

# Predicting the Football Market

## **Team 6**

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# Problem Motivation

Mail - #HANS FARRELL SOEGENG# - C | Mini-Project - 2152-SC5010-CE9010 | SC5010 Presentation - Google Slides | Documents/SC5010 - Intro to Data A | SC5010\_Project - Jupyter Notebook | A Jaden Sancho: Manchester United | +

theathletic.com/news/adon-sancho-completes-move-to-manchester-united-from-borussia-dortmund/03AArRh6TwR/ | Mini-Project - 2152-SC5010-CE9010 | SC5010 Presentation - Google Slides | Documents/SC5010 - Intro to Data A | SC5010\_Project - Jupyter Notebook | Neymar: how the record-breakin... | +

theguardian.com/football/2017/aug/04/neymar-how-record-breaking-move-to-psg-unfolded | Mail - #HANS FARRELL SOEGENG# - C | Mini-Project - 2152-SC5010-CE9010 | SC5010 Presentation - Google Slides | Documents/SC5010 - Intro to Data A | SC5010\_Project - Jupyter Notebook | Philippe Coutinho joins Barcelona | +


theguardian.com/football/2018/jan/06/philippe-coutinho-join-barcelona-142m-deal-liverpool | Mail - #HANS FARRELL SOEGENG# - C | Mini-Project - 2152-SC5010-CE9010 | SC5010 Presentation - Google Slides | Documents/SC5010 - Intro to Data A | SC5010\_Project - Jupyter Notebook | Man Utd transfers: Red Devils ag... | +

goal.com/en-sg/news/man-utd-agree-80m-fee-for-maguire/n3xtjrxvklm1d8rtpkyrfw

GOAL Live Scores Breaking News Transfers Discover Premier League La Liga Uefa Champions League GOALSTUDIO More

## Man Utd agree £80m fee for Maguire

Kris Voshers 02 Aug 2019 22:35+08:00



Getty Images

Transfers Manchester United Premier League

The England centre-back is set to arrive at Old Trafford after the Red Devils and Leicester City finally came to an agreement

Manchester United have agreed terms with Leicester City over the £80 million (\$97m) transfer of Harry Maguire to Old Trafford

### Trending

**Cristiano Ronaldo**  
Ronaldo announces passing of baby boy as Man Utd star calls for...  
Apr 15, 2022

**Premier League**  
Transfer news and rumours LIVE: Pogba agrees four-year PSG deal  
14h

**Manchester United**  
'A waste of space' - Man Utd hit another new low in dismal...  
10h

Advertisement

29°C Hujan ringan 15:13 ENG 20/4/2022

# The Football Transfer Market

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- Clubs buy or sell players every transfer window to strengthen their squad or get money from sales.
- Transfers happen for a fee agreed between the clubs
- This fee is determined by how much the transferred player is worth for the buying club.
- But how do clubs value a player?

# Market Value Estimate

Several websites have tried to estimate players based on their market value to clubs.

They use the wisdom the community to evaluate these players

But, is there a way we can objectively find a player's value?

The screenshot displays the transfermarkt website interface for player Jadon Sancho. The top navigation bar includes links for NEWS, TRANSFERS & RUMOURS, MARKET VALUES, COMPETITIONS, FORUMS, MY TM, and LIVE. A search bar is located on the right. Below the navigation bar, the breadcrumb trail shows: England >> Premier League >> Manchester United >> (25) Jadon Sancho >>. The main profile section for #25 Jadon Sancho includes a player photo, a 'NEW ARRIVAL' badge, and a 'Man Utd Premier League' badge. It lists his league level as First Tier, joined on Jul 23, 2021, and contract expires on Jun 30, 2026. A large blue box displays his market value as €80.00m, with a last update on Mar 29, 2022. Below this, a 'MARKET VALUE GAME' banner features a 'WHAT'S MY VALUE?' challenge with a 'PLAY NOW' button. The bottom section shows 'Premier League 21/22 Statistics' with a table of performance data and three circular progress charts for Starting eleven (58%), Minutes (61%), and Goal participation (12%). On the right, 'NEXT MATCHES' shows a Premier League fixture between Arsenal and Man Utd on Saturday, 04/23/2022 at 7:30 PM. Below that, the 'NATIONAL TEAM CAREER' section shows he is a member of the England national team, with a debut on Oct 12, 2018.

Category	Value	Additional Info
Appearances	28	Yellow Cards
Goals	3	Second Yellows
Assists	3	Red cards

#	National team	Debut
20	England	Oct 12, 2018

# Statistics!

The screenshot shows the FotMob website interface for player Jadon Sancho. The player's profile is displayed, including his name, team (Manchester United), height (180 cm), preferred foot (Right), age (22), country (ENG), shirt number (25), and market value (€86M). A dropdown menu is open, showing statistics for the England - Premier League. The statistics include: Average rating (7.03), Matches started (19), Subbed in (9), Subbed out (9), Minutes played (1809), Goals (3), Expected goals (xG) (3.9), Goals inside box (3), Right footed goals (3), Shots on target (9), Shots off target (8), Assists (3), Key passes (41), and Total passes (909). The background shows a match summary for the Premier League 2021/2022 season, with 28 matches and 3 goals.

England - Premier League	
Average rating	7.03
Matches started	19
Subbed in	9
Subbed out	9
Minutes played	1809
Goals	3
Expected goals (xG)	3.9
Goals inside box	3
Right footed goals	3
Shots on target	9
Shots off target	8
Assists	3
Key passes	41
Total passes	909

The screenshot shows the FotMob website interface for player Jadon Sancho. The player's profile is displayed, including his name, team (Manchester United), height (180 cm), preferred foot (Right), age (22), country (ENG), shirt number (25), and market value (€86M). A dropdown menu is open, showing statistics for the Germany - 1. Bundesliga. The statistics include: Average rating (7.72), Matches started (24), Subbed in (2), Subbed out (10), Minutes played (2062), Goals (8), Expected goals (xG) (6.6), Goals inside box (8), Penalty goals (1), Right footed goals (8), Shots on target (17), Shots off target (16), Assists (11), and Key passes (67). The background shows a match summary for the Premier League 2021/2022 season, with 28 matches and 3 goals.

Germany - 1. Bundesliga	
Average rating	7.72
Matches started	24
Subbed in	2
Subbed out	10
Minutes played	2062
Goals	8
Expected goals (xG)	6.6
Goals inside box	8
Penalty goals	1
Right footed goals	8
Shots on target	17
Shots off target	16
Assists	11
Key passes	67

Statistics of Jadon Sancho for 2021/22 Premier League and 2020/21 Bundesliga seasons

# Objective

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Statistics provide us a concrete and objective way to rate a football player.

The idea is then to create a machine learning model to predict a player's market value based on their statistics of their past seasons

# Data Preparation



# Data Collection

— — —

- Extract the statistics of every attacking player in the top 5 leagues for the past 2 seasons (2020/21 & 2021/22) obtained from FotMob.com and their respective estimated market values into an excel file through web scraping
- Used BeautifulSoup to parse the website's html into a readable format

```
In [12]: df = pd.read_excel('playerdata.xlsx')
```

```
In [16]: df
```

```
Out[16]:
```

	name	height	age	value	preferred_foot	average_rating_2021	matches_started_2021	subbed_in_2021	subbed_out_2021	minutes_played_2021	...	shot
0	Roberto Soriano	181	31	8.50	Both	6.97	26.0	1.0	10.0	2121	...	
1	Musa Barrow	183	23	22.00	Right	6.94	19.0	6.0	16.0	1592	...	
2	Nicola Sansone	175	30	3.20	Right	6.42	6.0	16.0	5.0	768	...	
3	Ricardo Orsolini	183	25	11.00	Left	6.99	17.0	5.0	13.0	1367	...	
4	Emanuel Vignato	175	21	4.20	Right	6.43	3.0	19.0	3.0	557	...	
...	...	...	...	...	...	...	...	...	...	...	...	...
565	Amadou Traore	175	20	0.65	Right	5.68	NaN	1.0	NaN	19	...	
566	M'baye Niang	184	27	5.00	Right	5.99	1.0	15.0	1.0	342	...	
567	Hwang Ui-Jo	184	29	5.50	Both	6.67	23.0	1.0	15.0	1946	...	
568	Sekou Mara	183	19	2.20	Right	6.18	5.0	13.0	5.0	551	...	
569	Jimmy Briand	180	36	1.20	Right	6.67	1.0	11.0	1.0	180	...	

570 rows x 55 columns

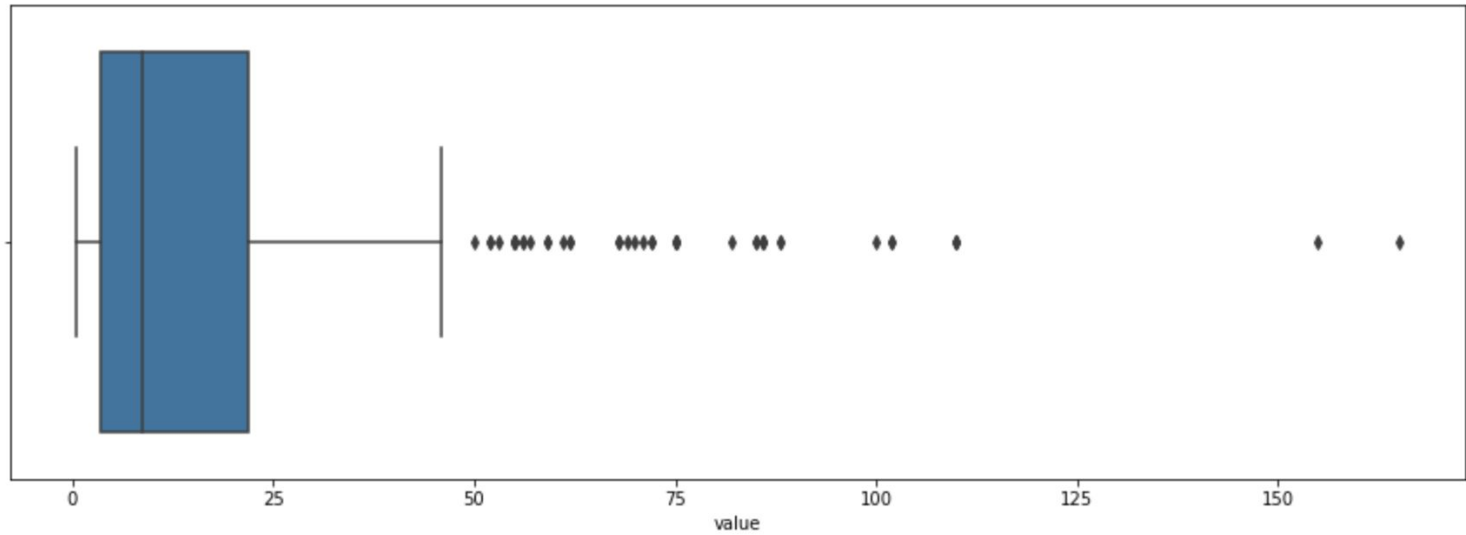
**Objective : Predict value (in millions of euros) for every 570 players.**

# Data Cleaning

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- Filled null values with 0 as Fotmob does not list statistics of players with value 0
- Remove players with average rating of 0

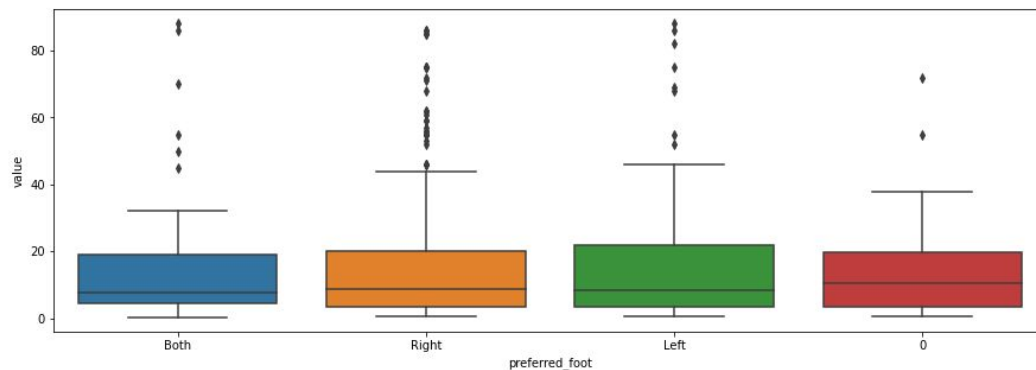
# Exploratory Data Analysis



- Consider players with value greater than 100 million euros as outliers
- Removed these players from the dataset

```
In [53]: plt.figure(figsize=(15, 5))
sb.boxplot(x="preferred_foot", y="value", data=df)

Out[53]: <AxesSubplot:xlabel='preferred_foot', ylabel='value'>
```



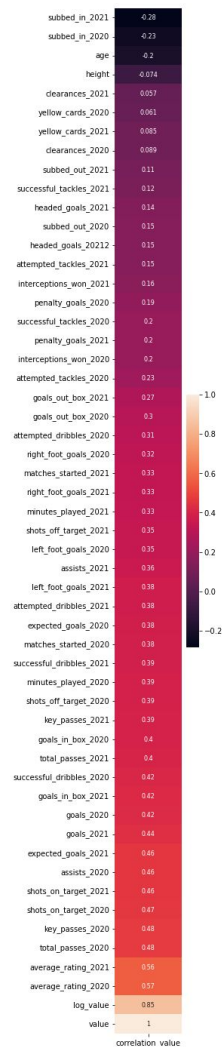
There does not appear to be a strong relationship between preferred\_foot and value so we choose not to include this variable.

```
In [54]: df = df.drop(columns = ['preferred_foot'])
```

## Compare the market value across different preferred foot categories

height	-1	0.0996	0.746	0.066	0.428	0.071	0.12	0.026	0.103	0.14	0.134	0.101	0.099	0.229	0.097	0.103	0.093	0.14	0.111	0.174	0.12	0.2	0.1	0.16	0.36	0.16	0.476	0.12	0.296	0.088	0.088	0.043	0.11	0.15	0.14	0.1	0.058	0.3	0.048	0.017	0.076	0.11	0.114	0.12	0.22	0.26	0.15	0.17	0.2	0.18	0.2					
age	0.001	1	0.2	0.12	0.128	0.078	0.046	0.12	0.11	0.15	0.16	0.135	0.045	0.18	0.14	0.11	0.074	0.13	0.14	0.094	0.1	0.14	0.1	0.128	0.040	0.36	0.16	0.025	0.16	0.2	0.075	0.14	0.19	0.18	0.24	0.25	0.04	0.097	0.23	0.22	0.19	0.12	0.21	0.22	0.13	0.13	0.16	0.06	0.040	0.020	0.2	0.032				
value	0.074	0.2	1	0.56	0.13	0.28	0.11	0.33	0.055	0.44	0.46	0.42	0.27	0.2	0.1	0.33	0.38	0.46	0.35	0.39	0.34	0.4	0.38	0.35	0.15	0.12	0.057	0.16	0.37	0.36	0.42	0.15	0.39	0.061	0.42	0.38	0.4	0.3	0.19	0.15	0.32	0.35	0.47	0.39	0.48	0.48	0.41	0.44	0.23	0.089	0.2					
average_rating_2021	0.040	0.12	0.56	1	0.86	0.52	0.42	0.67	0.24	0.66	0.56	0.43	0.4	0.24	0.52	0.51	0.57	0.55	0.47	0.45	0.43	0.48	0.58	0.44	0.3	0.24	0.43	0.11	0.39	0.36	0.35	0.38	0.23	0.37	0.31	0.29	0.42	0.4	0.51	0.54	0.56	0.27	0.4	0.32	0.29	0.2	0.35									
matches_started_2021	0.042	0.12	0.53	0.68	1	0.57	0.37	0.99	0.44	0.67	0.71	0.64	0.38	0.33	0.55	0.44	0.76	0.75	0.75	0.74	0.8	0.67	0.63	0.28	0.38	0.55	0.45	0.35	0.37	0.54	0.23	0.4	0.39	0.37	0.29	0.22	0.19	0.36	0.22	0.41	0.41	0.4	0.45	0.47	0.22	0.38	0.35	0.34	0.38							
subbed_in_2021	0.070	0.740	0.28	0.52	0.51	1	0.3	0.4	0.38	0.46	0.39	0.4	0.37	0.37	0.46	0.7	0.16	0.3	0.4	0.3	0.4	0.38	0.42	0.43	0.43	0.35	0.28	0.27	0.26	0.27	0.31	0.45	0.32	0.35	0.35	0.099	0.27	0.26	0.25	0.2	0.16	0.1	0.22	0.19	0.28	0.28	0.29	0.34	0.2	0.1	0.2	0.26	0.25	0.2	0.18	0.2
subbed_out_2021	0.120	0.040	0.11	0.42	0.07	0.3	1	0.67	0.27	0.38	0.39	0.13	0.28	0.12	0.18	0.28	0.25	0.45	0.48	0.38	0.3	0.53	0.49	0.45	0.5	0.47	0.29	0.48	0.19	0.3	0.12	0.42	0.28	0.14	0.13	0.1	0.099	0.18	0.028	0.008	0.11	0.1	0.14	0.18	0.21	0.25	0.25	0.14	0.17	0.26	0.25	0.13	0.27			
minutes_played_2021	0.02	0.12	0.53	0.67	0.99	0.49	0.67	1	0.5	0.68	0.73	0.66	0.38	0.39	0.54	0.56	0.45	0.78	0.76	0.75	0.75	0.81	0.68	0.64	0.32	0.56	0.5	0.34	0.35	0.24	0.41	0.39	0.28	0.24	0.2	0.37	0.22	0.43	0.41	0.4	0.45	0.48	0.23	0.3	0.37	0.35	0.36	0.4								
yellow_cards_2021	0.013	0.11	0.085	0.24	0.48	0.19	0.27	0.5	1	0.29	0.28	0.27	0.22	0.16	0.13	0.22	0.23	0.37	0.37	0.21	0.3	0.38	0.37	0.34	0.41	0.4	0.33	0.32	0.26	0.25	0.16	0.26	0.38	0.15	0.15	0.14	0.091	0.13	0.052	0.14	0.079	0.16	0.11	0.1	0.16	0.2	0.087	0.13	0.21	0.22	0.23	0.2				
goals_2021	0.13	0.15	0.44	0.66	0.67	0.39	0.33	0.66	0.25	1	0.91	0.99	0.37	0.39	0.37	0.83	0.61	0.9	0.73	0.36	0.47	0.48	0.38	0.35	0.2	0.18	0.4	0.16	0.41	0.39	0.27	0.19	0.38	0.1	0.34	0.54	0.33	0.26	0.37	0.34	0.46	0.26	0.3	0.47	0.31	0.29	0.26	0.093	0.13	0.063	0.04	0.26	0.075			
expected_goals_2021	0.14	0.16	0.48	0.64	0.72	0.4	0.39	0.73	0.38	0.91	1	0.95	0.34	0.33	0.57	0.77	0.51	0.93	0.63	0.41	0.5	0.5	0.42	0.39	0.2	0.18	0.42	0.17	0.48	0.41	0.3	0.21	0.41	0.1	0.42	0.82	0.81	0.27	0.4	0.42	0.55	0.32	0.58	0.55	0.33	0.32	0.29	0.14	0.17	0.08	0.03	0.22	0.08			
goals_in_box_2021	0.15	0.15	0.42	0.63	0.67	0.37	0.33	0.66	0.27	0.98	0.91	1	0.3	0.4	0.51	0.81	0.55	0.88	0.68	0.34	0.47	0.44	0.35	0.2	0.18	0.17	0.43	0.13	0.38	0.37	0.26	0.17	0.37	0.096	0.35	0.34	0.55	0.22	0.37	0.36	0.49	0.46	0.28	0.25	0.23	0.04	0.11	0.047	0.03	0.26	0.048					
goals_out_box_2021	0.012	0.045	0.27	0.43	0.38	0.26	0.29	0.38	0.22	0.47	0.34	0.33	1	0.15	0.09	0.42	0.37	0.24	0.42	0.38	0.28	0.29	0.18	0.17	0.13	0.13	0.29	0.27	0.23	0.14	0.2	0.22	0.062	0.19	0.17	0.15	0.28	0.13	0.02	0.19	0.11	0.22	0.22	0.37	0.31	0.27	0.088	0.14	0.11	0.088	0.09	0.048				
penalty_goals_2021	0.069	0.18	0.2	0.48	0.27	0.12	0.39	0.16	0.39	0.63	0.4	0.11	1	0.22	0.52	0.37	0.56	0.43	0.25	0.33	0.32	0.18	0.16	0.04	0.043	0.24	0.085	0.33	0.31	0.24	0.14	0.10	0.079	0.48	0.48	0.47	0.21	0.3	0.31	0.58	0.007	0.25	0.41	0.26	0.26	0.2	0.042	0.1	0.019	0.04	0.18	0.025				
headed_goals_2021	0.022	0.14	0.26	0.33	0.16	0.18	0.34	0.13	0.53	0.53	0.64	0.09	0.24	1	0.34	0.21	0.5	0.43	0.045	0.064	0.102	0.028	0.073	0.07	0.4	0.070	0.13	0.17	0.14	0.065	0.17	0.071	0.31	0.32	0.32	0.068	0.21	0.31	0.26	0.11	0.24	0.27	0.032	0.018	0.025	0.059	0.078	0.008	0.01	0.27	0.05					
right_foot_goals_2021	0.097	0.11	0.33	0.52	0.45	0.32	0.56	0.27	0.83	0.77	0.81	0.47	0.53	0.34	1	0.12	0.74	0.58	0.28	0.39	0.37	0.32	0.3	0.14	0.13	0.29	0.09	0.33	0.32	0.22	0.17	0.33	0.078	0.48	0.48	0.47	0.21	0.3	0.31	0.58	0.007	0.25	0.41	0.26	0.26	0.2	0.042	0.1	0.019	0.04	0.18	0.025				
left_foot_goals_2021	0.036	0.743	0.38	0.51	0.44	0.3	0.25	0.45	0.27	0.61	0.53	0.59	0.37	0.17	0.21	0.31	1	0.57	0.45	0.32	0.39	0.41	0.32	0.1	0.18	0.16	0.21	0.19	0.31	0.25	0.17	0.13	0.25	0.059	0.29	0.27	0.38	0.2	0.23	0.11	0.04	0.48	0.27	0.25	0.26	0.25	0.25	0.11	0.16	0.11	0.092	0.14	0.11			
shots_on_target_2021	0.092	0.13	0.46	0.7	0.70	0.47	0.45	0.78	0.31	0.9	0.93	0.88	0.45	0.56	0.57	0.51	1	0.82	0.46	0.57	0.55	0.5	0.42	0.25	0.48	0.26	0.25	0.48	0.26	0.47	0.4	0.3	0.26	0.41	0.38	0.37	0.55	0.55	0.5	0.36	0.34	0.3	0.3	0.54	0.54	0.37	0.37	0.37	0.32	0.13	0.13	0.28	0.14			
shots_off_target_2021	0.114	0.14	0.37	0.59	0.49	0.76	0.37	0.71	0.83	0.68	0.67	0.43	0.45	0.56	0.54	0.82	1	0.42	0.52	0.54	0.48	0.45	0.42	0.27	0.48	0.29	0.4	0.4	0.27	0.23	0.2	0.4	0.16	0.49	0.5	0.46	0.34	0.29	0.34	0.39	0.3	0.51	0.53	0.29	0.29	0.29	0.15	0.2	0.15	0.14	0.3	0.15				
assists_2021	0.115	0.042	0.36	0.65	0.35	0.32	0.38	0.56	0.21	0.36	0.41	0.34	0.24	0.25	0.045	0.28	0.32	0.46	0.41	1	0.75	0.85	0.45	0.45	0.38	0.36	0.2	0.41	0.43	0.37	0.21	0.23	0.38	0.09	0.3	0.26	0.25	0.34	0.15	0.11	0.2	0.28	0.33	0.3	0.48	0.49	0.49	0.21	0.31	0.29	0.26	0.17	0.29			
key_passes_2021	0.137	0.1	0.39	0.76	0.7	0.43	0.35	0.75	0.32	0.47	0.5	0.44	0.42	0.10	0.04	0.39	0.57	0.57	0.75	1	0.85	0.83	0.67	0.53	0.48	0.28	0.54	0.48	0.44	0.29	0.25	0.42	0.16	0.28	0.23	0.22	0.39	0.18	0.046	0.24	0.21	0.32	0.31	0.52	0.56	0.57	0.26	0.36	0.36	0.17	0.17	0.36				
total_passes_2021	0.12	0.14	0.4	0.6	0.43	0.33	0.38	0.48	0.5	0.44	0.38	0.13	0.37	0.41	0.58	0.54	0.85	0.85	1	0.61	0.62	0.87	0.64	0.4	0.46	0.51	0.51	0.33	0.39	0.5	0.25	0.29	0.26	0.24	0.37	0.18	0.1	0.24	0.21	0.33	0.34	0.5	0.8	0.69	0.55	0.37	0.47	0.44	0.25	0.43						
attempted_dribbles_2021	0.2	0.13	0.38	0.57	0.61	0.37	0.49	0.68	0.37	0.38	0.42	0.35	0.28	0.10	0.02	0.02	0.3	0.5	0.48	0.45	0.81	0.61	1	0.06	0.54	0.52	0.58	0.32	0.36	0.28	0.28	0.35	0.16	0.17	0.15	0.13	0.24	0.046	0.076	0.16	0.16	0.24	0.23	0.34	0.37	0.36	0.42	0.56	0.33	0.32	0.056	0.32				
successful_dribbles_2021	0.21	0.12	0.39	0.59	0.64	0.35	0.45	0.66	0.34	0.35	0.39	0.32	0.29	0.10	0.02	0.02	0.3	0.47	0.45	0.81	0.61	1	0.06	0.54	0.52	0.58	0.32	0.36	0.28	0.28	0.35	0.16	0.17	0.15	0.13	0.24	0.046	0.076	0.16	0.16	0.24	0.23	0.34	0.37	0.36	0.42	0.56	0.33	0.32	0.056	0.32					
attempted_tackles_2021	0.190	0.041	0.5	0.47	0.46	0.28	0.5	0.62	0.41	0.2	0.38	0.10	0.04	0.07	0.13	0.18	0.26	0.29	0.38	0.37	0.54	0.52	1	0.96	0.41	0.73	0.19	0.33	0.19	0.25	0.32	0.28	0.00	0.076	0.022	0.16	0.42	0.091	0.03	0.008	0.04	0.01	0.25	0.32	0.41	0.18	0.25	0.6	0.58	0.22	0.53					
successful_tackles_2021	0.186	0.060	0.52	0.45	0.59	0.27	0.47	0.58	0.4	0.19	0.18	0.17	0.17	0.04	0.07	0.13	0.15	0.25	0.36	0.49	0.64	0.52	1	0.4	0.68	0.18	0.43	0.19	0.24	0.29	0.28	0.00	0.058	0.012	0.16	0.32	0.082	0.03	0.001	0.44	0.04	0.21														

# Compare the correlation coefficient of market value with all the numerical predictor variables





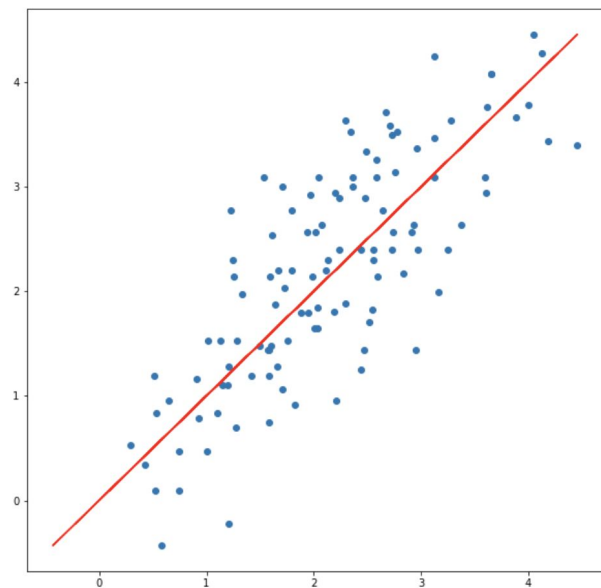
# Machine Learning

# Machine Learning Models

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- Used regression models to predict value
- Tried 5 different models
  - Linear Regression
  - Linear Regression (with higher order terms)
  - Ridge Regression
  - Lasso Regression
  - Random Forest Regression
- Performed log transformation on value to ensure only positive values are predicted
- Used 80% training and 20% test sets
- Comparing the models in terms of R squared and mean squared error

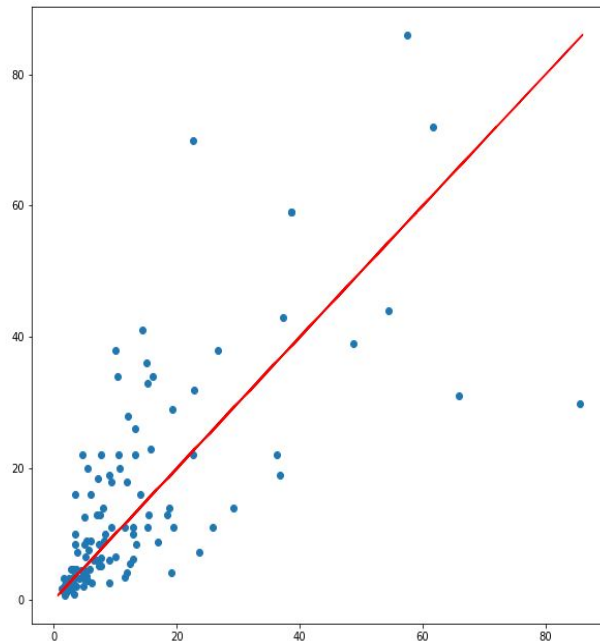
# Linear Regression



Predictions on test set

$R^2$  value = 0.612

MSE value = 146.45



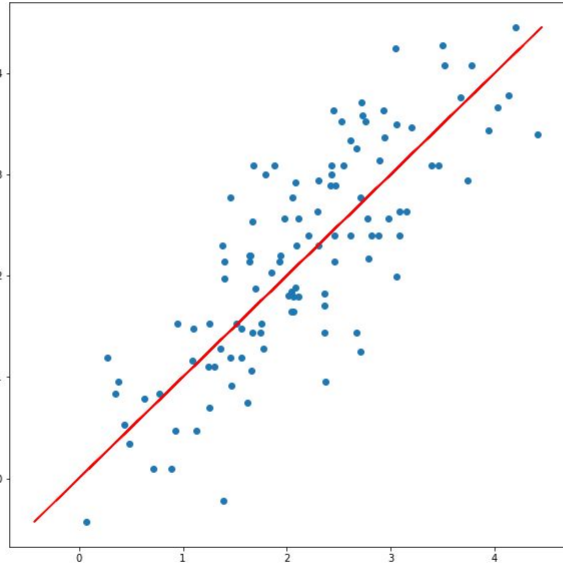
Predicted vs actual market value on test set

# Linear Regression (with higher order terms)

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- Limitation of this linear regression model is that it assumes the response variable has a linear relationship against every predictor variable
- Try to improve this model by adding higher order terms for predictor variables having correlation coefficient with absolute value higher than 0.5, which are `average_rating_2020` and `average_rating_2021`
- Add the second order term of `age`, as even though its correlation coefficient is less than 0.5, `age` may have a complex relationship with market value

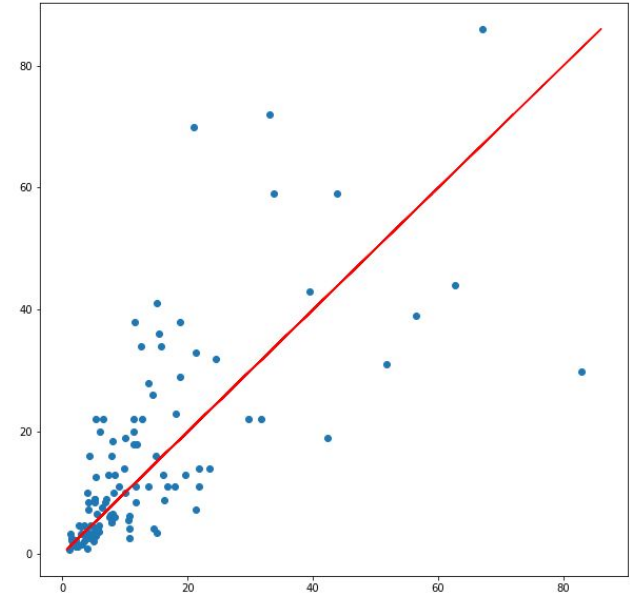
# Linear Regression (with higher order terms)



Predictions on test set

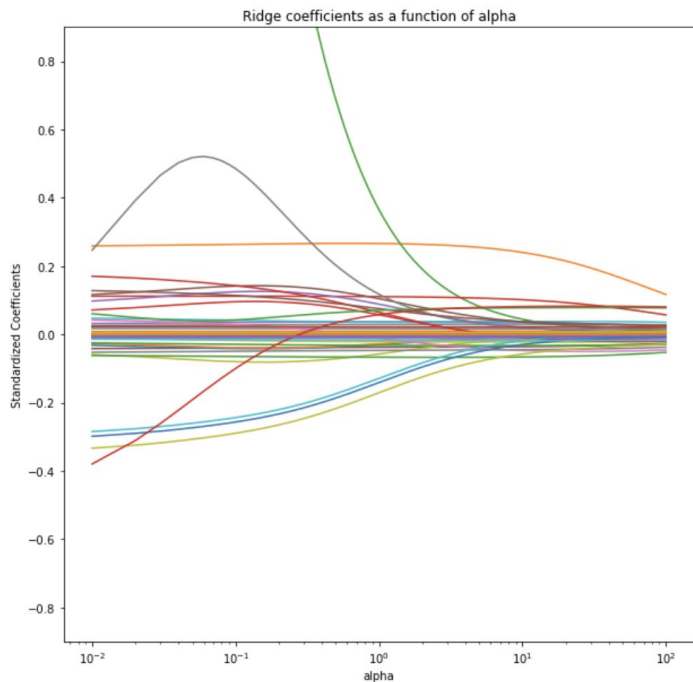
$R^2$  value = 0.643

MSE value = 144.95

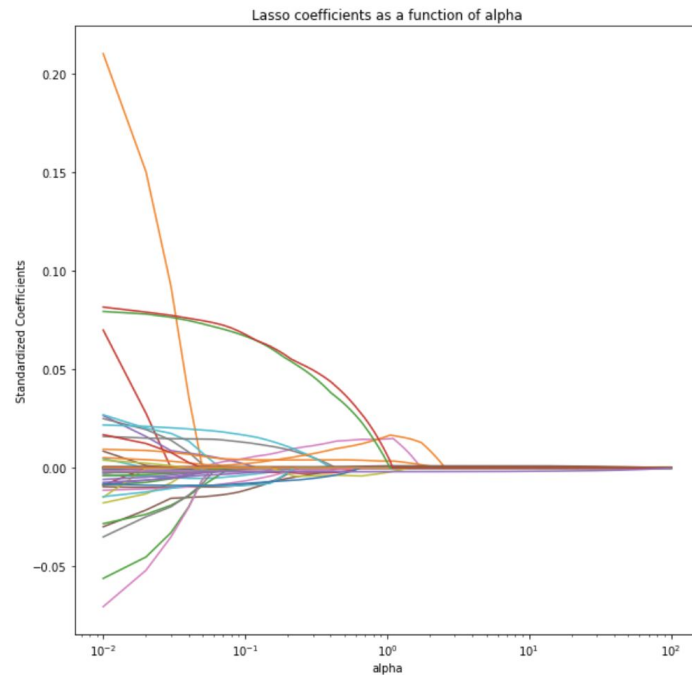


Predicted vs actual market value on test set

# Ridge and Lasso Regression



Ridge Regression



Lasso Regression

# Model Comparison

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## Model Comparison

Model	R2 Score	MSE
Linear Regression	0.6124299824151251	146.45024016416988
Linear Regression (higher order terms)	0.6431267219862531	144.95331830442498
Ridge Regression	0.6448971342819805	134.5894783980847
Lasso Regression	0.640337661964369	123.10347326169641
Random Forest Regression	0.6063040966499413	147.7985546636136

- Based on R2 score, Ridge Regression appears to be the best performing model
- Based on MSE, Lasso Regression appears to be the best performing model
- Since the MSE of Lasso Regression is significantly less as compared to the other models, we select it as the best performing model.

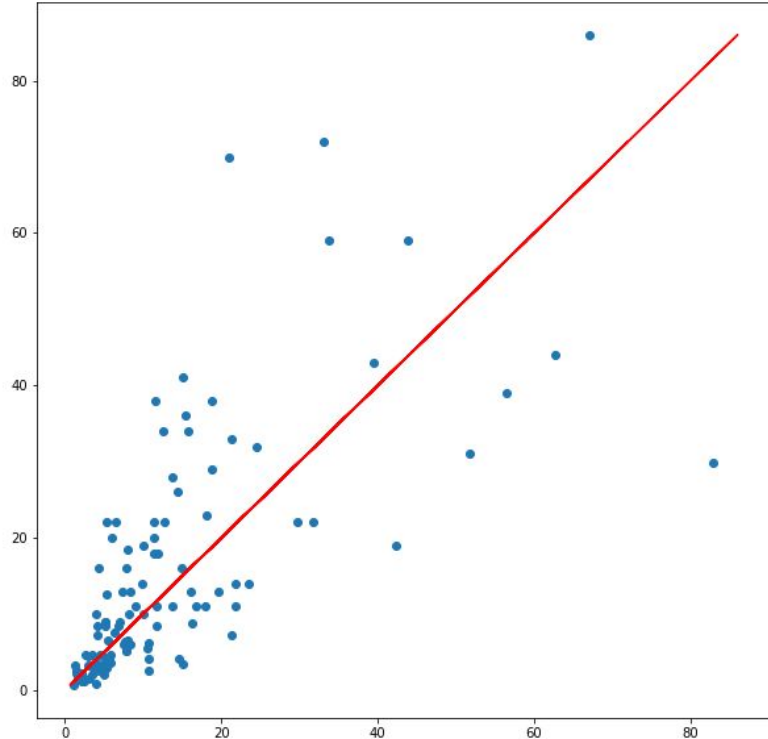
# Conclusion



# Insert lasso graph plot here

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From the regression models, we notice that our predicted market value gets more inaccurate as the value increases



# Market Value Factors

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- On-pitch performance
- Age (development potential and future prospects)
- Reputation/prestige
- Marketing value
- Number & reputation of interested clubs
- Experience
- Injury susceptibility
- General demand and 'trends' of the market

# Future Ideas

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If we could somehow quantify the off-pitch element of a football player in terms of the commercial value he brings to a club, it could be an important variable in predicting market value

E.g, total followers on his social medias, engagements on media networks, sponsorship deals values, etc