

Football Transfers:

Making reliable
sense from
unreliable data



Motivation:

In the context of the football transfer market, we want to develop heuristics and metrics to distinguish, as much as we are capable, reliable information and reliable sources, from unreliable information and unreliable sources

As it relates to business value, it is useful to emphasize that our motivation is almost entirely about the information angle. There is little opportunity to leverage information about the transfer market for business purposes

However, in general terms, the capacity to accurately determine credibility of information is a monumentally valuable asset, with possible applications in finance, recruiting, defense and intelligence, corporate strategy and politics, just to name a few

Background:

Roster composition for football teams in the EPL (English Premier League) and other major leagues around the world is largely determined by the transfer market. In the transfer market, a player from one club is sold to another for an amount of money agreed on between the two clubs

Accordingly, there is a huge amount of interest from football fans in the transfer market, especially during the offseason. From that, there is a large number of reports, speculation, rumours, and other information from the football press and other purveyors of information to address this demand

Data:

Chelsea Football Club, summer window 2020

Major acquisitions:

Kai Havertz
Timo Werner
Ben Chilwell
Hakim Ziyech
Edouard Mendy
Thiago Silva

Targets not acquired:

Sergio Reguilon
Jadon Sancho
Moussa Dembele
Jan Oblak
Kalidou Koulibaly
Raphael Varane

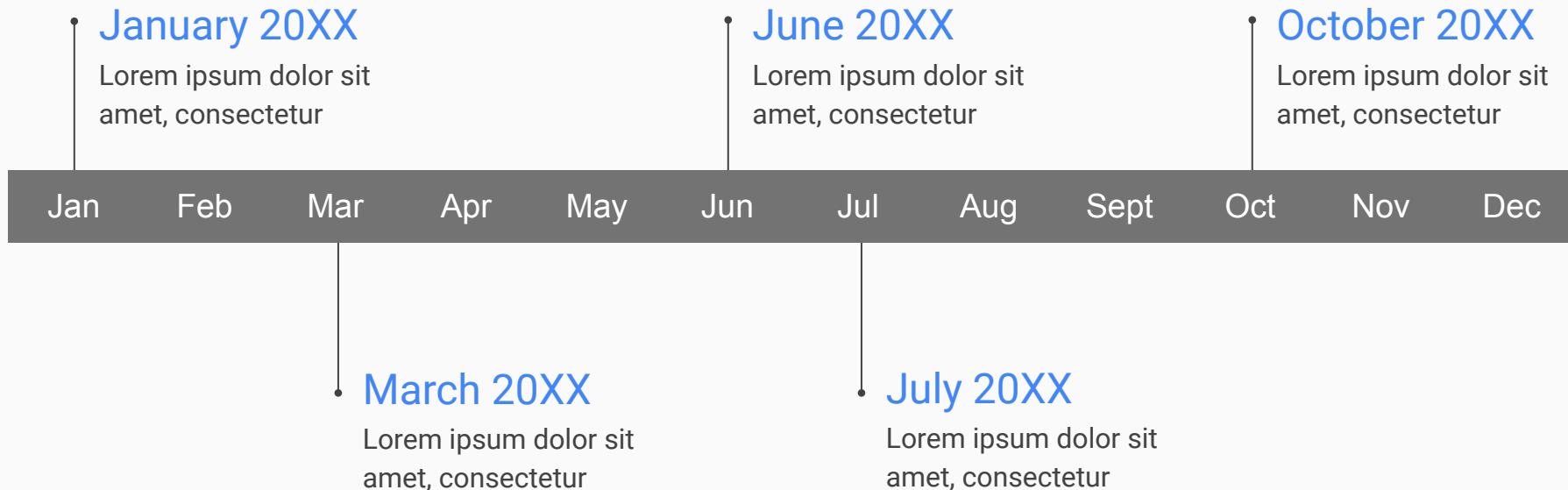
Nicolas Tagliafico
Declan Rice
Dean Henderson

Media

The Guardian (UK) football section, Apr 1, 2020 to Oct 31, 2020

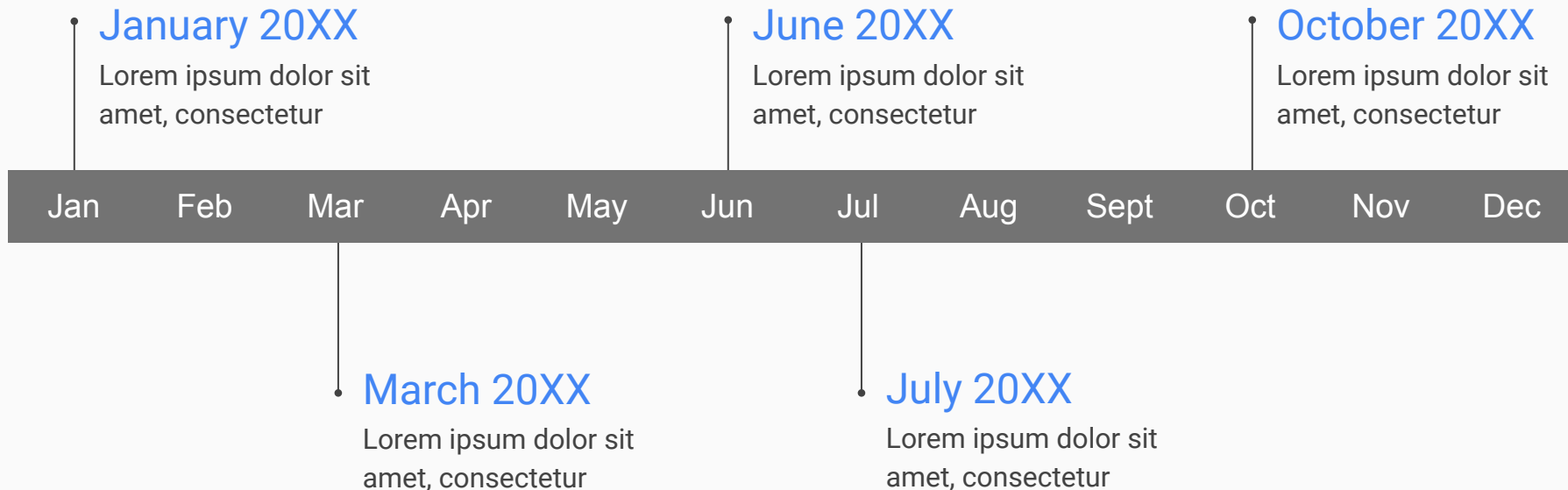
Milestones

Show where you are in the process and what's left to tackle



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How it works

Step 1

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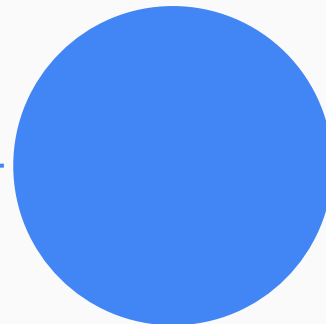
Step 2

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Step 3

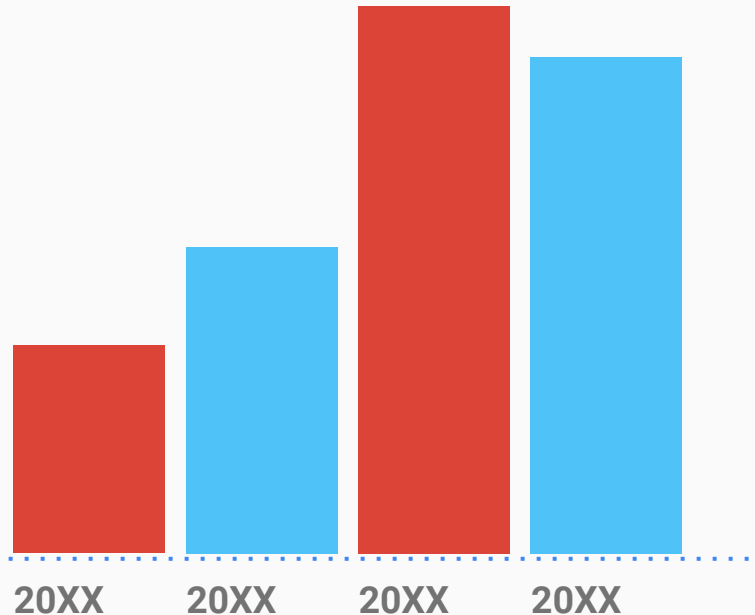
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The problem

Frame the problem for the audience.

Quantify the scope of the problem
and connect it to your audience.



A close-up photograph of a person's hands working on a wooden surface. The person is wearing a dark long-sleeved shirt. Their right hand is holding a pencil, and their left hand is holding a small, light-colored tool, possibly a sandpaper block or a small brush. The background is blurred, showing some green and red lights, suggesting an outdoor or workshop setting.

The solution

Show how you solve the problem you identified.

What will be different when the problem is solved (by you)?

Appendix

Show the audience you anticipated their questions.

Leave room for Q&A, but use the Appendix as a way to show that you both thought about those questions and have solid answers with supporting information. Let the audience test their understanding of the problem and the solution you've outlined - questions give them a chance to talk themselves into your approach, and give you a chance to show mastery of the subject.

Revenue model

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