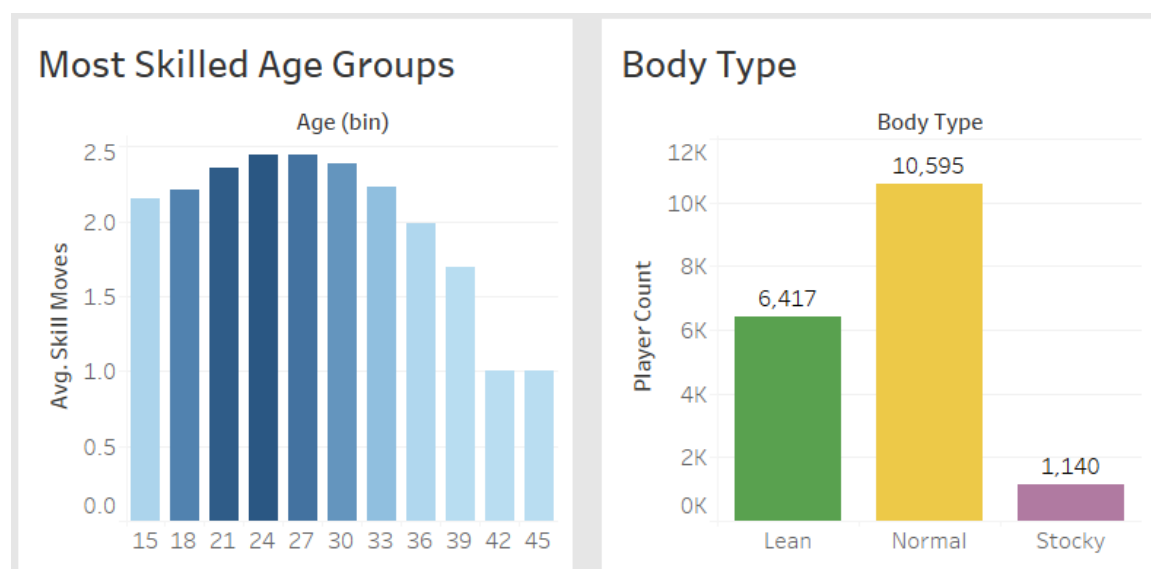## Background / Context

BrightFuture plans to launch a European football team and profit from merchandise. The constraint is hard: €150m total over five years for 17 players. That budget rules out megastars, so the strategy is "appeal without celebrity status": sign strong, developing players who excite fans but remain attainable, and license rights for non-megastar names with a wide audience pull. Recent stakeholder discussions have highlighted a strategic debate regarding player nationality. One faction advocates for investing in Spanish talent, requesting a detailed breakdown of available Spanish players. Conversely, another group suggests prioritizing Brazilian players, prompting a comparative analysis of their average age, physical metrics, and wages against the global player pool. The dashboard lets decision makers search and select players, watch the 5 year wage cost accumulate against the €150m cap, and explore popularity signals and manufacturing needs.
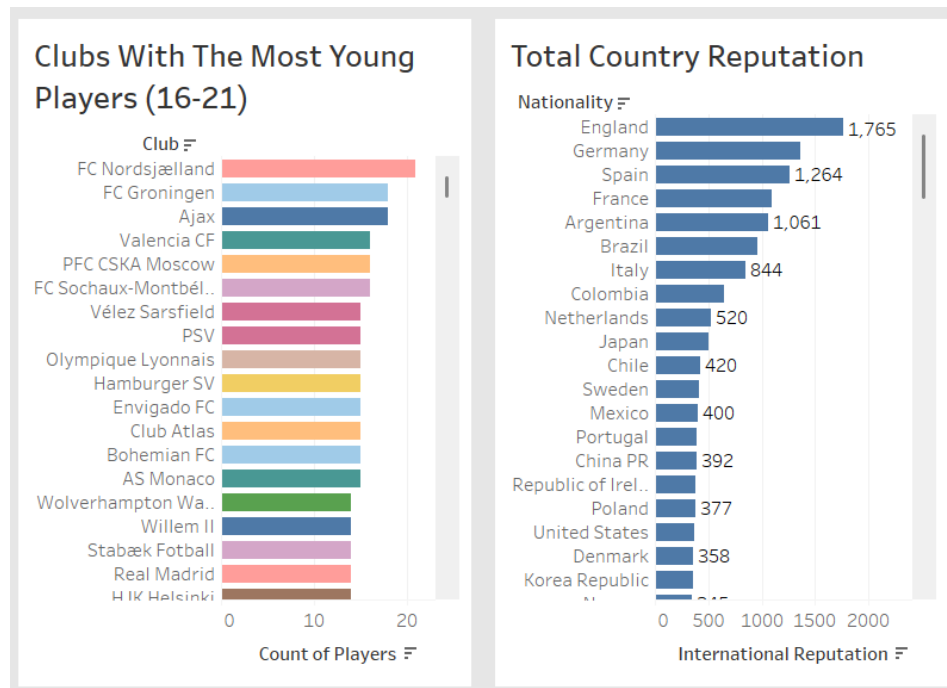
Our Approach

Data from SOFIFA (EA Sports 2021) was split across personal and game detail files and joined by player ID. We standardized field names, ensured weekly wages were numeric, and derived a formula to calculate their 5 year salary: weekly wage /7 = daily *30= monthly*12= yearly*5 = 5-year wage. We defined a Tableau Set to capture selected players and built set aware measures so the Budget Used and Budget Left update only when a user picks a player.

Because the brief focuses on "popular but attainable," we profiled player age against skill indicators and surfaced Body Type counts to inform bobblehead moulds.
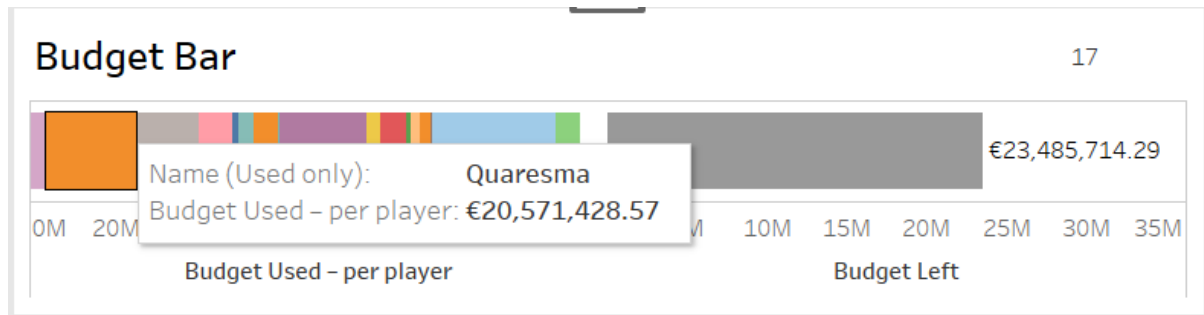
To understand where affordable talent and merch demand might cluster, we added Clubs with the Most Young Players (16–21), a quick proxy for academies/pipelines likely to sell without elite club friction, and Total Country Reputation, which rolls up international reputation points by nationality as a rough demand signal for licensing breadth.

The Player Name & Details table is the operational surface: it includes ID, name, position, age, overall, skill moves, and wage; a search box accelerates targeting. Clicking a name adds the player to the set and the rest of the dashboard does not cross filter so users can search and narrow down to commit a pick, and instantly reset their view to keep shopping.

Finally, the Budget Bar is segmented: Budget Used is stacked by selected players, while Budget Left shows how much of the 150m euros is remaining. Under the hood, a FIXED calculation locks the totals so budget math doesn't drift when you change context.

This gives finance a trustworthy, running total of committed 5 year wage obligations and a clear read on remaining headroom.

How To Use The Dashboard

Design goals were speed, clarity, and budget discipline. The top row carries the headline: "Target Players," the segmented Budget Bar, and a "Selected Player Counter" (small number in the top right of the 'Budget Bar section').
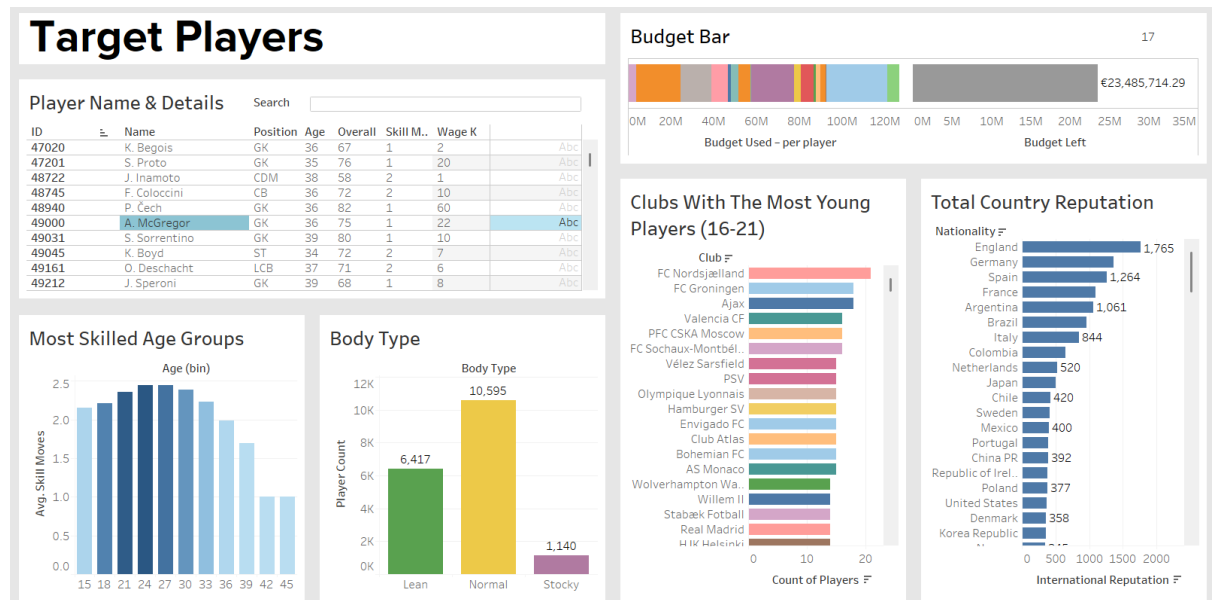
Colour is functional: distinct hues for each selected player's budget slice, a neutral grey for Budget Left, calm blues/greys elsewhere to keep focus on the money.

The Player Name & Details sheet behaves as a picker only: click = add to basket. Clicking the same players name twice empties the basket, so if you want to deselect a player press Ctrl + Z. A search box on Name sits directly above the table to find specific players fast.

Other exploratory views (Age/Skill, Body Type, Youth Clubs, Country Reputation) remain filtering panels that narrow down selection. Charts were chosen to answer board questions quickly:

• Budget Bar shows exactly who is consuming headroom and how much remains. Stacking by player makes trade-offs visible.

• Most Skilled Age Groups highlights the fan friendly showmanship window pointing toward younger, exciting signings.

• Body Type quantifies mould needs for figurines, guiding SKU planning

• Clubs with the Most Young Players (16–21) flags attainable pipelines beyond superclubs.

• Total Country Reputation surfaces nations with concentrated fan attention, aligning with licensing breadth. Net effect: a buyer's console where one or two decision makers can iteratively search, select, watch the budget move, and print the selected list without breaking the analysis each time.

Preliminary Report Findings

*   **Age Analysis**: There are **3,939** players older than 25 years of age.


```sql
--What are the names of all the players older than 25?
SELECT "Name"
FROM players_personal
WHERE "Age" > '25'
ORDER BY "Name";
```

*   **Name Duplication**: There are **3,878** unique names in the dataset, with "Felipe" being the most common name.


```sql
-- What if there are multiple players with the same name?
SELECT "Name",
COUNT(*) as cnt
FROM players_personal
WHERE "Age" > 25
GROUP BY "Name"
ORDER BY count(*) DESC;
```

*   **Player Profiles**:

    *   **L. Sigali**: Argentinian national playing for Racing Club.

	Name character (100) 🔒	Nationality character (30) 🔒	Club character varying (100) 🔒
1	L. Sigali ...	Argentina ...	Racing Club

```sql
--From what country is L. Sigali, and for what club do they play?
SELECT "Name", "Nationality", "Club"
FROM players_personal
WHERE "Name" = 'L. Sigali'
```

    *   **E. Kalinski**: 31 years old, 183cm tall, and weighs 77kg.

	Name character (100) 🔒	Height_cm numeric (5) 🔒	Weight_kg numeric (5) 🔒	Age numeric (2) 🔒
1	E. Kalinski ...	183	77	31

```sql
--What is the height, weight, and age of E. Kalinski?
SELECT "Name", "Height_cm", "Weight_kg", "Age"
FROM players_personal
WHERE "Name" = 'E. Kalinski'
```

Stakeholder Report: Market Analysis

*   **Nationality Breakdown**:

    *   **Spain**: 496 players.

	Name character (100) 🔒	Nationality character (30) 🔒
1	Ezkieta ...	Spain ...
2	Aguilera ...	Spain ...
3	Óscar Pinchi ...	Spain ...
4	Javi Hernández ...	Spain ...
5	Álvaro Tejero ...	Spain ...
6	Carbonell ...	Spain ...
7	Pol Valentín ...	Spain ...
8	Adrián Ortolá ...	Spain ...
9	Bicho ...	Spain ...

Total rows: 496   Query complete 00:00

```sql
--Who are the players from Spain?
SELECT "Name", "Nationality"
FROM players_personal
WHERE "Nationality" = 'Spain';
```

*   **Brazil**: 485 players.

	Name character (100)	Nationality character (30)
1	Cássio ...	Brazil ...
2	Jairo Farnias ...	Brazil ...
3	Lucas Galvão ...	Brazil ...
4	Antonaldo Lafor...	Brazil ...
5	Benjamin Mesei...	Brazil ...
6	Mauro Cildinho ...	Brazil ...
7	Oswaldito Cuba ...	Brazil ...
8	Jaílson ...	Brazil ...
9	Renato Rochela ...	Brazil ...

Total rows: 485   Query complete 00:0(

```
--Who are the players from Brazil?
SELECT "Name", "Nationality"
FROM players_personal
WHERE "Nationality" = 'Brazil';
```

*   **Top Country**: England leads with 871 players.

	Nationality character (30)	no_of_players bigint
1	England ...	871
2	Germany ...	534
3	Spain ...	496
4	Argentina ...	496
5	Brazil ...	485
6	France ...	458
7	Italy ...	320
8	Colombia ...	304
9	Japan ...	223

Total rows: 146   Query complete 00:

```
--How many players are there per country?
SELECT "Nationality"
,COUNT("Nationality") AS No_of_players
FROM players_personal
GROUP BY "Nationality"
ORDER BY No_of_players DESC;
```

*   **Comparative Statistics**:

```
SELECT
    'Global Players' AS Group_Category,
    ROUND(AVG("Age"), 0) AS Avg_Age,
    ROUND(AVG("Height_cm"), 2) AS Avg_Height,
    ROUND(AVG("Weight_kg"), 2) AS Avg_Weight,
    ROUND(AVG("Wage_K"), 2) AS Avg_Wage
FROM players_personal
-- avg age 25, avg height 180.6cm, avg weight
UNION ALL
--What is the average age, height, weight, and
SELECT
    'Brazil' AS Group_Category,
    ROUND(AVG("Age"), 0) AS Avg_Age,
    ROUND(AVG("Height_cm"), 2) AS Avg_Height,
    ROUND(AVG("Weight_kg"), 2) AS Avg_Weight,
    ROUND(AVG("Wage_K"), 2) AS Avg_Wage
FROM players_personal
WHERE "Nationality" = 'Brazil'
-- avg age 28, avg height 180.46cm, avg weight
UNION ALL
--What is the average age, height, weight, and
SELECT
    'Spain' AS Group_Category,
    ROUND(AVG("Age"), 0) AS Avg_Age,
    ROUND(AVG("Height_cm"), 2) AS Avg_Height,
    ROUND(AVG("Weight_kg"), 2) AS Avg_Weight,
    ROUND(AVG("Wage_K"), 2) AS Avg_Wage
FROM players_personal
WHERE "Nationality" = 'Spain';
```

	group_category text	avg_age numeric	avg_height numeric	avg_weight numeric	avg_wage numeric
1	Global Players	25	180.60	74.91	10.75
2	Brazil	28	180.46	75.65	19.69
3	Spain	26	180.31	73.91	17.66

Summary

Brazilian players are on average older (28 vs 25) and command significantly higher wages (€19.69k vs €10.75k) compared to the global average. Spanish players also show higher average wages (€17.66k) and slightly higher age (26) than the global pool.