
Football Market

summer 2022 Insights

by: khalid hamad



Problem Statement

Leagues compete for top players but lack data driven insights into transfer patterns. So the analysis will reveals how to benchmark spending, attract talent, and rise among their leagues to become closer to the top leagues in the world.



Problem Statement

Leagues compete for top players but lack data driven insights into transfer patterns. So the analysis will reveals how to benchmark spending, attract talent, and rise among their leagues to become closer to the top leagues in the world.



Objectives

The objective of this project is to analyze global football transfer data to uncover spending patterns, player movement flows, and transfers that can enable leagues to strategically position themselves among the top destinations for talent and other big names players to make their league grows to be in the among the top leagues in the world.



Objectives

- Provide data driven insights to help players and agents make smarter career and transfer decisions.
- Identify the optimal age windows for transfers to maximize value and career growth.
- Highlight which leagues and countries offer the best opportunities for the players.
- Compare positions to show where demand and transfer fees are the best .
- Analyze transfer types (permanent, loan, free) to understand career pathways and financial impact..
- Empower players and agents to maximize career outcomes and market value using evidence based insights.

Introduction



Global Popularity:

- Football is the world's most popular sport, played and watched by billions of people across the whole world.
- It is governed internationally by FIFA, with major tournaments such as the FIFA World Cup drawing massive number of audiences.

Professional Football Structure:

- Professional football is organized into leagues and clubs, with players contracted to clubs in domestic and international competitions.
- Top leagues include the English Premier League, La Liga, Serie A, Bundesliga, and Ligue 1, among many others worldwide.

Introduction



Transfer Market:

- The transfer market is a multi billion industry involving clubs, agents, leagues, and governing bodies.
- Players can transfer between clubs for a fee (or on loan/free transfer) during official transfer windows.

Economic Impact:

- Football generates revenue through broadcasting rights, sponsorships, ticket sales, and merchandise.
- Transfer spending reflects club ambitions and market dynamics, making it a critical indicator of competitiveness.

Role of Data & Analytics:

- Data analytics plays a key role in scouting, player valuation, and strategic decision-making.
- Understanding transfer patterns helps leagues, clubs, players, and agents in making more informed choices.

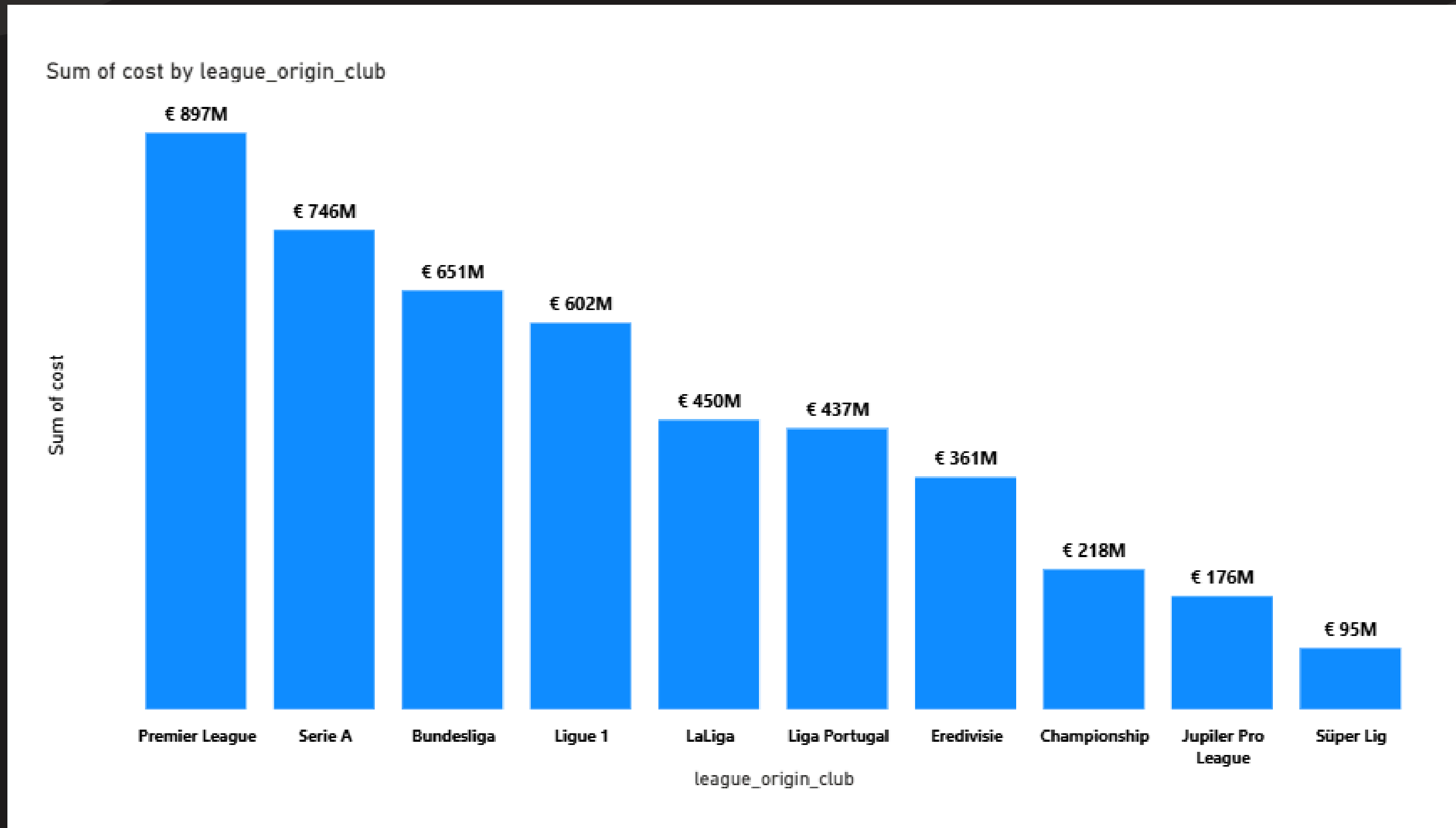
Analysis



- Number of players transferred : 32,772
- Highest transfer fee : € 95m
- Total fees spend : € 6bn
- Top 5 leagues fees spend : € 5bn
- other leagues fees spend: € 1bn
- Average player age transferred : 25 years

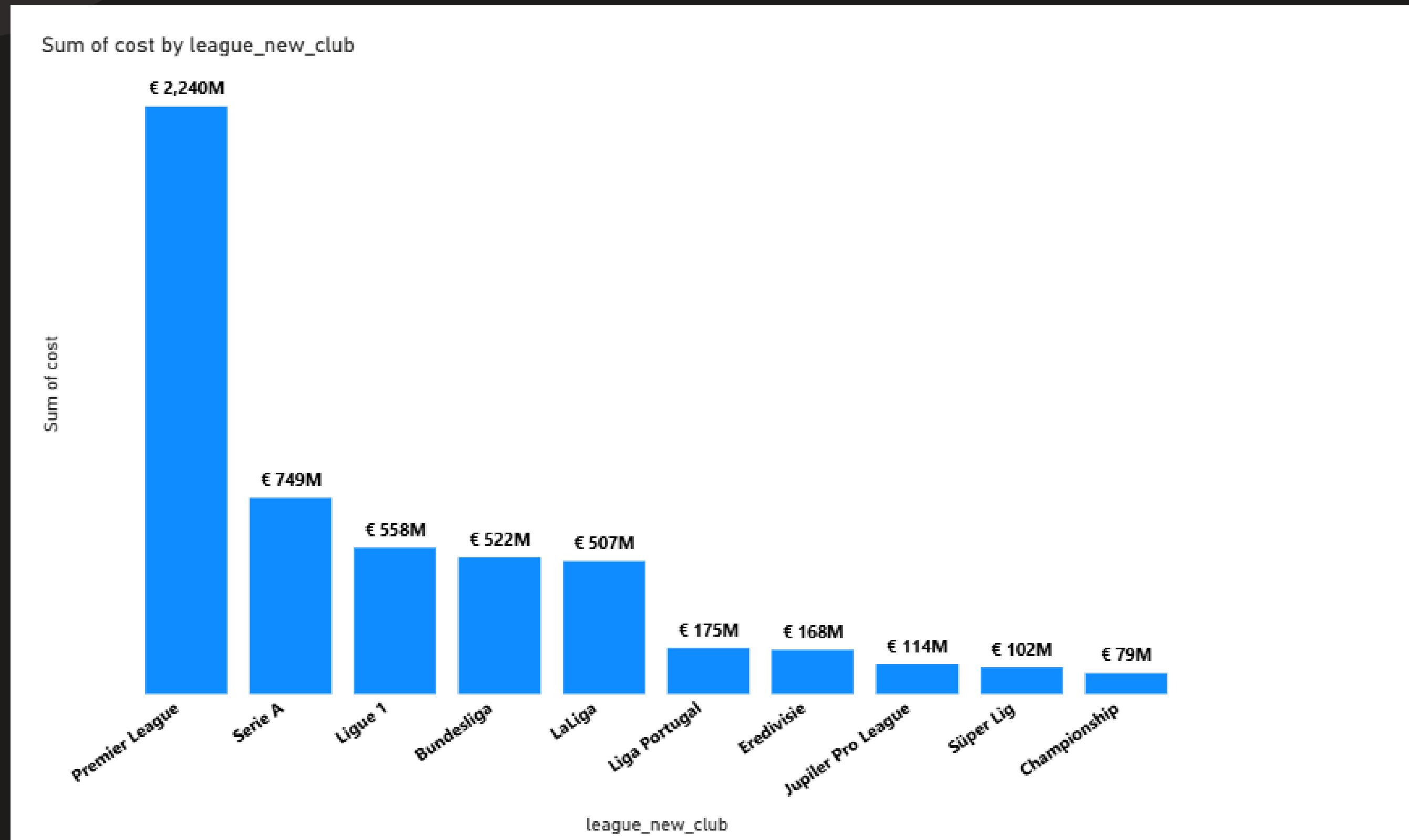
Analysis

Transfers fees received by leagues



Analysis

Transfers fees spent by leagues

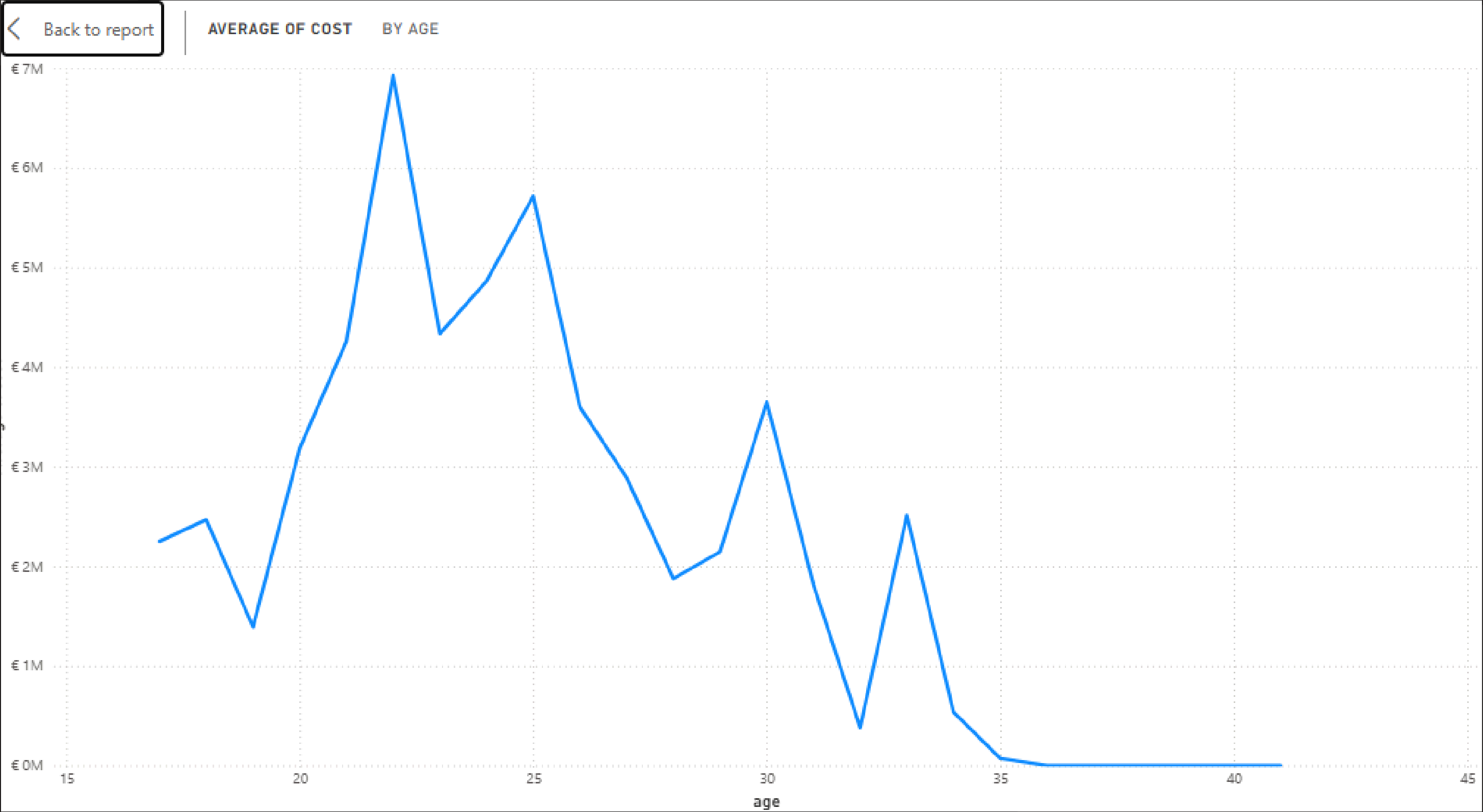


Analysis

Top 10 transfers in 2022 summer market

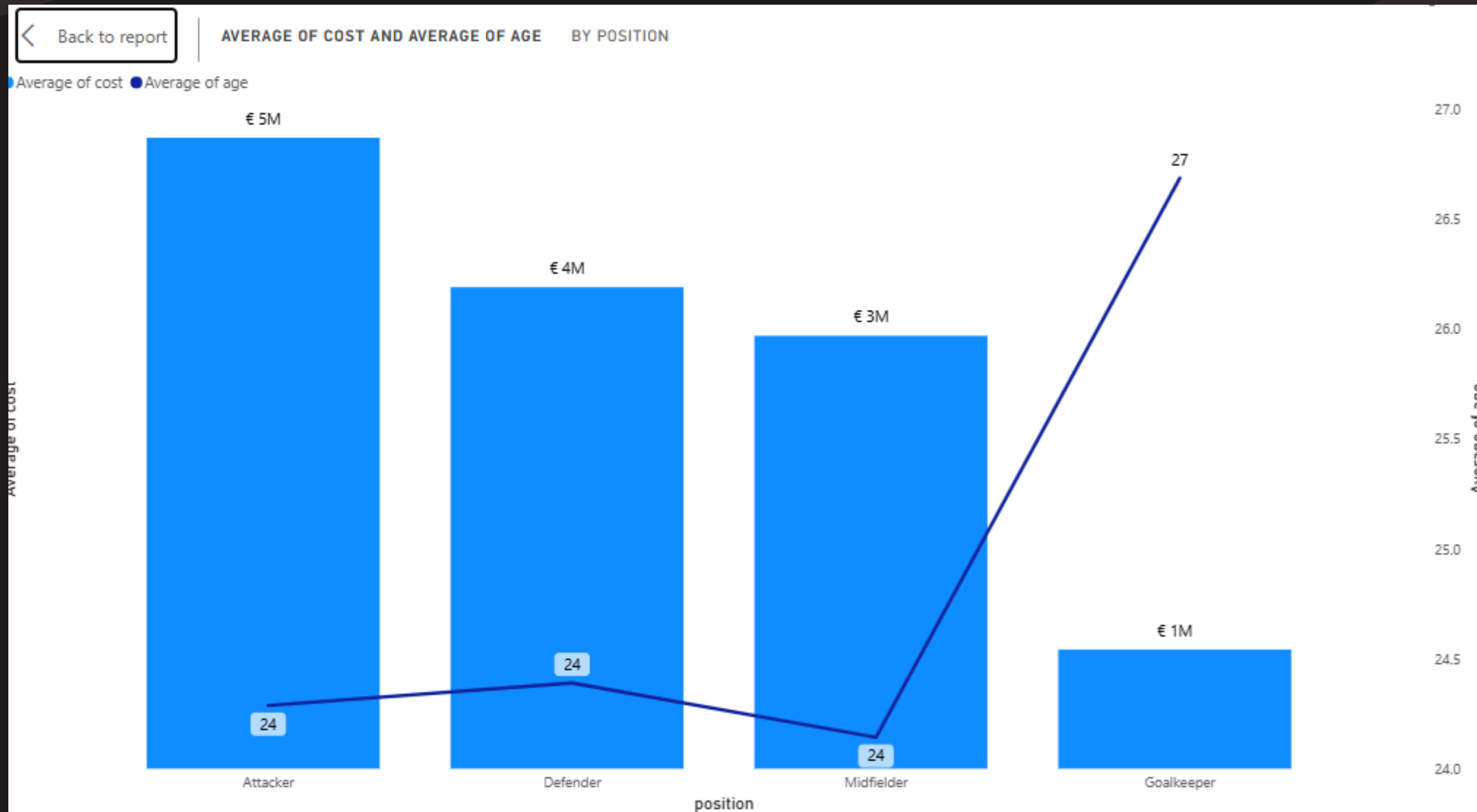


player name	cost	player value	original league	new league	origin_club	new_club	top league
Antony	€ 95,000,000	€ 35,000,000	Eredivisie	Premier League	Ajax Amsterdam	Manchester United	True
Wesley Fofana	€ 80,400,000	€ 40,000,000	Premier League	Premier League	Leicester City	Chelsea FC	True
Aurélien Tchouameni	€ 80,000,000	€ 60,000,000	Ligue 1	LaLiga	AS Monaco	Real Madrid	True
Darwin Núñez	€ 75,000,000	€ 55,000,000	Liga Portugal	Premier League	SL Benfica	Liverpool FC	True
Casemiro	€ 70,650,000	€ 40,000,000	LaLiga	Premier League	Real Madrid	Manchester United	True
Alexander Isak	€ 70,000,000	€ 30,000,000	LaLiga	Premier League	Real Sociedad	Newcastle United	True
Matthijs de Ligt	€ 67,000,000	€ 70,000,000	Serie A	Bundesliga	Juventus FC	Bayern Munich	True
Marc Cucurella	€ 65,300,000	€ 28,000,000	Premier League	Premier League	Brighton & Hove Albion	Chelsea FC	True
Erling Haaland	€ 60,000,000	€ 150,000,000	Bundesliga	Premier League	Borussia Dortmund	Manchester City	True
Raphinha	€ 58,000,000	€ 45,000,000	Premier League	LaLiga	Leeds United	FC Barcelona	True
Richarlison	€ 58,000,000	€ 48,000,000	Premier League	Premier League	Everton FC	Tottenham Hotspur	True



Analysis

Average cost and age of each position



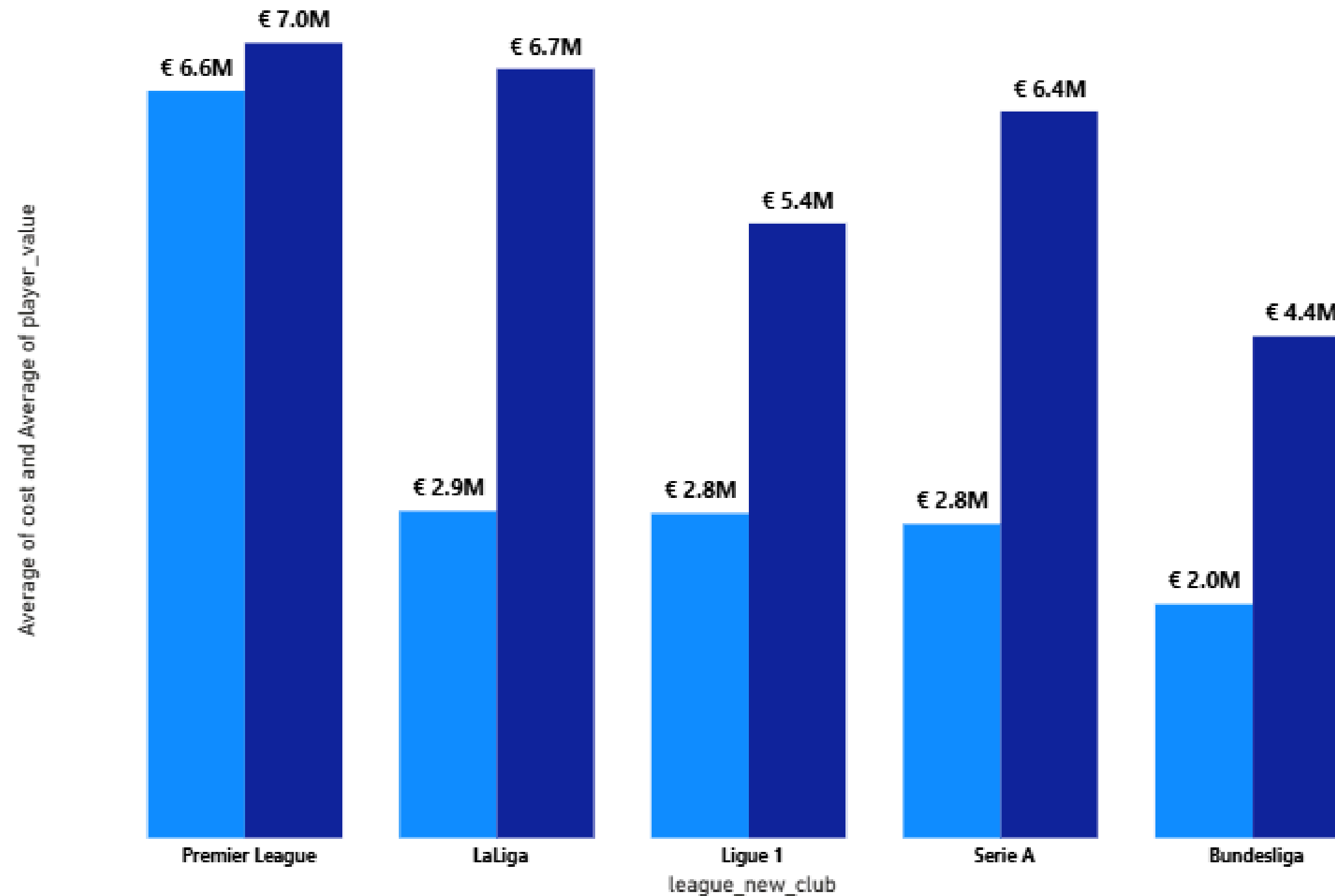
Analysis

Average cost and Average player value



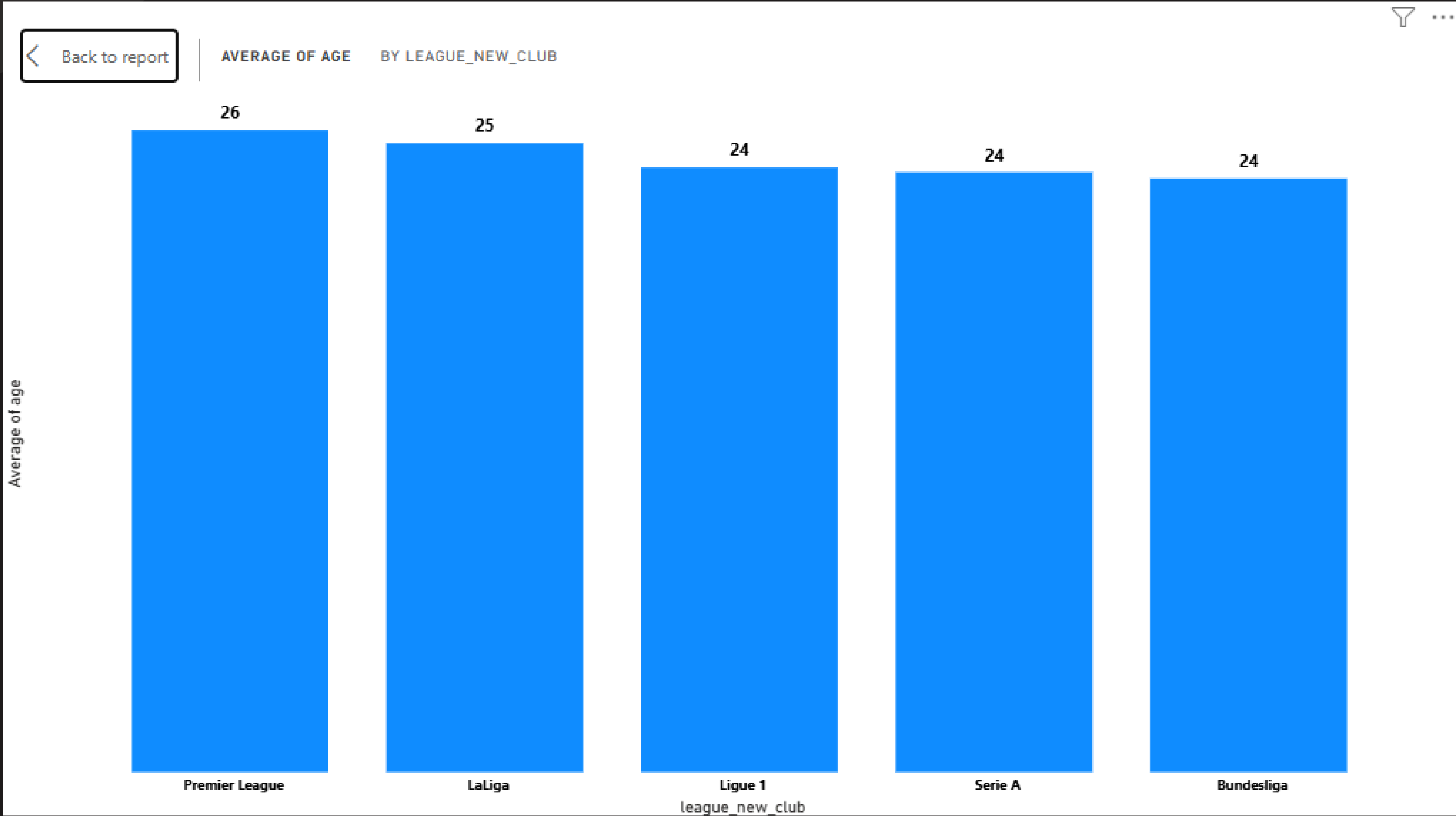
Average of cost and Average of player_value by league_new_club

● Average of cost ● Average of player_value



Analysis

Average age of players bought by leagues





Thank you