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## **THE FIFA WORLD CUP**

Descriptive Analytics and Visualization

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## Introduction

The FIFA World Cup, often simply called the World Cup, is the biggest international soccer competition contested by the senior men's national teams. The championship has been awarded every four years since the first tournament in 1930, except in 1942 and 1946 when it was not held because of the Second World War. The current champion is France, which won its second title at the 2018 tournament in Russia.



The 21 World Cup tournaments have been won by eight national teams. Brazil have won five times, and they are the only team to have played in every tournament. The other World Cup winners are Germany and Italy, with four titles each; Argentina, France and

inaugural winner Uruguay, with two titles each; and England and Spain with one title each. Since the first World Cup, 17 countries have hosted the event.



## Exploratory Analysis

Soccer is my most favorite sport that I can even play it 7 days a week when I was a kid. The first World Cup I watched is in 1994 which hosted by the United States, when I was a six years old boy and the match is shown at around 3am. I pretended to be the players like Ronaldo, Beckham and played with the balls in my playground every afternoon.

Now, I'm studying data visualization at an American school, so I'm very excited to combine what I learned with what I love in my life. When analyzing those data, finding pictures, viewing the statistics, it brings back a lot of good memories with me. Working with these data sets, I'm going to visualize a story of one of the most prestigious soccer events in the world, and the most memorable sport event in my life.

I got this dataset from FIFA World Cup archive website. However, the most recent World Cup has just happened a few months ago, so the detail data for matches in World Cup 2018 haven't been added to the file and I need to get a separate data file.

Those datasets contain:

- World Cup overall history, including Years, Country Hosted, Winner Country, Runners-Up, Total Goals, Number of Matches and Attendance. The original dataset does not have information for World Cup 2018, so I added it manually.
- World Cup matches, including Participated Teams, Date, Stadium, City, and some statistics about the matches.
- World Cup Players, including Name, Shirt Number, Coach name, Event in the match: Goal, Yellow / Red Cards, etc.
- World Cup 2018 matches statistics file.

Following are some exploratory analysis cases to be done with the datasets:



Countries which hosted the World Cup and won the World Cup



World Cup statistics and facts like total goals, matches, attendance...



Players statistics in World Cup history



The most recent result of the tournament – World Cup 2018

During the process of visualizing data, there will be more analysis for me to consider with those data sets.



## **Detail Analysis**

### THE AUDIENCE

The World Cup was first televised in 1954 and it is now the most widely viewed and followed sporting event in the world. So, I believe that my story of the FIFA World Cup will fit many types of audience, even who doesn't watch soccer regularly. The soccer lovers, the fans who not know much about soccer but like to enjoy the thrill of the match, the sports journalist, and the sports data analyst can also have a little bit reference for their works.

### RELATIONSHIP TO THE AUDIENCE

I'm a data analyst which want to tell the stories about one of the most attractive sport events in the world, which has more than half of global population viewers during the latest event in 2018. (3.572 billion - source: FIFA.com).

### EXPECTATION FROM AUDIENCE

Through my data analysis, I hope that everyone will have a magnificent picture of the World Cup in their mind. The event's diversification of teams from all five continents with

their national spirit, the engagement of the matches with all biggest soccer stars in the world, all contributes to make the World Cup is the most honorable sport competition in the history.

I'm expecting the sports journalists will get more ideas for more publications and the data analysts also have a reference to their jobs in data visualization.

### USING MY DATA

A good visualization will make the data be better processed in our brain. According to the datasets, I will analyze and compare the attributes based on Countries, players and years of events. I'm also going to watch some videos about the World Cup history to get more ideas for making better visualizations. I hope the audience would feel enthusiastic when watching my visuals as my feeling while creating them!



## Story Boarding

### **The World Cup history**

Show a timeline of the World Cup from the first in 1930 to the most recent in 2018

### **The Host Countries**

FIFA World Cup have travelled around the world. Who's the friendly hosts?

### **The Winners**

We are the champions!  
Only 8 countries have won the title in World Cup in history

### **The Facts**

Matches, Players, Coaches, Goals, Cards, Attendance and more statistics about the World Cup.

### **World Cup 2018**

The most recent event in a nutshell with some information of the teams and the matches

### **Sources and Notes**

## Final Thoughts

In the middle of one of the biggest sporting events in the world, if you're a big fan of the Beautiful Game, chances are you know some common stats. But I think you could always learn more by viewing my exciting World Cup data visualizations for facts, match history, player info, soccer knowledge, and results.

I like how people take advantage of the data and try to visualize them in the different ways. I'm going to follow this approach, and I believe that I will learn a lot and provide some good visualizations during this project.

