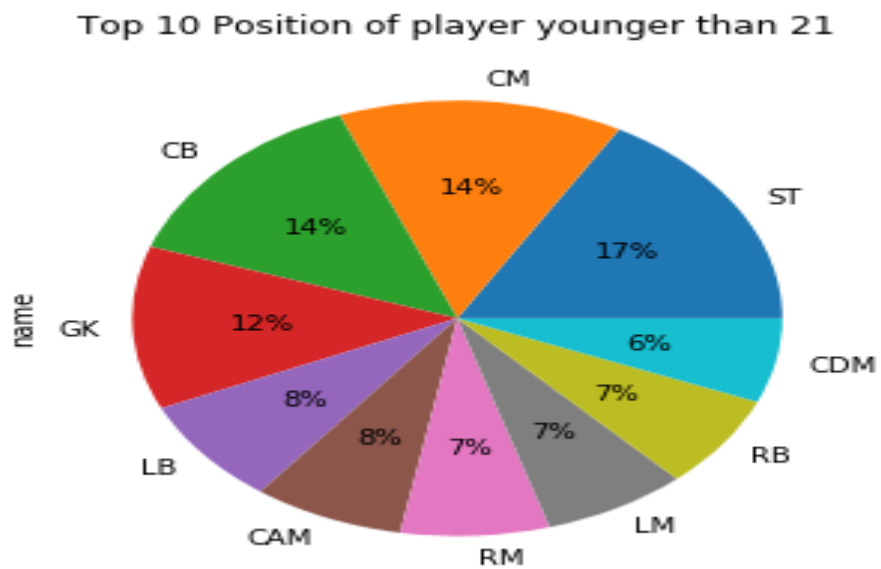
Defensive Rates Percentage of Player Younger than 21

We also take a look of DefensiveRates of the player. We noticed that most of the player have medium attacking rates. The difference between Medium and High percentage is quite big however we don't take this a lot further since we're not going to focus on Defensive rates.

Top 10 Position of Player Younger than 21

Top 10 Position of player younger than 21

Based on the pie chart above, we can conclude that the distribution of position of a player is quite equals since we there is no big difference between each position of the player.

Risk Assessment

Every Project have its own risk, with this Project we're going to list all the risk that we are going to faced this project.

Risk-ID	Description	Impact H/M/L	Prob. H/M/L	Risk Owner	Control measurement
1	There is not enough time to complete the project	H	M	My Team	Make a good calculation and make a backup plan if anything goes wrong
2	Our teams is lack of skills	H	M	The Client	Do the preparation or assignment on canvas. Ask the teacher if we find any unsolved problems
3	Our Predictions missed	H	L	The Client	Look at the factor why the player flopped as learning so we will not make the same mistake
4	We don't have the tools to finished the project	H	L	My team & The Client	Make sure that we already download required tools before the project started.
5	We lost the Data	M	L	The Client & My Team	Make a online repository as a backup file

Conclusion

Based on our approach and insight that we gather, we managed to make a business proposal that consist of few topics such as, Project Phase, Time, and Exploratory Data Analysis. By making this document our client can get an image of what kind of project are we going to do, how are we going to do this project and how are we going to handle potential risk.