Eintracht Frankfurt Transfer Analysis Report – A Data-Driven Approach

Why This Team?

In recent years, Eintracht Frankfurt has become one of the most profitable clubs financially. The German side has managed to make some of the world's biggest clubs spend significant sums of money on its players. Randal Kolo Muani, Hugo Ekitike, Omar Marmoush, and others – all of them brought in hefty transfer fees for a club that, in its history, has only once won the league title. So, how did this team reach such a position?

Transfer Policy

First and foremost, the club management knows very well which players will generate the most profit. They buy players at a young age, before they peak, and then sell them at inflated prices once they shine. Especially attacking players. Forwards have always been the most profitable players in the global football market, and Eintracht Frankfurt has built a strong financial foundation through them.

The club manages to maintain its squad structure while also investing in high-potential players. As the team's football identity has become more established, it has become easier for new signings with potential to flourish. At the same time, Frankfurt often makes use of loan players. In some cases, they even manage to sell players without ever fielding them.

Of course, like every club, Eintracht Frankfurt has made some unsuccessful signings. However, the club has become such an active player in the market that one departure is quickly replaced by another, and the money continues to flow in.

Brand Value

Another key reason why sales have become both expensive and relatively easy is the club's brand value. It's not just about selling attacking players—defenders like William Pacho have also been sold for high fees. What matters here is that Frankfurt has proven its credibility on the market.

Winning the UEFA Europa League was a crucial milestone in this process. But another important point is their willingness to sell players, big or small. While many clubs hesitate to offload players if the right offer doesn't arrive, prioritizing financial concerns instead, Frankfurt has taken the opposite approach. Starting around seven years ago, they decided to part ways with players even at a loss in order to restructure. Initially, the sales weren't very profitable, but this system eventually evolved into a sustainable model that branded them as "transfer merchants" in world football.

When it comes to outgoing transfers, the "final step" clubs of the market—Manchester City, Real Madrid, PSG—often emerge as the buyers. On the incoming side, Frankfurt relies heavily on their academy and signs players from mid-tier European clubs. Naturally, performance in football can fluctuate, and some sold players haven't lived up to expectations at their new clubs. Yet this hasn't diminished Frankfurt's market reputation in any way. Once they polish and showcase a player, the top clubs are eager to line up for them.

Other Key Insights

In some cases, data can be misleading. For example, Premier League clubs often pay inflated fees when trading players among themselves, as the money essentially stays within the league

and it helps boost financial reports. This situation, however, does not apply to Eintracht Frankfurt.

Frankfurt may not be a top-tier club like Bayern Munich domestically or like the global giants they sell players to. They don't enjoy the same level of broadcasting, sponsorship, or performance-related revenues. Yet, as the data shows, they have managed to establish a highly effective system for sustainable success.

Based on the data I collected, I prepared this report to document my findings without making things overly complex. Alongside this report, you can examine the Excel and SQL tables I prepared, as well as the interactive Power BI dashboard for deeper insights.

For those interested in the technical side: I scraped the raw transfer data from Transfermarkt.com using Python. You can review the code and additional resources in the project files.

Melih Tarık İnanlı