

BI Project | Analyzing and Visualizing Data with Tableau

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INTRODUCING THE

FIFA 18

DATASET

About the Dataset

- FIFA 18 is an installment in the FIFA video game franchise, a series of football simulation games released for several video game consoles
- FIFA (Fédération Internationale de Football Association) is the international football association that hosts the World Cup and acts as the sport's global governing body

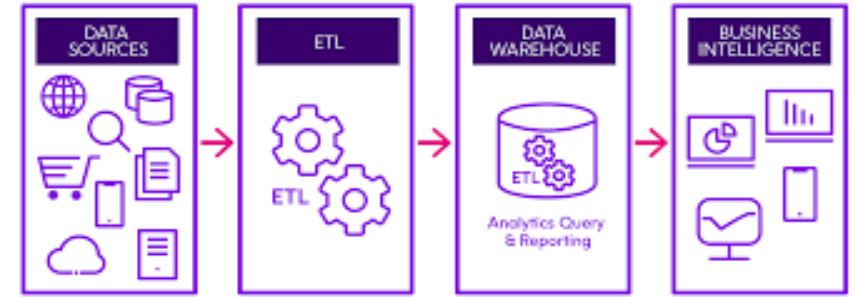


About the Dataset Cont'd

- The dataset was found on Kaggle and contains every player and team featured in FIFA 18, with several key datapoints like:
 - Player attributes (agility, aggression, dribbling, finishing, goalkeeping)
 - Personal data (age, nationality)
 - Team info (club name, team size)
 - And more... (wage, overall rating, potential)



Working with the Dataset



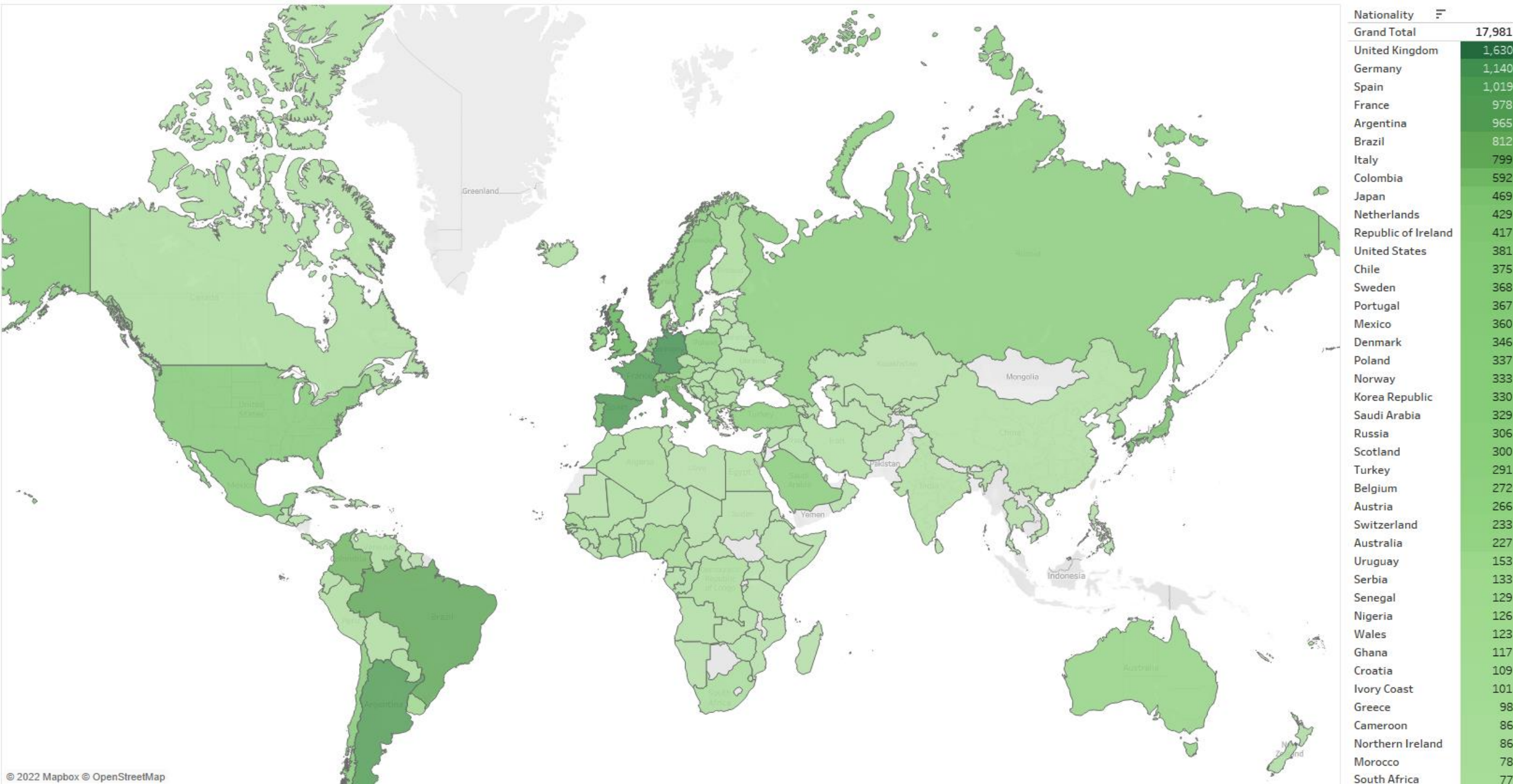
- Project Workflow
 - Started with extracting and transforming the dataset
 - Then connected and loaded the cleaned dataset into Tableau
 - Developed insightful questions to retrieve from dataset
 - Created meaningful data visualizations to answer questions, with the data viz's acting as visual support and justification
 - Compiled worksheets and dashboards made to tell a story about the data, and what discoveries were made

Data Insights

DEMOGRAPHICS

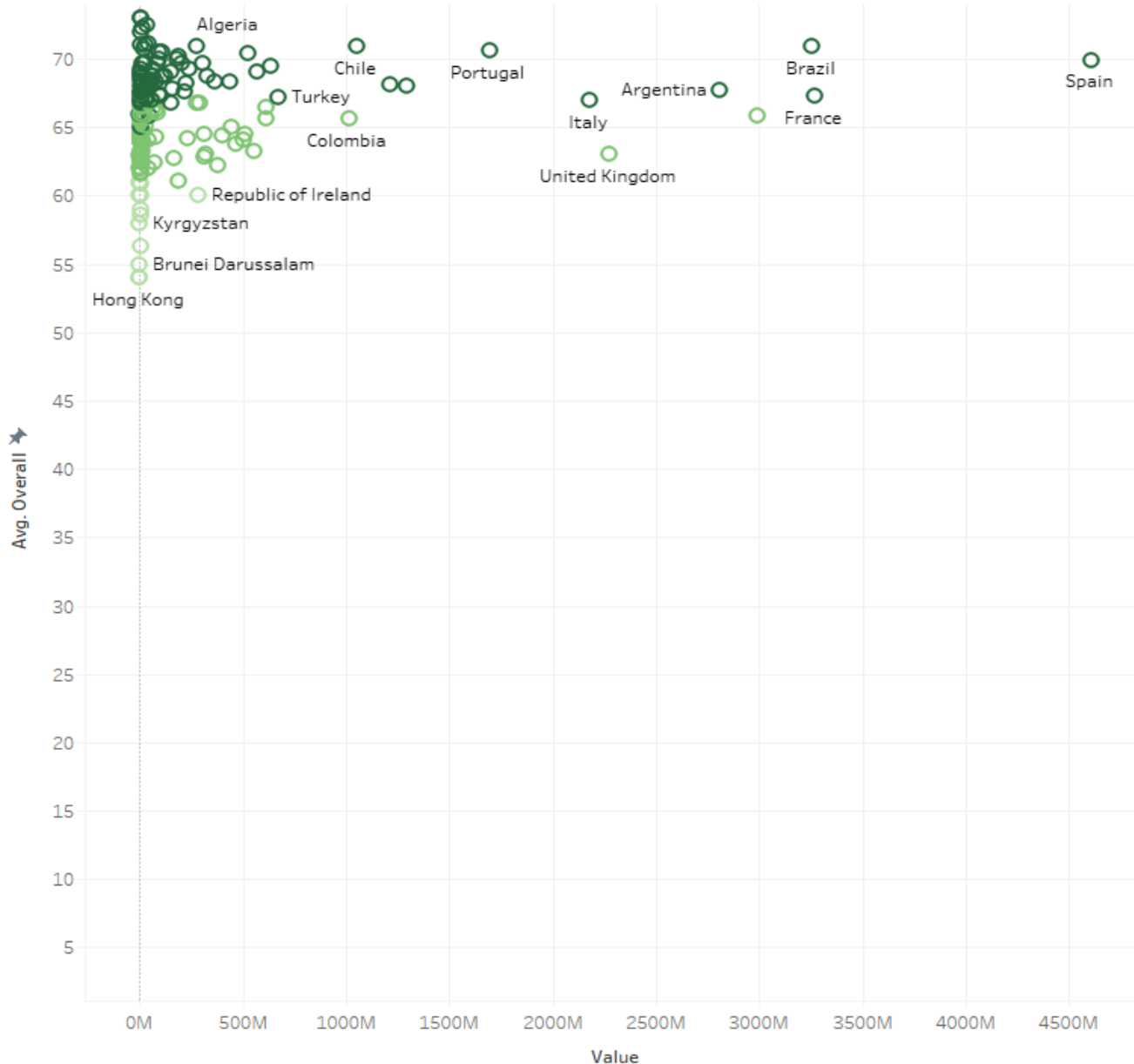


Number of Players by Country



Ratings/Value by Country

Rating and Value by Country



- Spain, on average, produced some of the best players (based on player rating), whom also received some of the largest contracts (value)
- This is just an average, as talented players can be outliers and come from countries not known for producing highly rated players

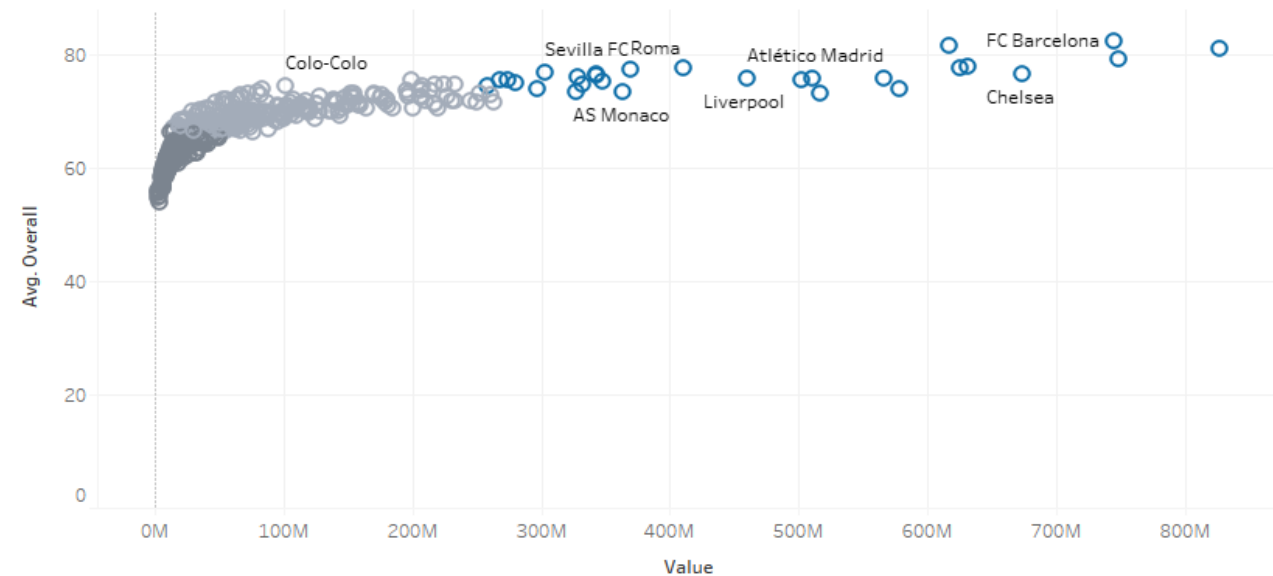


Data Insights

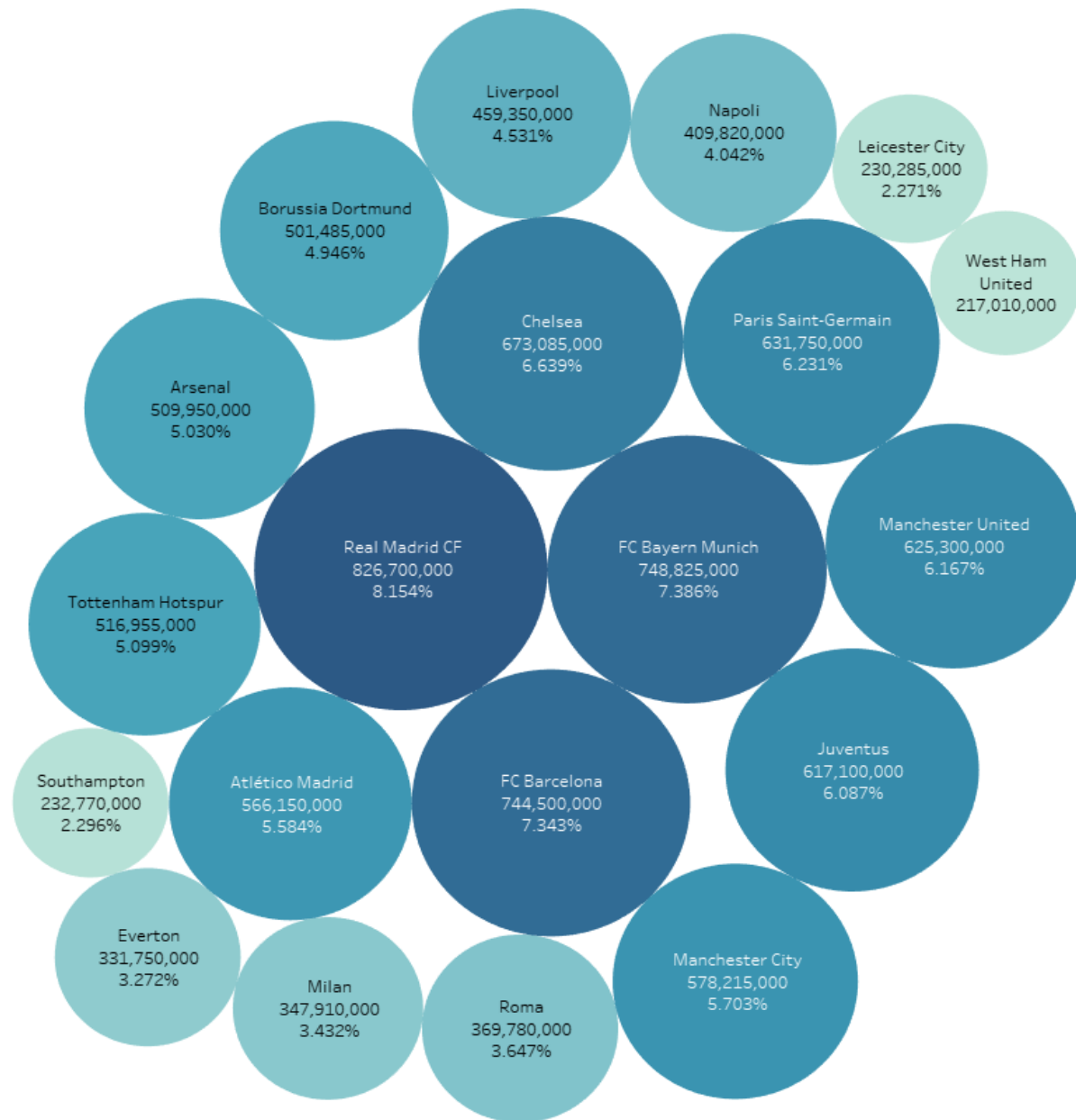
TEAMS

At a Glance

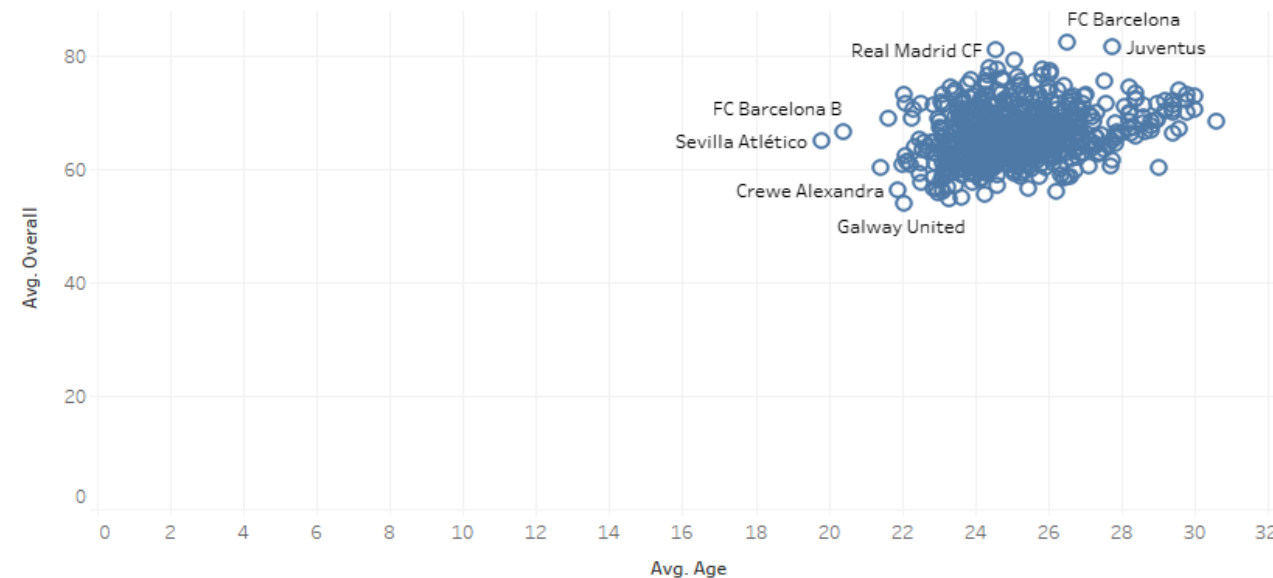
Teams by Avg Overall Rating and Value (€)



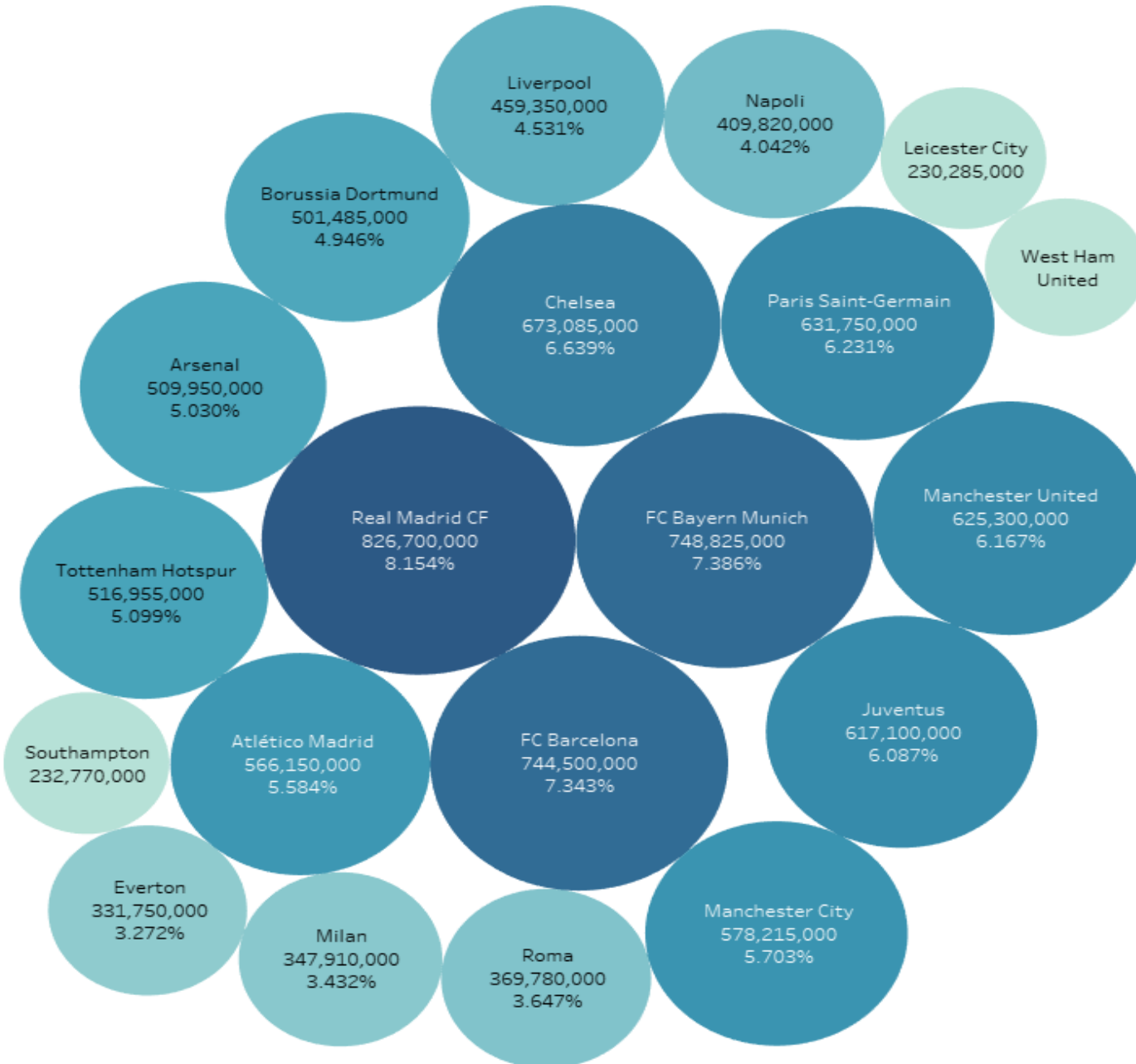
High Value (€) Teams



Avg Team Age and Value



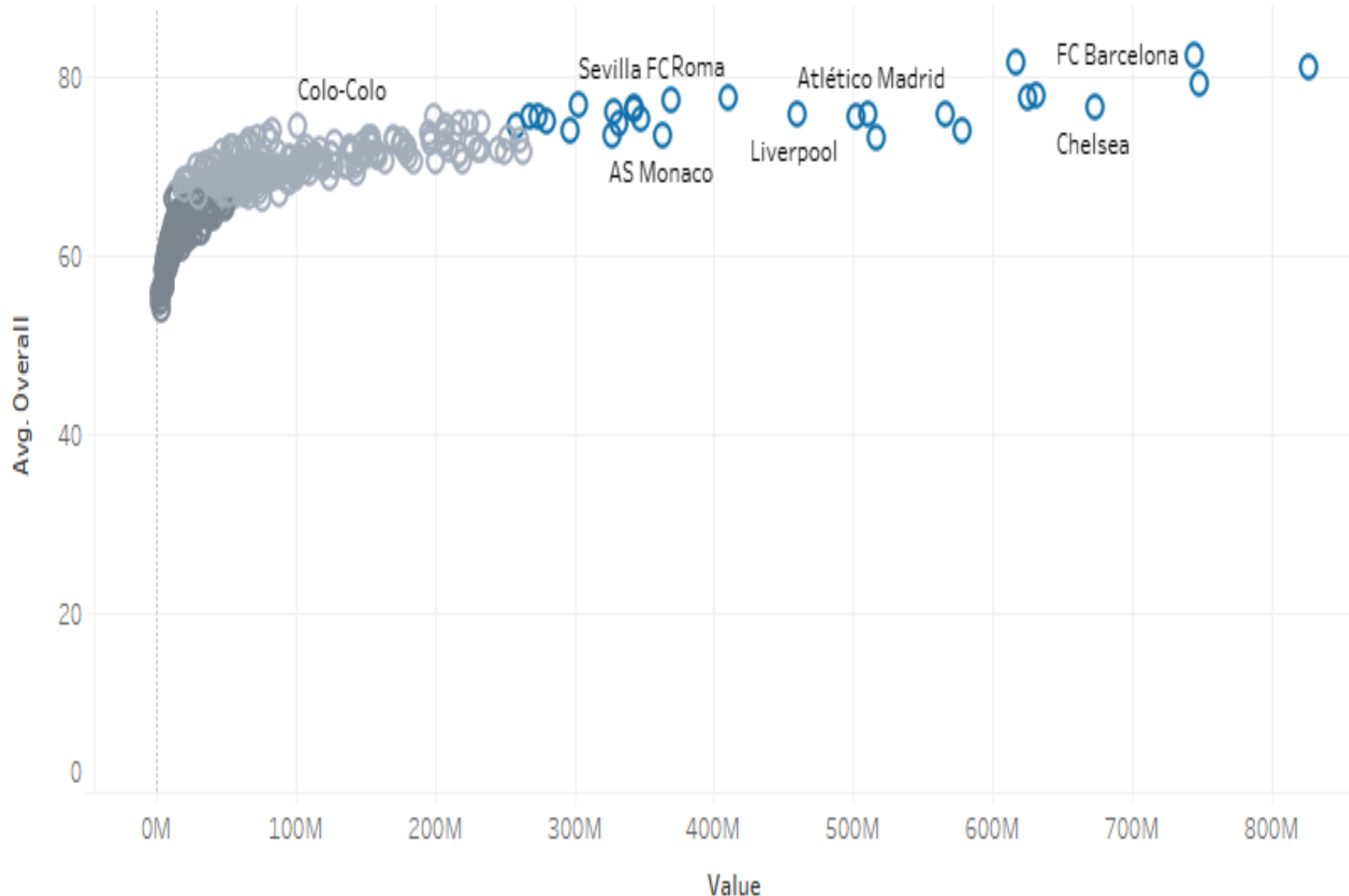
Team Total Value



- Real Madrid makes up 8% of the top 20 most valuable clubs by player value
- Worth a staggering €826,700,000
- Does an expensive team mean a better team?

Overall Rating/Value by Team

Teams by Avg Overall Rating and Value (€)



- Mentioned previously, Real Madrid CF is the most valuable club
- But they also have the highest average overall rating of 81, meaning their team has some of the highest rated and most talented players
- So yes, an expensive team technically can mean a better team, if the definition of better is a higher rating

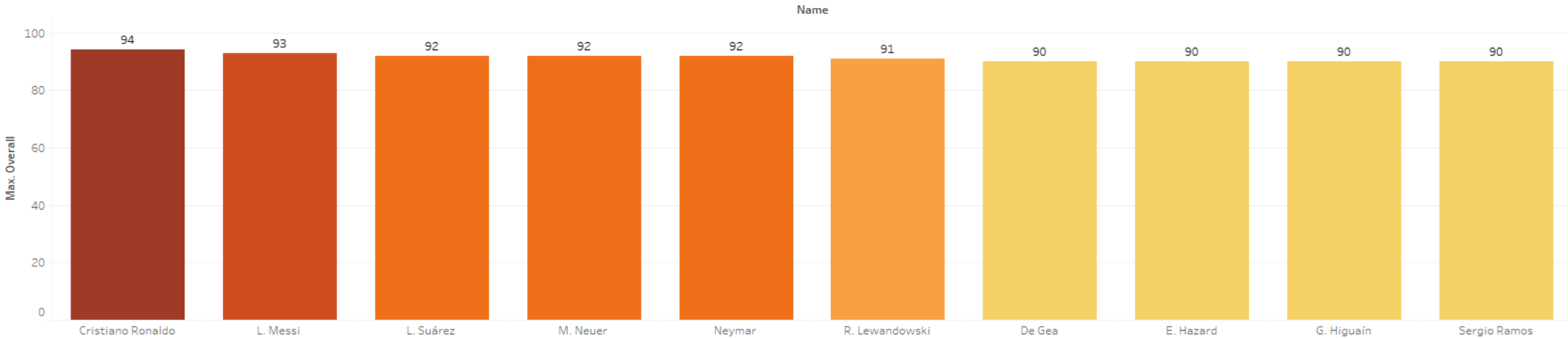
Data Insights

PLAYERS

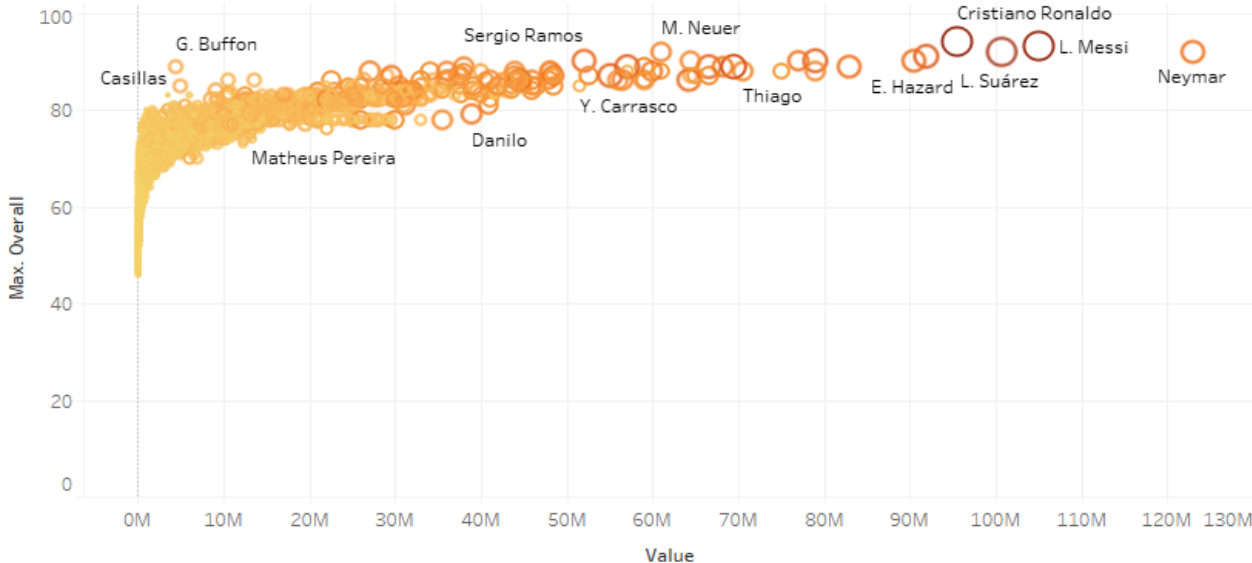


At a Glance

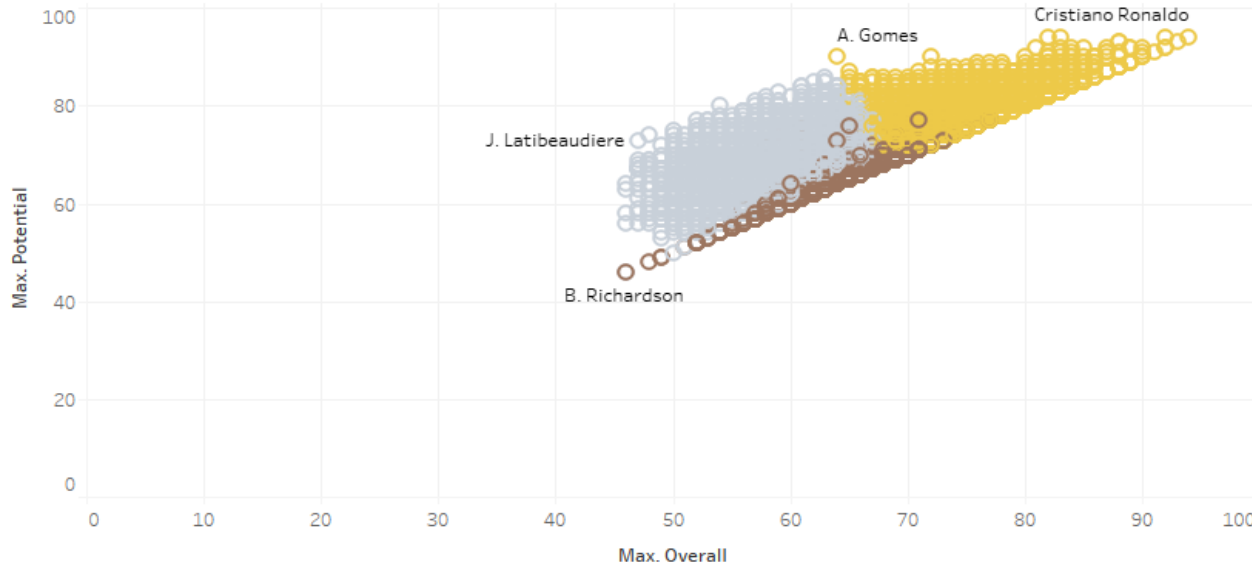
Top 10 Players by Overall Rating



Players by Value (€) and Overall Rating

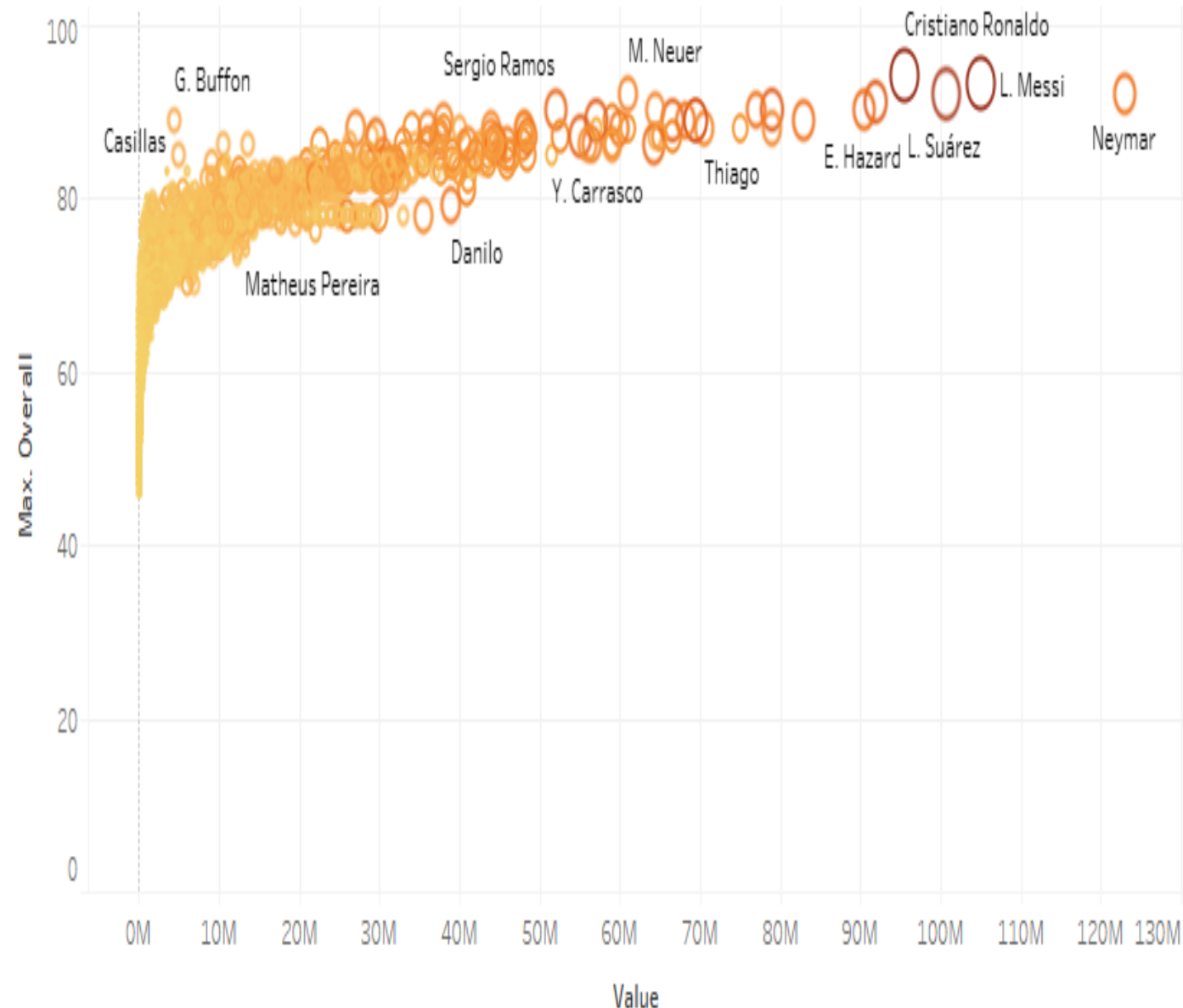


Age and Potential

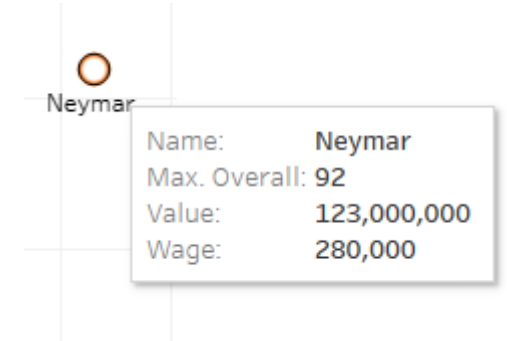


Players by Value/Overall Rating

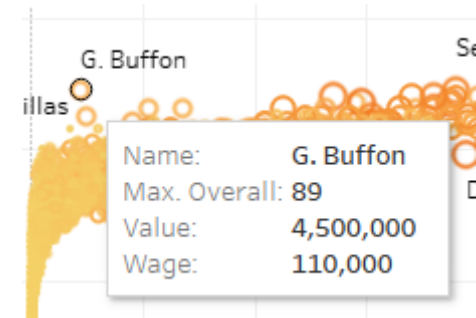
Players by Value (€) and Overall Rating



- The higher the players rating, the more likely they are to be given a higher value, especially as teams will shell out money to try and trade for the most talented



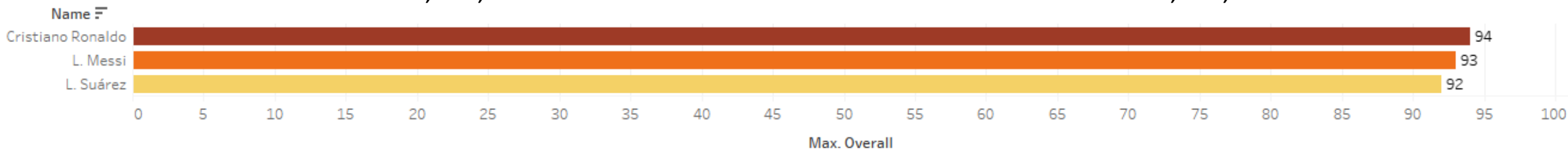
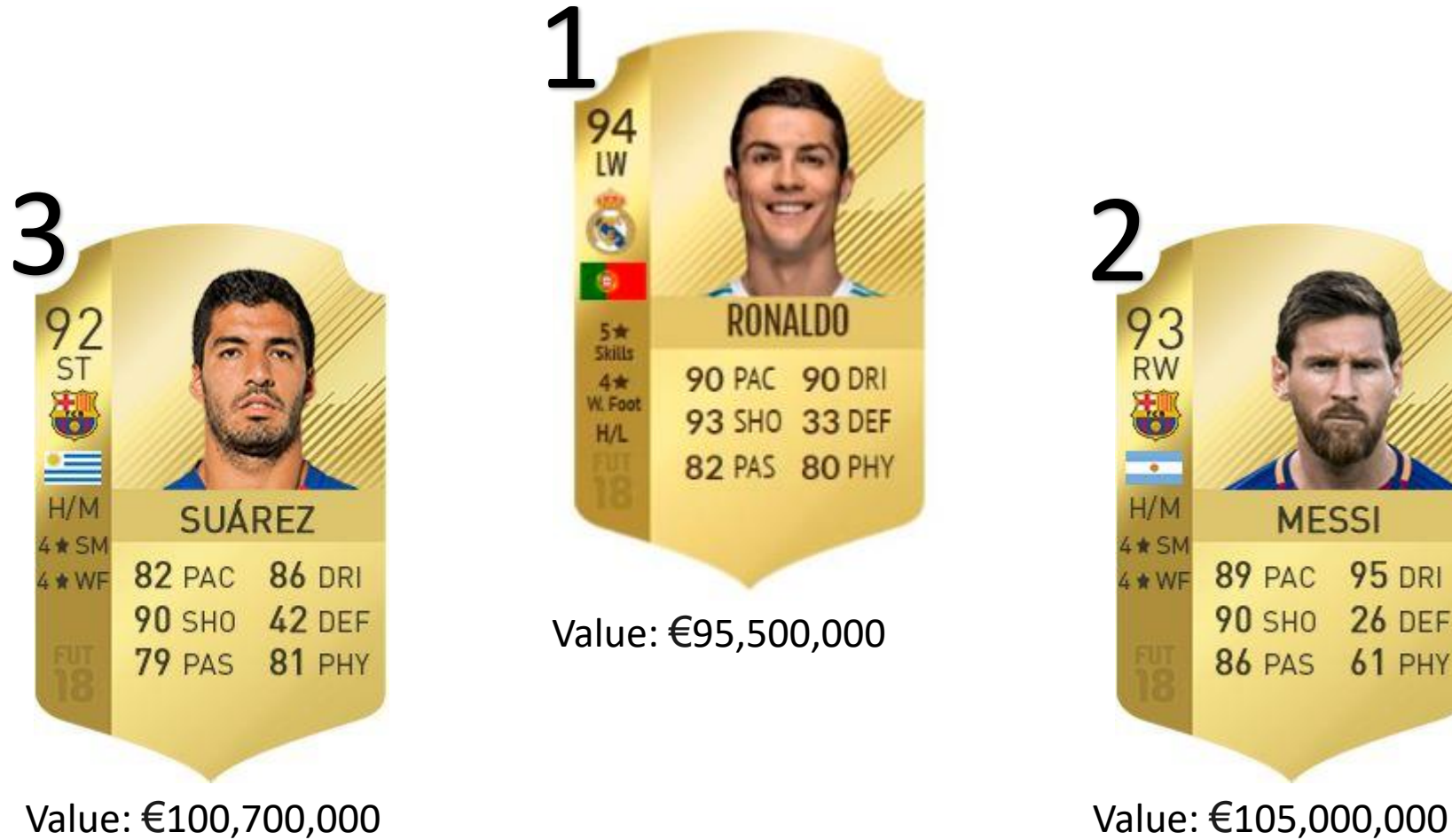
- Some players have very high ratings but are valued less, meaning some teams may be getting very good deals on certain players



Spread of Players by Rating

Tier	Number of Players	Percent of Total
S-Tier (90+)	11	0.06%
A-Tier (80-89)	508	2.83%
B-Tier (70-79)	5238	29.13%
C-Tier (>69)	12224	67.98%

Top 3 Players by Rating

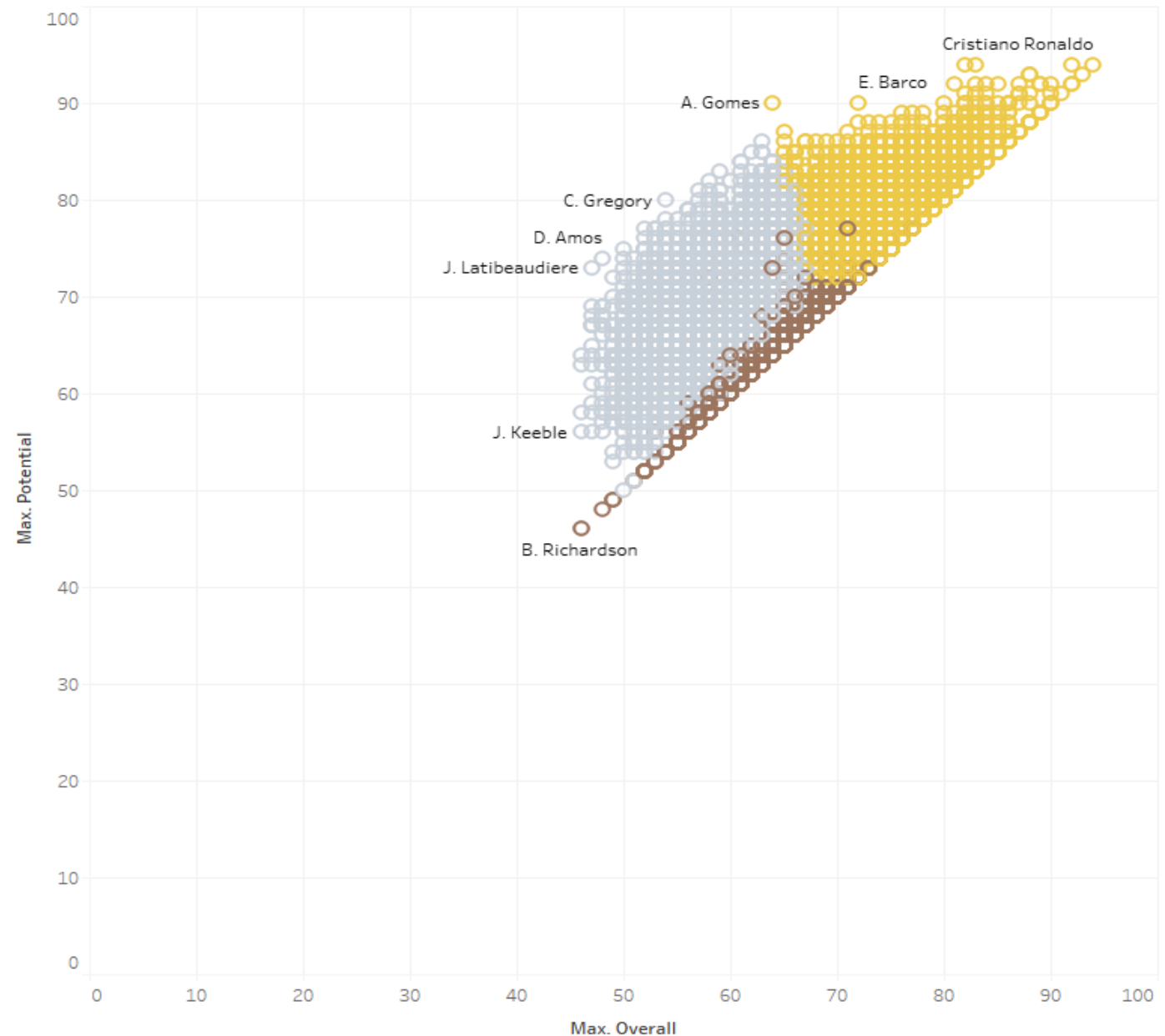


Players by Age and Potential

- Used clustering to help group and identify groups of players by their age, rating, and potential
- There are many young players who have not yet reached their prime, meaning some of them will vastly improve their overall rating as they age
- Which player has the highest overall potential? Who will be the next star?

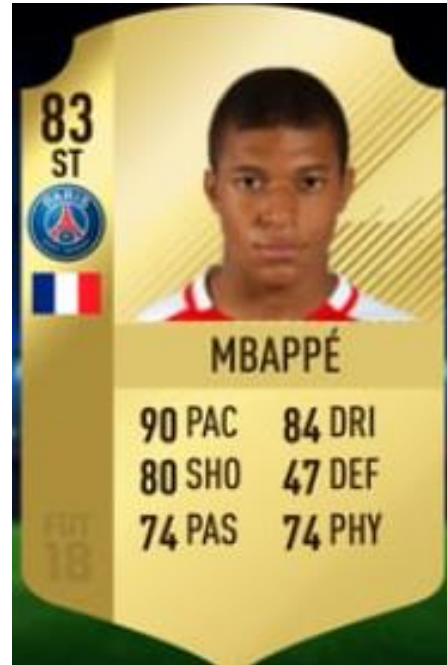
Clusters	Number of Items	Centers		
		Max. Age	Max. Overall	Max. Potential
Cluster 1	6083	21.063	59.96	69.81
Cluster 2	5960	29.525	66.931	67.513
Cluster 3	4932	25.297	73.677	77.788

Age and Potential



Top Player by Potential Kylian Mbappe

FIFA 18 Potential Rating



	Cristiano Ronaldo
s	K. Mbappé
Clusters (2):	Cluster 3
Name:	K. Mbappé
Max. Age:	18
Max. Overall:	83
Max. Potential:	94

FIFA 22 Overall Rating



Value: €190,000,000

“£547m over the next three
years in total compensation”
-DailyMail UK



Challenges



Future Goals

Conclusion

Thank you for listening!

