

Case Study Roadmap - Ask

Guiding questions

- What topic are you exploring?
 - La Liga and Premier League teams.
- What is the problem you are trying to solve?
 - Too many soccer fanatics overrate the Premier League, especially when in comparison to any other league, including the league that is considered the 2nd best in the world (La Liga). I want to prove that La Liga is very close, if not equal or better, to the quality of soccer that the Premier League generates.
- What metrics will you use to measure your data to achieve your objective?

Note: Each of the below points is referring to only the past 3 years.

- Champions League and Europa League titles.
- Champions League and Europa League runner-ups.
- Number of league winners.
- Number of top 7 teams.
- Average points of mid-table (9th, 10th and 11th).
- Average points of bottom-table (18th, 19th and 10th).
- Who are the stakeholders?
 - Job employers.
- Who is your audience?
 - Any soccer fanatic.
- How can your insights help your client make decisions?
 - By better informing soccer fanatics that La Liga should not be overlooked.

Key tasks

1. [Identify the business task](#)
2. [Determine key stakeholders](#)
3. Choose a dataset

- a. La Liga 2021-22 standings:

https://www.google.com/search?q=la+liga+standings&rlz=1C5CHFA_enUS739US739&oq=la+iga+&aqs=chrome.1.69i57j0i10i433j46i10i433j0i10j46i10i433j69i60l3.2907j0j7&sourceid=chrome&ie=UTF-8#sie=lg:/g/11mqImppsd;2:/m/09gqx;st;fp:1;;

- b. La Liga 2020-21 standings:

https://www.google.com/search?q=la+liga+standings+2021&rlz=1C5CHFA_enUS739US739&oq=la+liga+standings+2021&aqs=chrome..69i57j0i512l4j0i22i30l5.3200j0j9&sourceid=chrome&ie=UTF-8#sie=lg:/g/11j0y2m458;2:/m/09gqx;st;fp:1;;

- c. La Liga 2019-20 standings:

https://www.google.com/search?q=la+liga+standings+2020&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsaWptRnw5CpG7w7Kdei2XTYyta4bg%3A1657317276089&ei=nKfIYsH4BNTLkPIPh7-TkAs&ved=0ahUKEwjBtpX8o-r4AhXUJUQIHYffBLIQ4dUDCA4&uact=5&oq=la+liga+standings+2020&gs_lcp=Cgdnd3Mtd2l6EAMyBQgAEIAEMgUIABCABDIGCAAQHhAWMgYIABAeEBYyBggaEB4QFjIGCAAQHhAWMgYIABAeEBYyBggAEB4QFjIGCAAQHhAWMgYIABAeEBY6BwgAEEcQsANKBAhBGABKBAhGGABQ7wZYmAdgtgtgtoAX

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- d. La Liga 2018-19 standings:

https://www.google.com/search?q=la+liga+standings+2019&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsaCYQvkE1qCRyZE24SK1BebXXhjnA%3A1658187883810&ei=a_DVYpyBMfOkqtsPhvC30As&ved=0ahUKEwj4qOez4P5AhVzkmoFHQb4DboQ4dUDCA4&uact=5&oq=la+liga+standings+2019&gs_lcp=CgdnMtd2l6EAMyBAGjECcyBAGjECcyBAGjECcyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEM6BwgAEecQsAM6BwgAELADEEM6CggAEOQCELADGAFKBAhBGABKBAhGGAfQmQNY7AVgXgZoAXABeACAAYwBiAGMAZIBAzAuMZgBAKABAcgBEcABAdoBBggBEAEYCQ&sclient=gws-wiz#sie=lg;/g/11f57gslw8;2;/m/09gqx;st;fp;1;;

- e. La Liga 2017-18 standings:

https://www.google.com/search?q=la+liga+standings+2018&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsb1tnU1ej3vf8s0UZLYAjabVuZpdQ%3A1658187869695&ei=XfDVYoyIKqWkqtsPiNaW6Ag&ved=0ahUKEwjMqsaXz4P5AhUlkmoFHQirBY0Q4dUDCA4&uact=5&oq=la+liga+standings+2018&gs_lcp=CgdnMtd2l6EAMyBAGjECcyBAGjECcyBAGjECcyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBQgAEIAEOgcIABBHELADOgcIABcWaxBDGOgoIABDkAhCwAxgBSgOIQRgASgQIRhgBUI8DWKAHYIQIaAFwAXgAgAGSAYgBkgGSAQMwLjGYAQCgAQHIARHAAQHaaAQYIARABGAk&sclient=gws-wiz#sie=lg;/g/11c6w1q_2s;2;/m/09gqx;st;fp;1;;

- f. La Liga 2016-17 standings:

https://www.google.com/search?q=la+liga+standings+2017&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsbI0rs7VIghrFGH-F0SP49qz0WNPw%3A1658187855653&ei=T_DVYu28J4K1qtsPm92MyAg&ved=0ahUKEwitoO2Qz4P5AhWCmomoFHZsuA4kQ4dUDCA4&uact=5&oq=la+liga+standings+2017&gs_lcp=Cgnd3Mtd2l6EAMyBAgjECcyBAgjECcyBAgjECcyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEM6BwgAEecQsAM6BwgAELADEEM6CggAEOQCELADGAFKBAhBGABKBAhGGAFO3QNYiwVgoAZoAXABeACAAZMBiAGTAZIBAzAuMZgBAKABAcgBEcABAdoBBggBEAEYCO&scient=gws-wiz#sie=lg:/g/11c3ypm39d;2;/m/09gqx;st;fp;1;;

- g. La Liga 2015-16 standings:

https://www.google.com/search?q=la+liga+standings+2016&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsZbMcLxhrklPp0yNQnqTUWakwqXoQ%3A1658187841686&ei=QfDVYuq0KfKfqtPl6uUiAk&ved=0ahUKEwiq2ZiKz4P5AhXyj2oFHZcVBZEq4dUDCA4&uact=5&oq=la+liga+standings+2016&gs_lcp=Cgnd3Mtd2l6EAMyBAgjECcyBAgjECcyBAgjECcyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEMyBAgAEEM6BwgAEecQsAM6BwgAELADEEM6CggAEOQCELADGAFKBAhBGABKBAhGGAFOmARYlwZguAdoAXABeACAAYoBiAGKAZIBAzAuMZgBAKABAcgBEcABAdoBBggBEAEYCO&scient=gws-wiz#sie=lg:/g/11byqjrmxh;2;/m/09gqx;st;fp;1;;

- h. La Liga 2014-15 standings:

https://www.google.com/search?q=la+liga+standings+2015&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsZ796roBFxC8KogLylibH-m22QFmw%3A16581878

i. La Liga 2013-14 standings:

j. La Liga 2012-13 standings:

https://www.google.com/search?q=la+liga+standings+2013&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsZWJmO8bRa2QAwudkIfFThqHG1jBQ%3A1658187794301&ei=EvDVYrTyEd-jqtsPybahsAQ&ved=0ahUKEwi0w8zzzoP5AhXfkWoFHUIbCEYQ4dUDCA4&uact=5&oq=la+liga+standings+2013&gs_lcp=Cgdnnd3

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- k. La Liga 2011-12 standings:

https://www.google.com/search?q=la+liga+standings+2012&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsZlvWjL7MVGU9enmY2q0pMXFpjiTg%3A1658187715205&ei=w-_VYsmNDLegqtsP7Nyn4Ao&ved=0ahUKEwiJ-_DNzoP5AhU3kGoFHWzuCawQ4dUDCA4&uact=5&oq=la+liga+standings+2012&gs_lcp=CgdnM3Mtd2l6EAMyBAgAECcyBQgAEIAEMgYIABAEeBYyBggAEB4QFjIGCAAQHhAWMgYIABAEeBYyBggAEB4QFjIGCAAQHhAWMgYIABAEeBYyBggAEB4QFjoHCAAQRxCwAzoHCAAQsAMQQzoKCAAQ5AIQsAMYAToECCMQJ0oECEYAEoECEYYAVDDA1iqBGDjBmgBcAF4AIABpAGIAa0CkgEDMC4ymAEAoAEByAERwAEB2gEGCAEQARgJ&sclient=gws-wiz#sie=lg:/m/0gkyx89;2;/m/09gqx;st;fp;1;;

- l. La Liga 2010-11 standings:

https://www.google.com/search?q=la+liga+standings+2011&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsb-HvbW3qvE-Ke9DJy26fsnbFBpQg%3A1658187732065&ei=1O_VYuO8A7OqqtsPjMatiAY&ved=0ahUKEwji9vXVzoP5AhUzlWoFHQxjC2EQ4dUDCA4&uact=5&oq=la+liga+standings+2011&gs_lcp=CgdnM3Mtd2l6EAMyBAgAECcyBQgAEIAEMgYIABAEeBYyBggAEB4QFjIGCAAQHhAWMgYIABAEeBYyBggAEB4QFjIGCAAQHhAWMgYIABAEeBYyBggAEB4QFjoHCAAQRxCwAzoHCAAQsAMQQzoKCAAQ5AIQsAMYAToECAAQQ0oECEYAEoECEYYAVDDA1iqBGDjBmgBcAF4AIABpAGIAa0CkgEDMC4ymAEAoAEByAERwAEB2gEGCAEQARgJ&sclient=gws-wiz#sie=lg:/m/0gkyx89;2;/m/09gqx;st;fp;1;;

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EAoAEBYAErWAEB2gEGCAEQARgJ&sclient=gws-wiz#sie=lg:/m/0bs5lcl;2:/
m/09gqx;st:fp;1;;)

m. La Liga 2009-10 standings:

[https://www.google.com/search?q=la+liga+standings+2010&rlz=1C5CHFA_enU
S739US739&sxsrf=ALiCzsbzSEMoKfjZ8ATxmerHIItACf-rbA%3A1658187133
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cgBEcABAdoBBggBEAEYCO&sclient=gws-wiz#sie=lg:/m/05_5ptc;2:/m/09gqx
;st:fp;1;;](https://www.google.com/search?q=la+liga+standings+2010&rlz=1C5CHFA_enU
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;st:fp;1;;)

n. Premier League 2021-22 standings:

[https://www.google.com/search?q=premier+league+standings+2022&rlz=1C5CH
FA_enUS739US739&oq=premier+league+standings+2022&aqs=chrome..69i57j0
i512l3j0i22i30l6.4351j0j9&sourceid=chrome&ie=UTF-8#sie=lg:/g/11p44qhs93;2
:/m/02_tc;st:fp;1;;](https://www.google.com/search?q=premier+league+standings+2022&rlz=1C5CH
FA_enUS739US739&oq=premier+league+standings+2022&aqs=chrome..69i57j0
i512l3j0i22i30l6.4351j0j9&sourceid=chrome&ie=UTF-8#sie=lg:/g/11p44qhs93;2
:/m/02_tc;st:fp;1;;)

o. Premier League 2020-21 standings:

<https://www.google.com/search?q=premier+league+standings+2021&rlz=1C5CH>

[FA_enUS739US739&oq=premier+league+standings+2021&aqs=chrome..69i57j0i512l2j0i67j0i22i30l6.9455j0j9&sourceid=chrome&ie=UTF-8#sie=lg:/g/11j4y8fvpd;2:/m/02_tc;st:fp;1;;](https://www.google.com/search?q=premier+league+standings+2021&aqs=chrome..69i57j0i512l2j0i67j0i22i30l6.9455j0j9&sourceid=chrome&ie=UTF-8#sie=lg:/g/11j4y8fvpd;2:/m/02_tc;st:fp;1;;)

- p. Premier League 2019-20 standings:

https://www.google.com/search?q=premier+league+standings+2020&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsYB0HomcjX0xT-O9gjqtP8CMR7jA%3A1657311786830&ei=KpLIYrquMtfPkPIpmuOm0As&ved=0ahUKEwi669fCj-r4AhXXJ0QIHZqxCboQ4dUDCA4&uact=5&oq=premier+league+standings+2020&gs_lcp=Cgdnnd3Mtd2l6EAMyBAGjECcyBQgAEIAEMgUIABCABDIFCAAQgAQyBggAEB4QFjIGCAAQHhAWMgYIABAEeBYyBggAEB4QFjIGCAAQHhAWMgYIABAEeBY6BAGAEeEc6BAGAEENKBAhBGABKBAhGGABQiw5Y6xhg6h5oAHACeACAAdUBiAHhApIBBTAuMS4xmAEAoAEBYAEIwAEB&scli=ent=gws-wiz#sie=lg:/g/11fj6snmjm;2:/m/02_tc;st:fp;1;;

- q. Premier League 2018-19 standings:

https://www.google.com/search?q=premier+league+standings+2019&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsZVnpO9OKnXLbLJcXo5upFta-vLQ%3A1658351593495&ei=6W_YYuX6HfXRkPIPveufiAc&ved=0ahUKEwilk5KNsYj5AhX1KEQIHb31B3EQ4dUDCA4&uact=5&oq=premier+league+standings+2019&gs_lcp=Cgdnnd3Mtd2l6EAMyBAGjECcyBAGjECcyBAGjECcyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBQgAEIAEMgUIABCABDoKCAAQRxCwAxCLAZoHCAAQRxCwAzoKCAAQsAMQQxCLAZoKCC4QsAMQQxCLAZoNCAAQ5AIQsAMQiwMYAUoECEYYAEoECEYYAVCUAliTBmD

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AEQARgJ&sclient=gws-wiz#sie=lg:/g/11f60x ln9;2;/m/02_tc;st;fp;1;;](https://www.google.com/search?q=premier+league+standings+2018&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsamfkHP-6OfF6voJ6WEJ7khEeUavg%3A1658351575128&ei=12_YYsWsB7rGkPIPwpSXuA4&ved=0ahUKEwiF9LCEsYj5AhU6I0QIHULKBecQ4dUDCA4&uact=5&oq=premier+league+standings+2018&gs_lcp=Cgdn3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgUIABCABDIGCAAQHhAWMgYIABAeEBYyBggAEB4QFjIGCAAQHhAWMgYIABAeEBYyBggAEB4QFjIGCAAQHhAWOgcIABBHELADOgcIABCwAxBDGOgoIABDkAhCwAxgBOgQIIxAnSgQIQRgASgQIRhgBUJEEWL8GYJsIaAFwAXgAgAGIAYgBtwKSAQMwLjKYAQCgAQHIARHAAQHhAAQYIARABGAK&sclient=gws-wiz#sie=lg:/g/11f60x ln9;2;/m/02_tc;st;fp;1;;)

- r. Premier League 2017-18 standings:

https://www.google.com/search?q=premier+league+standings+2018&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsamfkHP-6OfF6voJ6WEJ7khEeUavg%3A1658351575128&ei=12_YYsWsB7rGkPIPwpSXuA4&ved=0ahUKEwiF9LCEsYj5AhU6I0QIHULKBecQ4dUDCA4&uact=5&oq=premier+league+standings+2018&gs_lcp=Cgdn3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgUIABCABDIGCAAQHhAWMgYIABAeEBYyBggAEB4QFjIGCAAQHhAWMgYIABAeEBYyBggAEB4QFjIGCAAQHhAWOgcIABBHELADOgcIABCwAxBDGOgoIABDkAhCwAxgBOgQIIxAnSgQIQRgASgQIRhgBUJEEWL8GYJsIaAFwAXgAgAGIAYgBtwKSAQMwLjKYAQCgAQHIARHAAQHhAAQYIARABGAK&sclient=gws-wiz#sie=lg:/g/11c74zg7g7;2;/m/02_tc;st;fp;1;;

- s. Premier League 2016-17 standings:

https://www.google.com/search?q=premier+league+standings+2017&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsZmcRz-TYrKFyqJ4LSlyj06D5AphA%3A1658351558275&ei=xm_YYr6uEMTPkPIP7qSigAU&ved=0ahUKEwi-qaz8slj5AhXEJ0QIHW6SCFAQ4dUDCA4&uact=5&oq=premier+league+standings+2017&gs_lcp=Cgdn3Mtd2l6EAMyBAGjECcyBAGjECcyBAGjECcyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBAGAEEMyBQgAEIAEOgoIABBHELADeIsDOgcIABBHELADOgcIABCwAxBDGOgoIABDkAhCwAxgBSgQIQRgASgQIRhgBUJsHWO8KYPcLaAFwAXgAgAGVAYgBlQGSQMwLjGYA

[QCgAQHIARG4AQLAAQHaaQYIARABGAK&sclient=gws-wiz#sie=lg:/g/11c3yptrz5;2;/m/02_tc;st;fp;1;;](https://www.google.com/search?q=premier+league+standings+2016&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsZH6nhIBOyNHL_ihpk7bt7ZEDfW1w%3A1658351541518&ei=tW_YYtyGH_6ckPIP3sqVyAc&ved=0ahUKEwicta30slj5AhV-DkQIHV5IBXkQ4dUDCA4&uact=5&oq=premier+league+standings+2016&gs_lcp=Cgdnd3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgUIABCABDIGCAAQHhAWMggIABAE8QFjIGCAAQHhAWMgYIABAEeBYyBggAEB4QFjIGCAAQHhAWMgYIABAEeBYy6CggAEecQsAMQiwM6BwgAEecQsAM6CggAELADEEMQiwM6DQgAEOQCELADEIsDGAE6BAGjECdKBAhBGABKBAhGGA_FQjQVY2gVgqApoAXABeACAAZsBiAGrApIBAzAuMpgBAKABAcgBEbgBAsABAdoBBggBEAEYCO&sclient=gws-wiz#sie=lg:/g/11c3yptrz5;2;/m/02_tc;st;fp;1;;)

- t. Premier League 2015-16 standings:

https://www.google.com/search?q=premier+league+standings+2016&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsZH6nhIBOyNHL_ihpk7bt7ZEDfW1w%3A1658351541518&ei=tW_YYtyGH_6ckPIP3sqVyAc&ved=0ahUKEwicta30slj5AhV-DkQIHV5IBXkQ4dUDCA4&uact=5&oq=premier+league+standings+2016&gs_lcp=Cgdnd3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgUIABCABDIGCAAQHhAWMggIABAE8QFjIGCAAQHhAWMgYIABAEeBYyBggAEB4QFjIGCAAQHhAWMgYIABAEeBYy6CggAEecQsAMQiwM6BwgAEecQsAM6CggAELADEEMQiwM6DQgAEOQCELADEIsDGAE6BAGjECdKBAhBGABKBAhGGA_FQjQVY2gVgqApoAXABeACAAZsBiAGrApIBAzAuMpgBAKABAcgBEbgBAsABAdoBBggBEAEYCO&sclient=gws-wiz#sie=lg:/m/012vp1qy;2;/m/02_tc;st;fp;1;;

- u. Premier League 2014-15 standings:

https://www.google.com/search?q=premier+league+standings+2015&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsbc_kakwBtA2QT27pC1D6x8Ivb41Q%3A1658351496728&ei=iG_YYoz0K_vLkPIPM-imcA&ved=0ahUKEwiM2P_esIj5AhX7JUQIHRu0CQ4Q4dUDCA4&uact=5&oq=premier+league+standings+2015&gs_lcp=Cgdnd3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgUIABCABDIGCAAQHhAWMgYIABAEeBYyBggAEB4QFjIGCAAQHhAWMgYIABAEeBYyBggAEB4QFjIGCAAQHhAWOGcIABBHELADOGcIABCwAxBDogoiABDkAhCwAxgBOgQIIxAnSgQIQrgASgQIRhgBUKYEWLoFYIEHaAFwAXgAgAGgAYg

[BtwKSAQMwLjKYAQCgAQHIARHAAQHaaAQYIARABGak&scient=gws-wiz#sie=lg:/m/0 v76q8;2;/m/02 _tc:st;fp:1;;](https://www.google.com/search?q=premier+league+standings+2014&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsY6gI5TShPxQ85QAxnCaINCnfweMQ%3A1658351459526&ei=Y2_YYsvfH6bVkPIPx-SXqAU&ved=0ahUKEwiLnaHNsIj5AhWmKkQIHUfyBVUQ4dUDCA4&uact=5&oq=premier+league+standings+2014&gs_lcp=Cgdnd3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgUIABCABDIGCAAQHhAWMgYIABAeEBYyBggAEB4QFjIGCAAQHhAWMgYIABAeEBYyBggAEB4QFjIICAAQHhAPEBY6BwgAEEcQsAM6BwgAELADEEM6CggAEQQCELADGAE6BAGjECdKBAhBGABKBAhGGAfQnwRY8ARg3ApoAXABeACAAZcBiAGhApIBAzAuMpgBAKABAcgBEcABAdoBBggBEAEYCQ&scient=gws-wiz#sie=lg:/m/0 v76q8;2;/m/02 _tc:st;fp:1;;)

- v. Premier League 2013-14 standings:

https://www.google.com/search?q=premier+league+standings+2014&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsY6gI5TShPxQ85QAxnCaINCnfweMQ%3A1658351459526&ei=Y2_YYsvfH6bVkPIPx-SXqAU&ved=0ahUKEwiLnaHNsIj5AhWmKkQIHUfyBVUQ4dUDCA4&uact=5&oq=premier+league+standings+2014&gs_lcp=Cgdnd3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgUIABCABDIGCAAQHhAWMgYIABAeEBYyBggAEB4QFjIGCAAQHhAWMgYIABAeEBYyBggAEB4QFjIICAAQHhAPEBY6BwgAEEcQsAM6BwgAELADEEM6CggAEQQCELADGAE6BAGjECdKBAhBGABKBAhGGAfQnwRY8ARg3ApoAXABeACAAZcBiAGhApIBAzAuMpgBAKABAcgBEcABAdoBBggBEAEYCQ&scient=gws-wiz#sie=lg:/m/0r4t7p1;2;/m/02 _tc:st;fp:1;;

- w. Premier League 2012-13 standings:

https://www.google.com/search?q=premier+league+standings+2013&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsZk-DfZ2kI9jTTsnupu_9_xOmaQHQ%3A1658351412842&ei=NG_YYsjqMubXkPIPkeY-&ved=0ahUKEwjI1P-2sIj5AhXmK0QIHRGzDwAQ4dUDCA4&uact=5&oq=premier+league+standings+2013&gs_lcp=Cgdnd3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgYIABAeEBYyBggAEB4QFjIGCAAQHhAWMgYIABAeEBYyBggAEB4QFjIICAAQHhAPEBY6BwgAEEcQsAM6BwgAELADEEM6CggAEQQCELADGAE6BAGjECdKBAhBGABKBAhGGAfQnwRY8ARg3ApoAXABeACAAZcBiAGhApIBAzAuMpgBAKABAcgBEcABAdoBBggBEAEYCQ&scient=gws-wiz#sie=lg:/m/0r4t7p1;2;/m/02 _tc:st;fp:1;;

[a8CkgEDMC4ymAEAoAEBYAErwAEB2gEGCAEQARgJ&sclient=gws-wiz#sie=lg:/m/0h564kc;2;/m/02_tc;st;fp;1;;](https://www.google.com/search?q=premier+league+standings+2012&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsaX59Qrg6cuOqKJxyzmbKAcGOyMng%3A1658351361742&ei=AW_YYuLWLLOZkPIP0LO2wA0&ved=0ahUKEwii29CesIj5AhWzDEQIHdCZDdgQ4dUDCA4&uact=5&oq=premier+league+standings+2012&gs_lcp=Cgdnd3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgYIABAEeBYyBgAEB4QFjIGCAAQHhAWMgYIABAEeBYyBgAEB4QFjIGCAAQHhAWMgYIABAEeBYyBgAEB4QFjoHCAAQRxCwAzoHCAAQsAMQQzoKCAAQ5AIQsAMYAToECCMQJ0oECEYYAEoECEYYAVD_A1i4BGCXBmgBcAF4AIABowGIAbcCkgEDMC4ymAEAoAEBYAErwAEB2gEGCAEQARgJ&sclient=gws-wiz#sie=lg:/m/0h564kc;2;/m/02_tc;st;fp;1;;)

- x. Premier League 2011-12 standings:

https://www.google.com/search?q=premier+league+standings+2012&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsaX59Qrg6cuOqKJxyzmbKAcGOyMng%3A1658351361742&ei=AW_YYuLWLLOZkPIP0LO2wA0&ved=0ahUKEwii29CesIj5AhWzDEQIHdCZDdgQ4dUDCA4&uact=5&oq=premier+league+standings+2012&gs_lcp=Cgdnd3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgYIABAEeBYyBgAEB4QFjIGCAAQHhAWMgYIABAEeBYyBgAEB4QFjIGCAAQHhAWMgYIABAEeBYyBgAEB4QFjoHCAAQRxCwAzoHCAAQsAMQQzoKCAAQ5AIQsAMYAToECCMQJ0oECEYYAEoECEYYAVD_A1i4BGCXBmgBcAF4AIABowGIAbcCkgEDMC4ymAEAoAEBYAErwAEB2gEGCAEQARgJ&sclient=gws-wiz#sie=lg:/m/0gkzcwr;2;/m/02_tc;st;fp;1;;

- y. Premier League 2010-11 standings:

https://www.google.com/search?q=premier+league+standings+2011&rlz=1C5CHFA_enUS739US739&sxsrf=ALiCzsZjnHWRFfLYArk2_56_s2MX1i_5rA%3A1658351107548&ei=A27YYoz7IOCFkPIPlveWyAY&ved=0ahUKEwjMiLalr4j5AhXgD0QIHZA7BWkQ4dUDCA4&uact=5&oq=premier+league+standings+2011&gs_lcp=Cgdnd3Mtd2l6EAMyBAGAEEMyBQgAEIAEMgYIABAEeBYyBgAEB4QFjIGCAAQHhAWMgYIABAEeBYyBgAEB4QFjIGCAAQHhAWMgYIABAEeBYyBgAEB4QFjoHCAAQRxCwAzoHCAAQsAMQQzoKCAAQ5AIQsAMYAToECCMQJ0oECEYYAEoECEYYAVC0A1j_A2DRCGgBcAF4AIAIBnQ

[GIAbcCkgEDMC4ymAEAoAEB2gEGCAEQARgJ&scient=gws-w
iz#sie=lg:/m/0bh9196;2:/m/02_tc;st;fp;1;;](https://www.google.com/search?q=premier+league+standings+2010&rlz=1C5CHFA_enUS739US739&oq=premier+league+standings+2010&aqs=chrome..69i57j0i512l9.10814j0j7&sourceid=chrome&ie=UTF-8#sie=lg:/m/05c25w5;2:/m/02_tc;st;fp;1;;)

z. Premier League 2009-10 standings:

https://www.google.com/search?q=premier+league+standings+2010&rlz=1C5CHFA_enUS739US739&oq=premier+league+standings+2010&aqs=chrome..69i57j0i512l9.10814j0j7&sourceid=chrome&ie=UTF-8#sie=lg:/m/05c25w5;2:/m/02_tc;st;fp;1;;

aa. Champions League winners and runner-ups (2009-22):

<https://www.kaggle.com/datasets/johnharshith/uefa-champions-league-quarter-finals-since-1980/download?datasetVersionNumber=3>

bb. Europa League winners and runner-ups (2009-22):

https://en.wikipedia.org/wiki/List_of_UEFA_Cup_and_Europa_League_finals

4. [Establish metrics](#)

Deliverable

- ☒ [A clear statement of the business task you have selected to investigate](#)

Case Study Roadmap - Prepare

Guiding questions

- Where is your data located?
 - On multiple different websites. [See above](#) for links. The dataset with Champions League data is from kaggle.com.
- How is the data organized?
 - My data is organized by clubs, seasons, championships and points in their respective leagues.

- Are there issues with bias or credibility in this data? [Does your data ROCCC?](#)
 - No, my data is purely factual, so there will be no issues with this.
 - ROCCC (Reliable, original, comprehensive, current, cited):
 - Reliable: My data is reliable because it comes from Google, Wikipedia and kaggle.com, three very popular sources.
 - Original: It is not original since Google, Wikipedia and kaggle.com are getting the info from other sources.
 - Comprehensive: It is comprehensive to my own [criteria](#) that I established earlier.
 - Current: It is current, since it is the most updated data possible from all the soccer leagues/tournaments that are relevant to my [criteria](#).
 - Cited: [Links](#) to all websites/databases used are mentioned above.
- How are you addressing licensing, privacy, security, and accessibility?
 - Due to the extent of this project, I do not believe that any of these are necessary to address at this moment in time.
- How did you verify the data's integrity?
 - I checked multiple sources to confirm that the data I am extracting is valid.
- How does it help you answer your question?
 - It directly helps me answer my question since it holds all the necessary info listed in my [criteria](#).
- Are there any problems with the data?
 - Not to my knowledge.

Key

- Download data and store it appropriately.
 - I have web scraped from the [links](#) provided above and put all the data into multiple .xlsx, Google Sheets and SQL files.
- Identify how it's organized.
 - I organized the data myself. [See above](#).
- Sort and filter the data.
 - I am uploading the xlsx files to a Google Sheet and a SQL database and sorting and filtering the data from both.
- Determine the credibility of the data.
 - This does not apply since it is factual data.

Deliverable

- ☒ [A description of all data sources used](#)

Case Study Roadmap - Process

Guiding questions

- What tools are you choosing and why?
 - Python (Selenium), Google Sheets, SQL and Tableau. The combination of these tools will be able to perfectly answer my question. Secondly, practicing these tools with a project such as this one will help me learn how to use them tremendously, especially after learning all the theory from the Google Data Analytics certificate.
- Have you ensured your data's integrity?
 - Yes, I've checked the official UEFA page to ensure all the results are correct.
- What steps have you taken to ensure that your data is clean?

- Made some adjustments after importing the data to Google Sheets.
- How can you verify that your data is clean and ready to analyze?
 - Once I have all the data organized in a way that matches all my [criteria](#) and allows for me to be able to fully answer my question.
- Have you documented your cleaning process so you can review and share those results?
 - It's not all documented but all the clean and dirty data files are put together in both a folder in my Google Drive and locally.

Key tasks

- [Check the data for errors.](#)
- [Choose your tools.](#)
- [Transform the data so you can work with it effectively.](#)
- [Document the cleaning process.](#)

Deliverable

- ☒ [Documentation of any cleaning or manipulation of data](#)

Case Study Roadmap - Analyze

Guiding questions

- How should you organize your data to perform analysis on it?
 - I organized it so that essentially each sheet has its own data so that it can easily be displayed in Tableau.
- Has your data been properly formatted?
 - Yes, it is formatted to my liking.
- What surprises did you discover in the data?

- I was hoping, but also was surprised that La Liga was this good. I thought they were going to be good, but the data makes them look even better.
- What trends or relationships did you find in the data?
 - The mid-table and lower-table points from both leagues are nearly identical on average.
- How will these insights help answer your business questions?
 - They directly answer my initial hypothesis.

Key tasks

- Aggregate your data so it's useful and accessible.
 - All the data is aggregate already.
- Organize and format your data.
 - Done!
- Perform calculations.
 - Done!
- [Document your calculations to keep track of your analysis steps.](#)
- [Identify trends and relationships.](#)

Deliverable

- ☒ ~~A summary of your analysis~~

Case Study Roadmap - Share

Guiding questions

- Were you able to answer the business question?
 - Yes!
- What story does your data tell?

- Gives a good understanding of the quality Spanish soccer provides especially when put into comparison with English soccer.
- How do your findings relate to your original question?
 - They match exactly what I planned for.
- Who is your audience? What is the best way to communicate with them?
 - Every soccer fan. They will very easily understand the data. A non-soccer fan, on the other hand, would need some more context to fully wrap their heads around the findings.
- Can data visualization help you share your findings?
 - Yes, it is helping a ton!
- Is your presentation accessible to your audience?
 - Yes, the color contrast of the graphs is very evident and color-blind friendly.

Key tasks

- Determine the best way to share your findings.
 - Tableau.
- Create effective data visualizations.
 - Also done with Tableau.
- Present your findings.
 - Findings are posted on my [Tableau profile](#).
- Ensure your work is accessible.
 - I believe the coloring of the graphs is color-blind friendly.

Deliverable

- ☒ ~~Supporting visualizations and key findings~~

Case Study Roadmap - Act

Guiding questions

- What is your final conclusion based on your analysis?
 - Spanish soccer has better teams but is not necessarily as competitive. However, it can still be interpreted differently due to the fact that the combination of criteria used to evaluate the two leagues is essentially infinite.
- How could your team and business apply your insights?
 - My findings are just useful for knowledge purposes for soccer fans.
- What next steps would you or your stakeholder take based on your findings?
 - There is always room to add-on more criteria.
- Is there additional data you could use to expand on your findings?
 - Of course!

Key tasks

- Create your portfolio.
 - It is on my [Tableau profile](#).
- Add your case study.
 - This is the first piece of it!
- Practice presenting your case study to a friend or family member.
 - Okay!

Deliverable

- ☒ ~~Your top high-level insights based on your analysis~~
- ☒ ~~Based on what you discover, a list of additional deliverables you think would be helpful to include for further exploration~~