## **FIFA Club World Cup 2025 Data Analytics Project**

### Project Scope

The objective of this project was to design and develop a comprehensive **Power BI dashboard** that transforms raw football data from the **FIFA Club World Cup 2025** into insightful, visually compelling stories. The analysis aimed to uncover performance patterns across confederations, evaluate overperformance relative to market value, and highlight the evolution of audience engagement throughout the tournament.

### Objectives

1. Collect, clean, and standardize match and player data from official and public sources.
2. Build a robust relational data model integrating matches, teams, players, goals, and confederations.
3. Develop advanced DAX measures to quantify performance indicators.
4. Design a multi-page dashboard that visually narrates the competition from global to team and player perspectives.
5. Extract key insights and provide analytical conclusions supported by data storytelling.

### Project Steps

#### 1. Planning & Definition

* Defined analytical questions: Which confederation performed best? Which teams overperformed? How did attendance evolve?
* Established a consistent data structure and naming convention.
* Designed the visual identity aligned with FIFA’s 2025 branding (gold, navy, white).

#### 2. Data Collection

* Extracted data from **Sofascore**, **FIFA official site**, **TransferMarket** and verified statistics. Also, manual data-entry in real time.
* Collected complementary information: market value, attendance, confederation, and stadium data.

#### 3. Data Cleaning & Transformation

* Processed raw data using **Python (Pandas)** and **Excel**/**Google Sheets** and **Power Query** in Power BI.
* Normalised player names into the standardised format: “LAST NAME Surname.”
* Removed duplicates, corrected match inconsistencies, and handled missing values.
* Ensured consistency between team, player, and confederation tables.

#### 4. Data Modeling

* Created relationships between the following core tables:
  + Matches
  + Teams
  + Players
  + Goals
  + Confederations
  + And DAX Metrics to assist the analysis
* Five interactive pages developed in Power BI:
  1. **Index** – Overview of key tournament metrics.
  2. **Overview** – Confederation balance and progression.
  3. **Players** – Top performers and contribution breakdown.
  4. **Teams** – Performance comparison and PPG insights.
  5. **Conclusion** – Conclusion of the main events and relevant information.

#### 5. Documentation

* Created a **data dictionary** detailing fields, transformations, and metrics.
* Logged Power Query transformation steps for reproducibility.
* Documented all DAX measures with purpose and formulas.
* Summarized insights per dashboard page for quick understanding.

#### Analytical Insights

* UEFA and CONMEBOL dominated final stages, confirming financial and tactical depth.
* AFC and CAF teams showed notable **overperformance relative to market value**.
* Attendance doubled between group stages (35k avg) and the final (81k), indicating engagement growth.
* Tournament average: **3.42 goals per match**, marking one of the most offensive editions.

#### Tools & Technologies

* **Power BI** – Data modeling, DAX, and dashboard design.
* **Python** – Data cleaning, scraping, and preprocessing.
* **Google Sheets/ Excel / Power Query** – Pre-analysis and verification.
* **Sofascore / FIFA.com** – Primary data sources.

### Deliverables

* Interactive Power BI dashboard with analytical storytelling.
* Dataset with all relevant data collected and used on the analysis.
* Data dictionary and technical documentation.
* PDF summary report with conclusions and visuals.