

# THE 2022 EUROPEAN SUMMER TRANSFER WINDOW ANALYSIS

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# ANALYSIS BACKGROUND

A transfer window is a period during the year in which a football club can transfer players from other playing staff into their playing staff. Many football teams transfer new players to strengthen the team and obtain capital by selling or loaning their players to other clubs.

In Europe, the transfer window is divided into 2, the Summer Window / Pre-season Window (10 June – 1 September) and the Winter Window / Mid-season Window (1–31 January).

To find out interesting facts on the Summer 2022 transfer market in Europe, the author conducted an exploratory analysis of the volume of player transfer transactions from July–September 2022 and the teams that made player transactions.



**SUMMER**  
**TRANSFERS**  
**» 2022-23 «**

# PURPOSE OF DATA ANALYSIS



Find out about the transfer volume and player descriptions in the 2022 Summer Window in the European Leagues.



Find out which teams significantly impact the 2022 Summer Transfer Market in the European Leagues.

# DATA SOURCE

The data used in this analysis comes from the "Football Transfer window from July to September" dataset by Muhamed Sayed (<https://www.kaggle.com/datasets/mohamedsiika/football-transfer-window-from-july-to-september>), with the addition of the region and continent of the player's home club and destination club.

# DATA PREPARATION

## Data Cleaning

- Missing Value
- Typo Checking
- Duplicates
- Outliers

## Analysis

- EDA
- Root Cause Analytics
- Transfer and League Segmentation

## Generate Insights & Facts

Get team and league preferences about transferred player

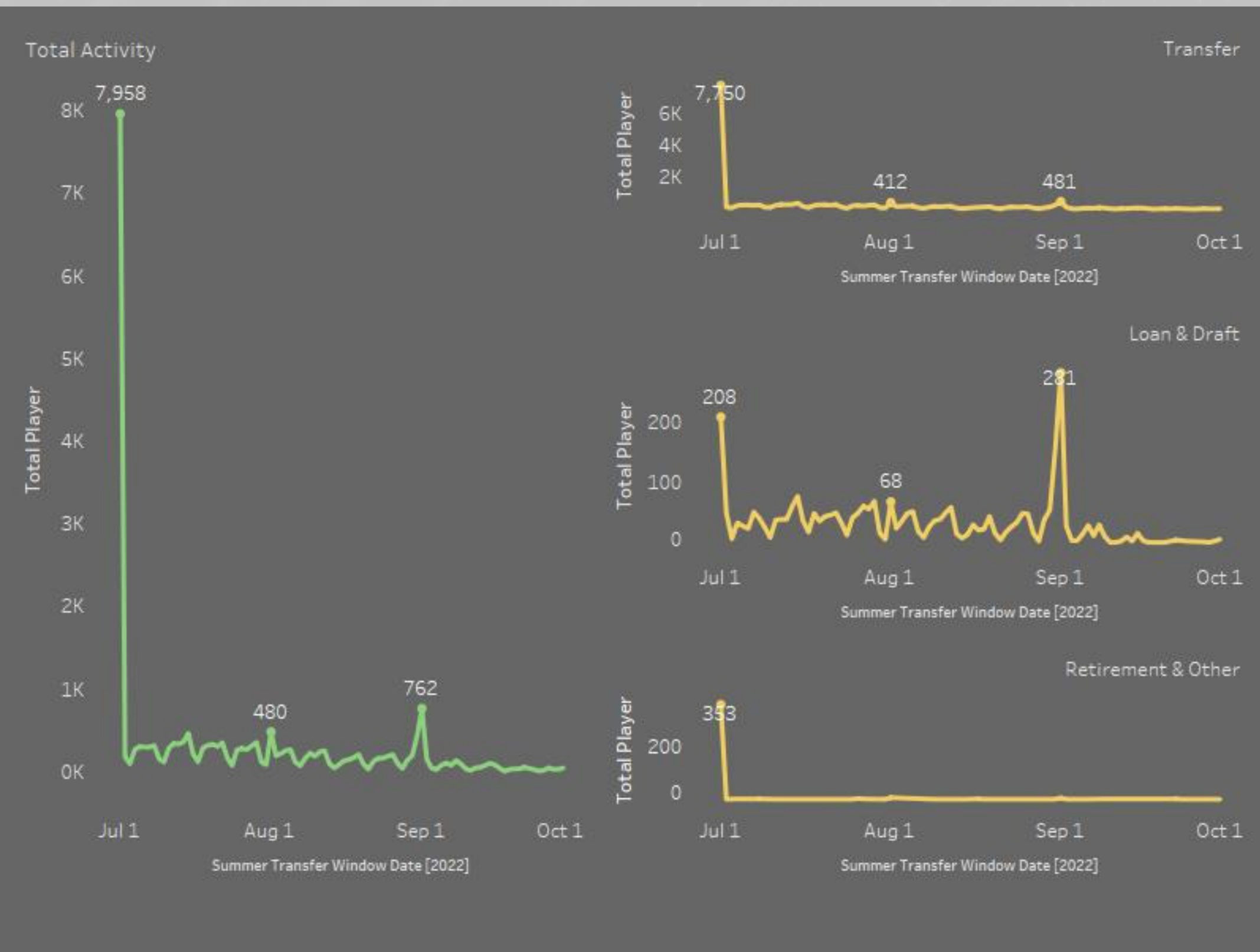
## Data Visualization

- Dashboard
- Presentation



# TRANSFER ACTIVITY VOLUME

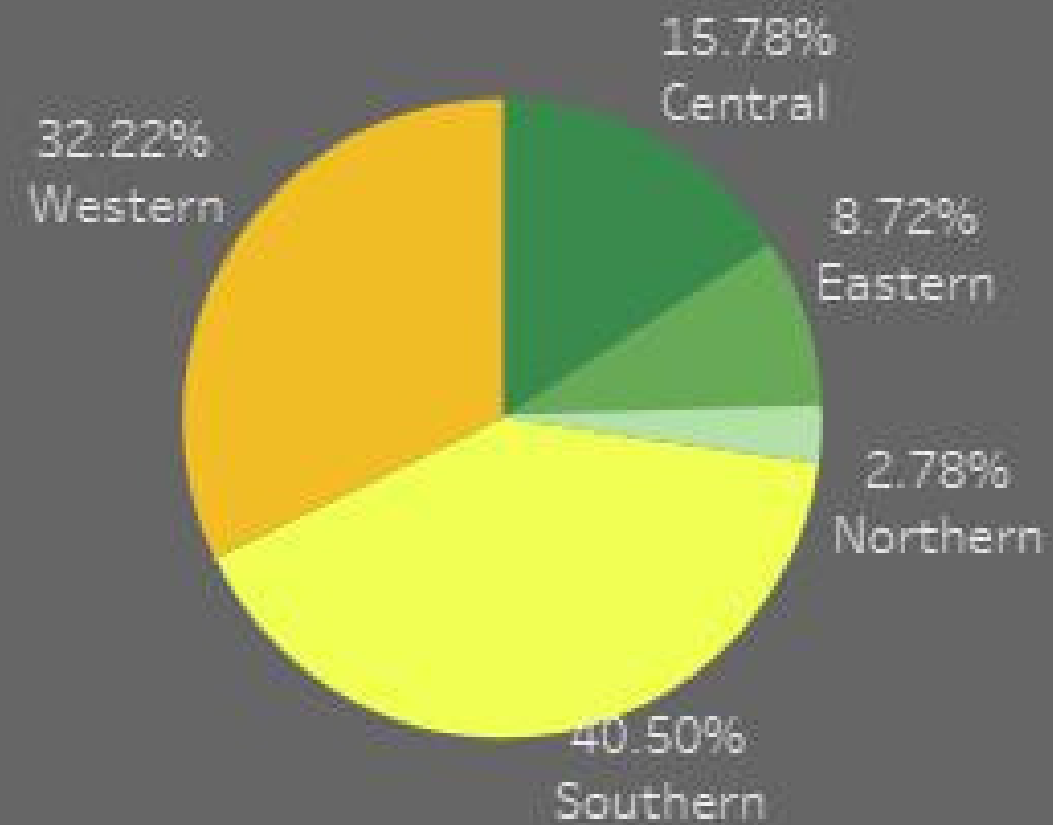
In the 2022 summer transfer window, the largest player transfer volume occurred on July 1, 2022, which amounted to 7,958 player transfers, which were divided into 7,750 players in the form of transfers (97.4% of Total) and 208 players in the form of loans/drafts (2.6% of Total). 353 players retired, out of contract, or for unknown reasons leave the team. Especially in the case of Loan/Draft, the peak of player lending occurred on September 1, 2022, with a total of 281 players.



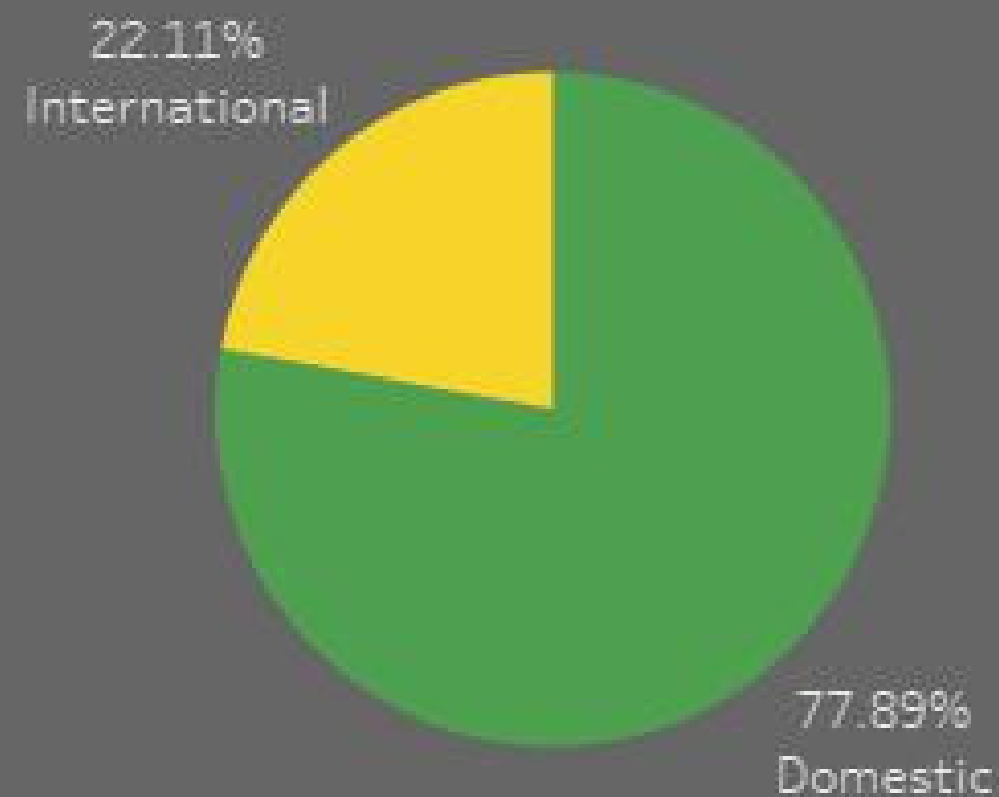
# TRANSFER ACTIVITY DESCRIPTIONS

In the 2022 summer transfer window, the largest player transfers came from clubs from the Western and Southern Europe regions, which amounted to 72.72% of the total player transfers in Europe. Domestic player transfers still dominate, amounting to 77.89% of the total transfers, and the rest is the transfer of players to clubs in other countries (International).

Player Transfer (Based on League Country Region)



Player Transfer (Based on Scale Type)



# IN THE 2022 EUROPEAN SUMMER TRANSFER WINDOW.....

**€8,951,680,000** of total club transfer income,  
**HIGHER** than...

**Congo GDP**  
**(€8,678,319,769)**



**14 Azzam Superyacht**  
**(14 x €598,443,000)**



**65 F-35B Lightning II**  
**(35 x €135,447,599)**



**Even if we put 50 euro notes as equivalent to the total European club transfer income in a row, then the length of the string of notes is 25064.7 km, almost two times the diameter of the earth!**





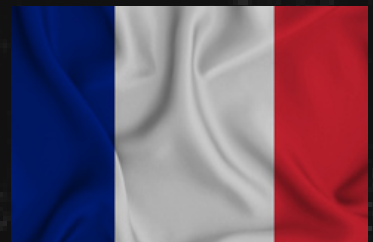
# TOP 5 EUROPEAN COUNTRIES WITH HIGHEST TOTAL CLUB TRANSFER INCOME



€1,511,550,400



€1,355,127,300



€877,732,600



€789,033,300



€569,800,000

# TOP 5 EUROPEAN LEAGUES WITH THE HIGHEST TOTAL CLUB TRANSFER INCOME



€886,376,000



€790,738,000



€747,624,300



€595,299,300



€474,045,000

# TOP 5 EUROPEAN COUNTRIES WITH HIGHEST TOTAL CLUB TRANSFER EXPENDITURE



€2,397,133,600



€1,187,305,100



€856,830,800



€659,328,500



€550,632,000

# TOP 5 EUROPEAN LEAGUES WITH THE HIGHEST TOTAL TRANSFER EXPENDITURE



€2,182,090,000



€668,570,000



€573,057,900



€554,679,000



€474,830,000



# TOP 5 HIGHEST TRANSFER VALUES IN 2022 SUMMER TRANSFER WINDOW



Antony (Ajax Amsterdam ⇒ Manchester United)  
Right Winger (BRA)  
**€95,000,000**

Wesley Fofana (Leicester City ⇒ Chelsea)  
Center Back (FRA)  
**€80,400,000**



Aurélien Tchouaméni (AS Monaco ⇒ Real Madrid)  
Defensive Midfielder (FRA)  
**€80,000,000**

Darwin Nunez (Benfica ⇒ Liverpool)  
Center-Forward (URU)  
**€80,000,000**

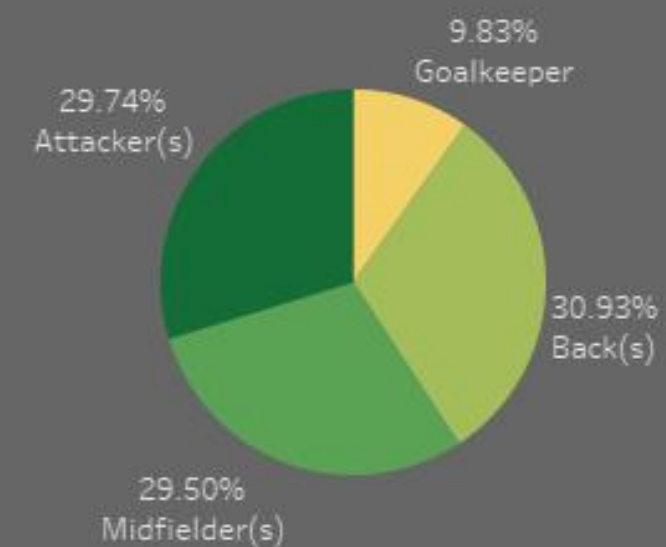


Casemiro (Real Madrid ⇒ Manchester United)  
Defensive Midfielder (BRA)  
**€70,650,000**

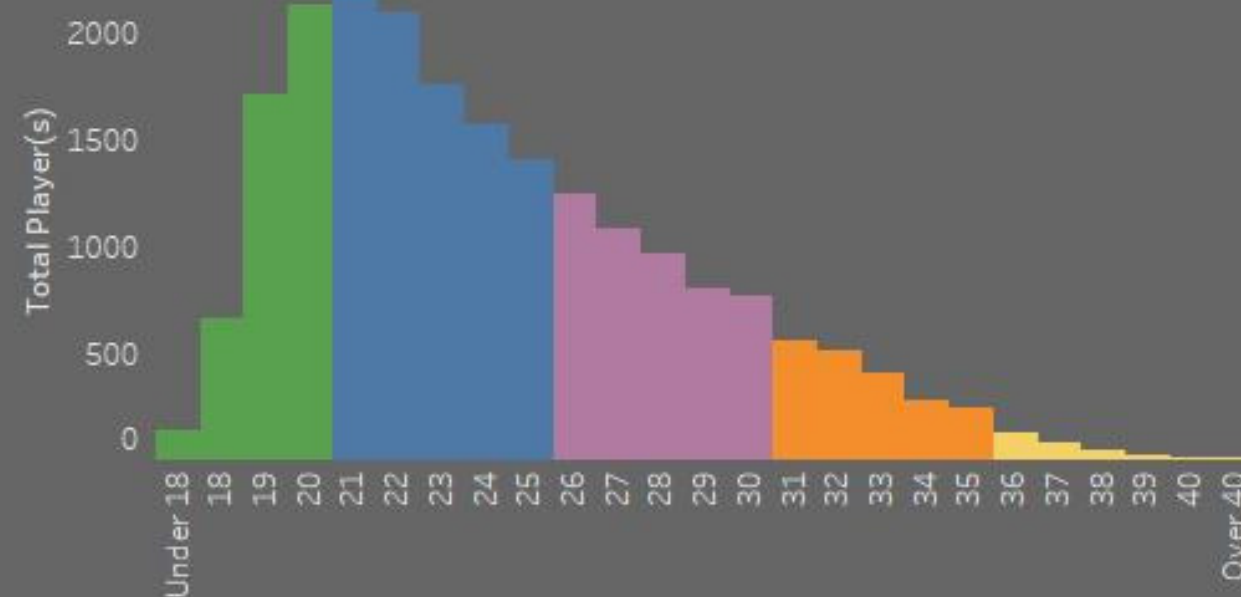


# TRANSFERRED PLAYER DESCRIPTIONS

Transferred Player (Based on Position)

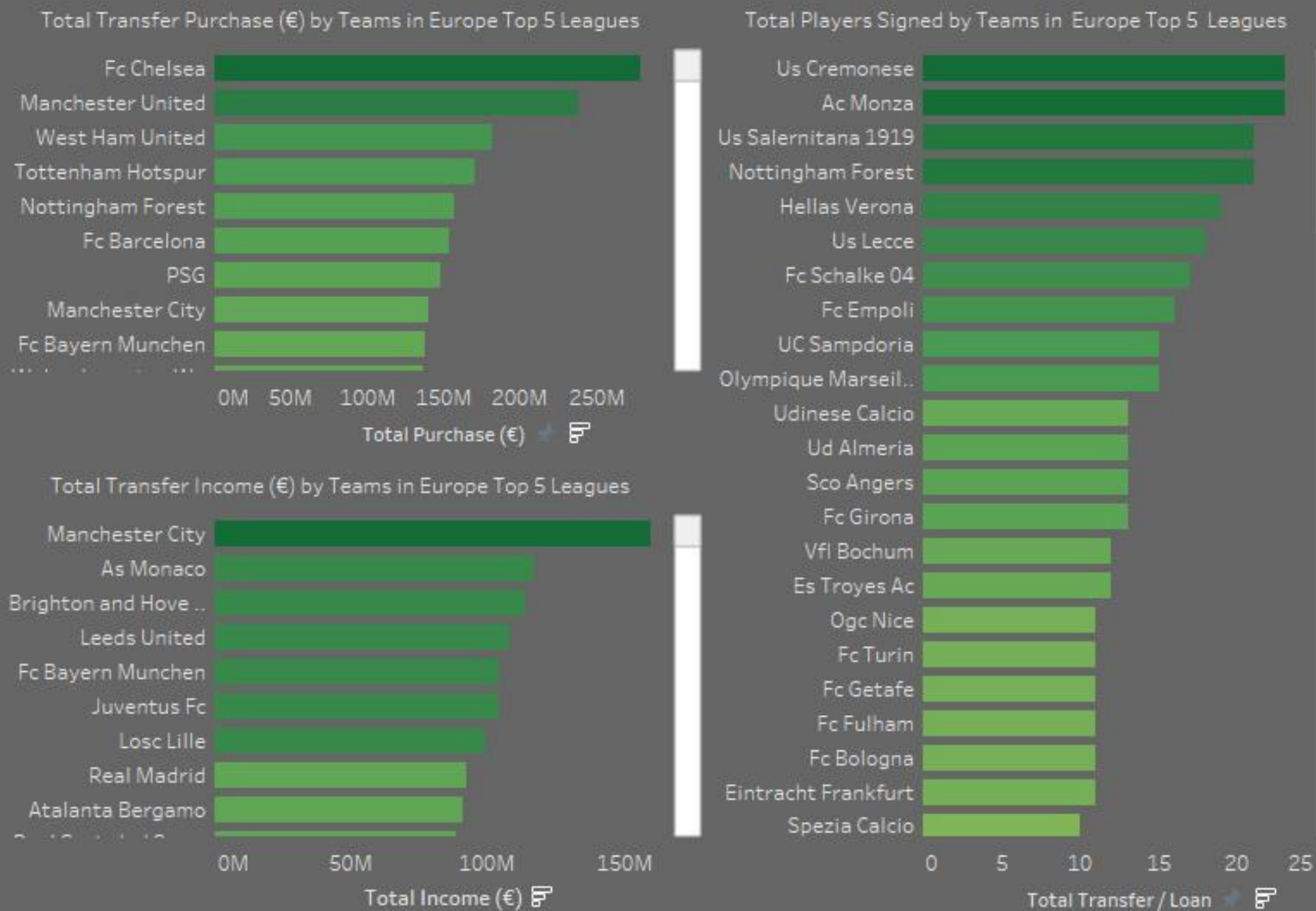


Total of Transferred Players in European Leagues Based on Age



The largest number of players transferred in the 2022 summer transfer window were in the age range of 20–22 years, with the youngest age being 15; and the oldest being 45. The back position is the most transferred type of player position, which is 30.93% of the total transferred players.

# FOOTBALL TEAMS ACTIVITY DESCRIPTIONS



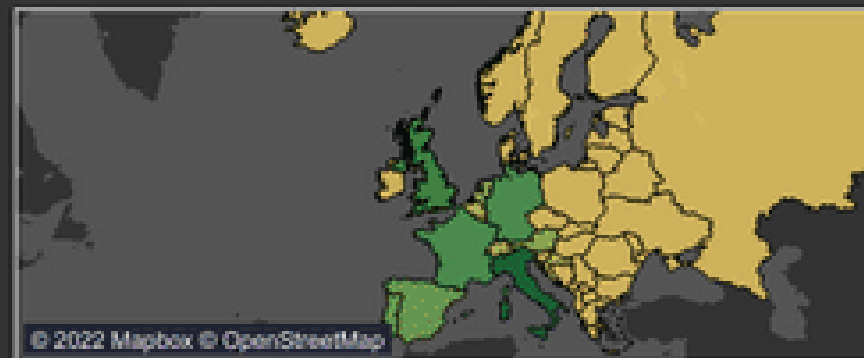
At clubs in the Top 5 leagues in Europe, the promoted teams became the teams with the most player purchases, for example, US Cramonense and AC Monza (Italy) with Nottingham Forest (England). Seven of the top 10 teams with the most purchases in the European league are from the Italian Serie A.

While in terms of transfer value and income, clubs from the English League have the most significant number. Manchester City has the largest transfer income (€159,900,000), while Manchester United has the largest transfer expenditure (€278,990,000).

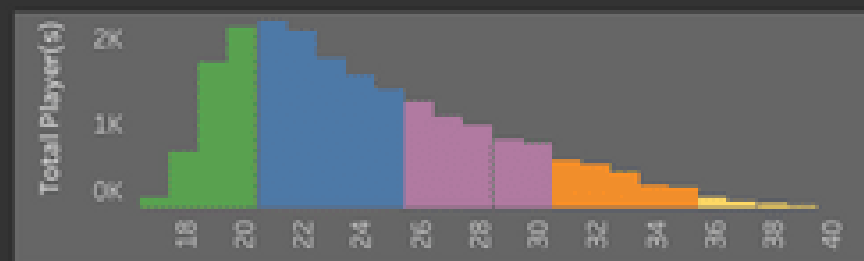
# DATA DASHBOARD

## 2022 European Summer Transfer Window

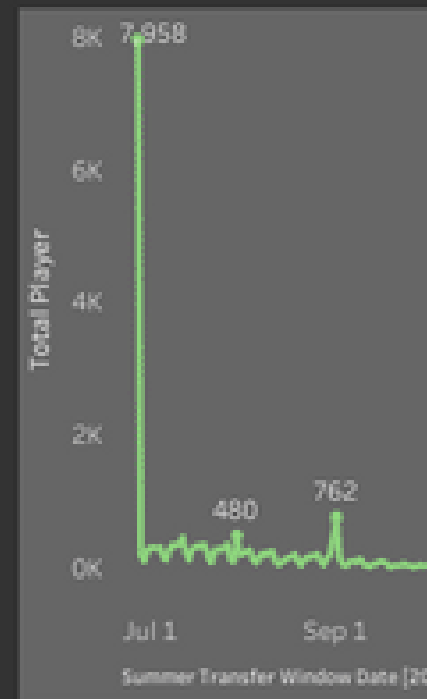
Total Income Earned by Teams Based on Country



Total of Transferred Player in Europe Leagues Based on Age



Total Activity



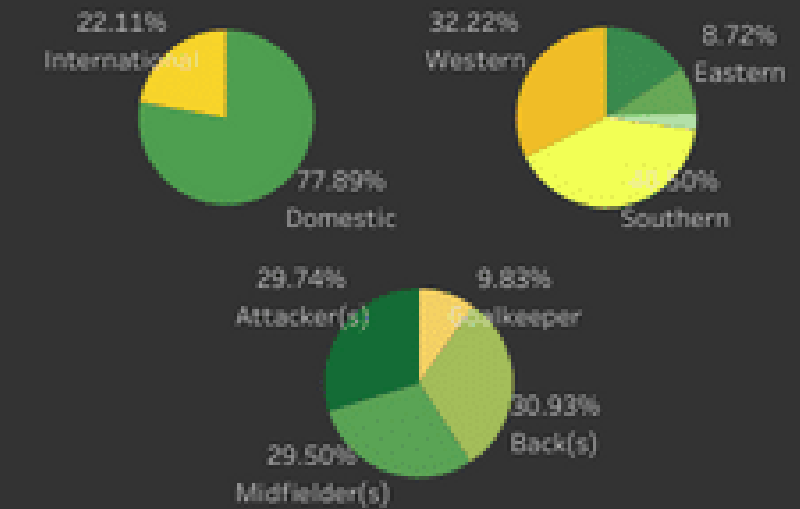
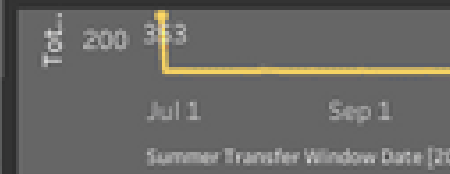
Transfer



Loan & Draft



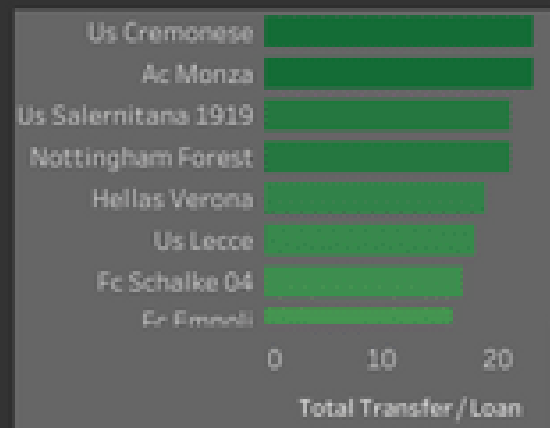
Retirement & Other



Top 5 Players with Highest Transfer Value



Total Players Signed by Teams in Europe Top 5 Leagues



Total Transfer Purchase (€) by Teams in Europe Top 5 Leagues

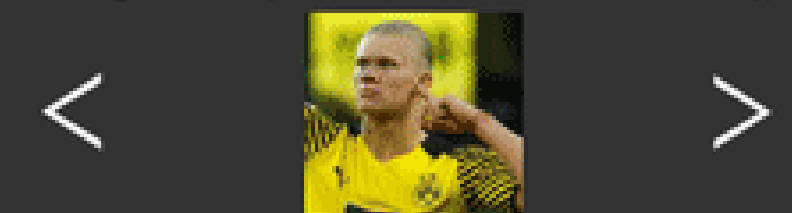


Total Transfer Income (€) by Teams in Europe Top 5 Leagues



Most Anticipated Transfer

Erling Haaland (Borussia Dortmund → Manchester City)



Manchester City activated the Norway striker's release clause, and the player will join on July 1 for €60 million. The Norway international has signed a five-year deal with the Premier League champions.

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**THANK YOU  
VERY MUCH!**

**LINKED UP WITH ME**



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