

# The Transfer Analysis Dashboard: Empowering San Diego FC

Welcome. Today we'll explore how the Transfer Analysis Dashboard helps San Diego FC make strategic decisions, using data to inform player recruitment and optimize team performance.



# The Transfer Analysis Dashboard

Empowering San Diego FC's Inaugural MLS Season

This project focuses on creating a comprehensive Transfer Analysis Dashboard to assist San Diego FC in making data-driven recruitment decisions for their first MLS season. The goal is to identify players based on performance, cost-efficiency, and long-term value, all while staying within a \$250M budget.

## Shortlist Potential Candidates

Analyze player performance data to create a shortlist of transfer targets that fit San Diego FC's needs and budget.

## Optimize Squad Composition

Assemble an optimal squad by balancing position needs, age, and cost to build a competitive and sustainable roster.

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## Compare Player Performance

Dive deeper into candidate profiles, comparing key metrics like goals, assists, passing accuracy, and valuation trends.

### ▼ Project Objectives

- Identify top transfer targets based on performance, value, and fit
- Analyze player data to compare and contrast candidate profiles
- Optimize the squad composition to build a competitive and sustainable roster

# Dataset Overview

## 1 Player Performance

The appearances.csv dataset includes match-level data such as goals, assists, yellow/red cards, minutes played, and match appearances. This provides comprehensive performance insights to evaluate potential transfer candidates.

## 2 Market Value

The player\_valuations.csv dataset contains player market valuation trends over time, helping analyze the cost-effectiveness of transfer decisions and identify players with strong long-term value.

## 3 Player Profiles

The game\_events.csv dataset tracks detailed match events like goals, assists, and substitutions, providing granular performance data to complement the player profiles.

## 4 Team Performance

Additional datasets like club\_games.csv, transfers.csv, and competitions.csv provide context on team performance, historical transfer patterns, and league competition, informing strategic squad planning.

### ▼ Data Cleaning and Preparation

The datasets underwent rigorous cleaning and preparation to ensure consistency and relevance:

- Null values were removed, excluding records with incomplete data
- Column names were standardized for easy integration in Tableau
- Player filters excluded those inactive since 2015 to focus on current and future talent
- Match-level data was aggregated to compute key player-specific metrics

### ▼ Why These Datasets?

The selected datasets provide a comprehensive view to support San Diego FC's transfer decisions:

- Performance Insights: Match events, goals, assists, and discipline data for player evaluation
- Financial Analysis: Market valuation trends for cost-effective recruitment decisions
- Squad Composition: Positional and competition data for strategic planning

# Dashboard 1 - Player Demographic

Identifying top talent within San Diego FC's budget

## Purpose

Identify players that meet tactical and financial requirements, helping San Diego FC stay within budget while recruiting top talent.

## Visualizations

- Bar Chart: Top 10 Players by highest transfer fee
- Bar Chart: Top 10 Players by Performance



# Dashboard 2 - Player Comparison

## Purpose

Analyze attacker and midfielder performance by looking at their efficacy (Goals+Assists), player statistics, and valuation trends over time.

## Visualizations

- Bar Chart: Goals, Assists, Match Appearances, Discipline Metrics
- Line Chart: Market Valuation Trends Over Time
- Table: Metrics by Valuation, Performance

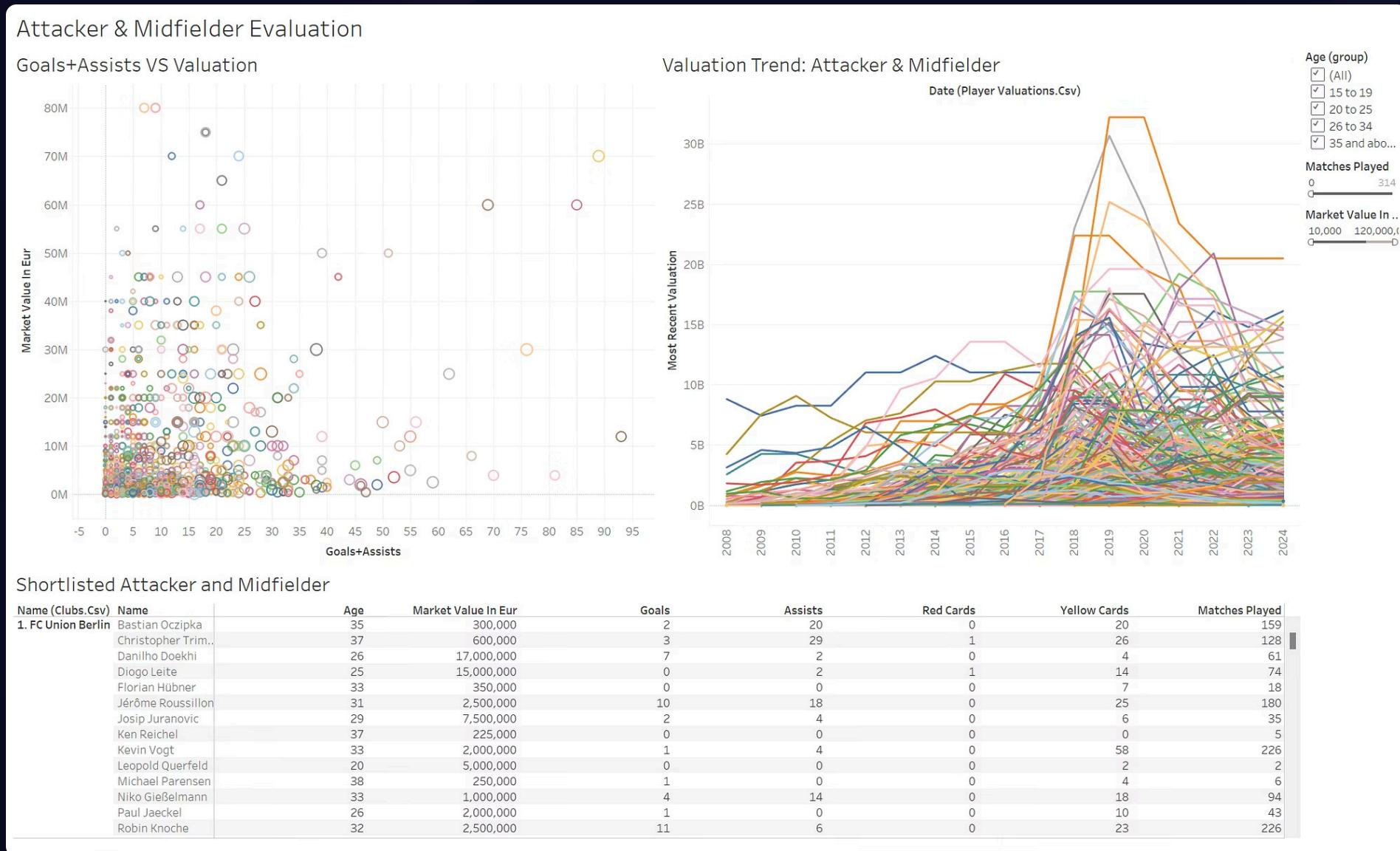
## Interactivity

- Hover over a player to view detailed stats
- Filter based on age group, matches played and market value

## Key Insight

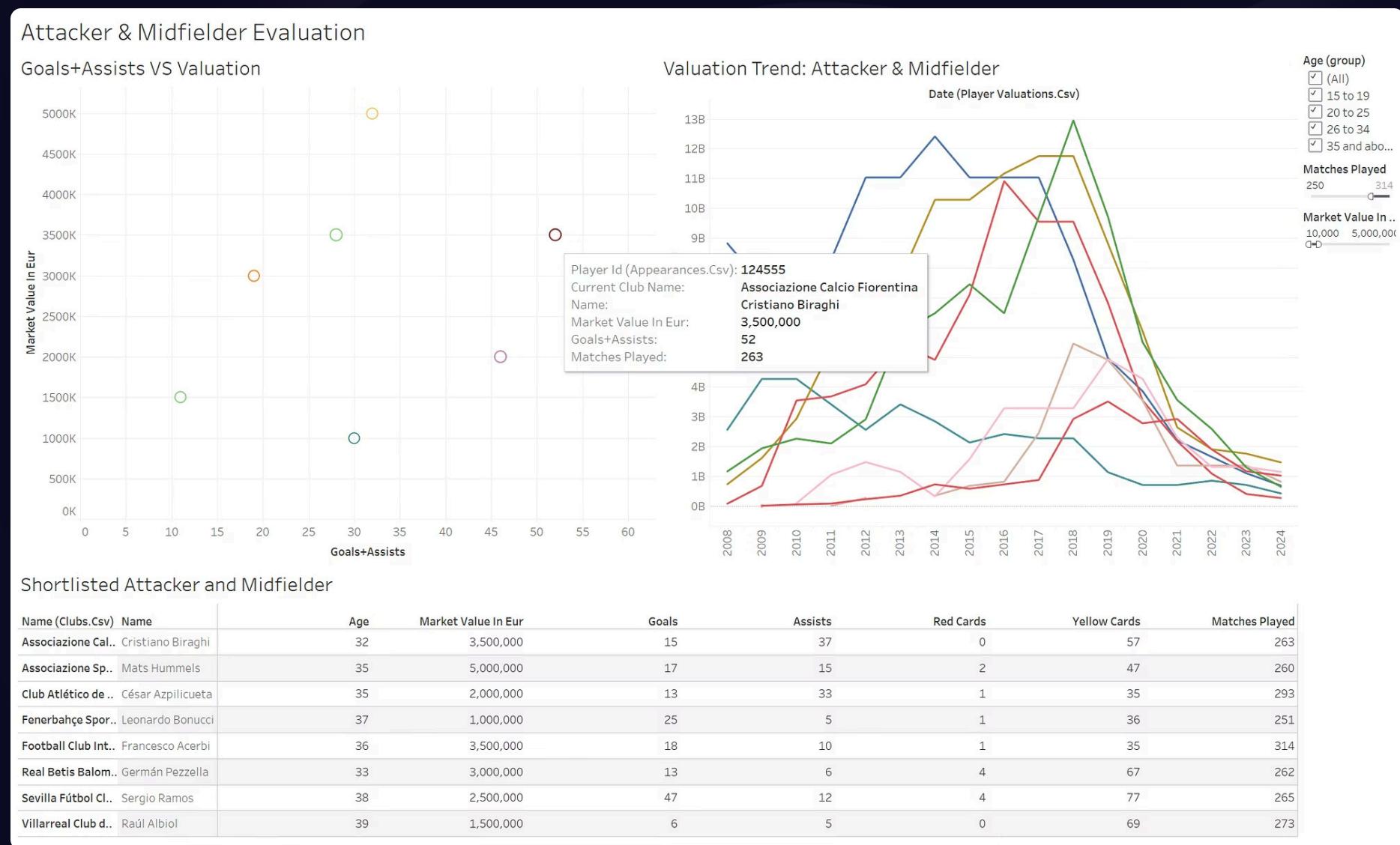
Provided clarity on player strengths and value relative to their market costs.

# Dashboard 2 - Attacker and Midfielder Evaluation



# Dashboard 2 - Attacker and Midfielder Evaluation

- Filtering players who have played atleast 250 matches and have a current market value of atmost 5 million



# Dashboard 3 - Defenders Evaluation

## Purpose

Evaluate defender performance by analyzing their effectiveness (Defenders Metric), valuation trends over time, and detailed player statistics. Identify potential talents and undervalued defenders for strategic decision-making.

## Visualizations

- **Scatter Plot:** Defenders Metric vs Market Value
- **Line Chart:** Player Valuation Trend Across Years
- **Table:** Shortlisted Defenders with Detailed Statistics (Market Value, Age, Matches Played, Cards, and Defenders Metric)

## Filters

- **Name:** Focus on specific defenders for individual analysis.
- **Market Value:** Filter defenders based on their current valuation.
- **Matches Played:** Analyze defenders with a specific range of match experience.
- **Age Group:** Narrow down players by age range for talent identification.

## Key Insight

Revealed undervalued defenders with high effectiveness metrics, highlighted trends in market valuation for top-performing players, and provided actionable data to strengthen defensive strategies.

# Dashboard Working: 1



- This visualization shows the **Defenders Metric vs Valuation**, **Valuation Trends**, and a table of shortlisted defenders within the age group of 15-19.
- Using filters for **Market Value**, **Matches Played**, and **Age Group**, we can narrow down prospective defenders who fit the club's requirements.
- The scatter plot highlights **effective defenders** who are potentially undervalued, providing insights into promising talents.

# Dashboard Working: 2

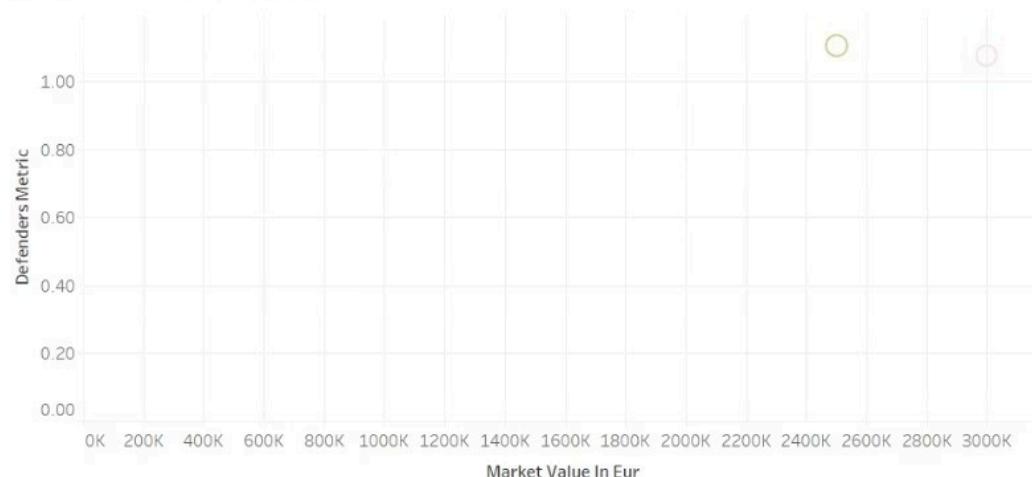


- By leveraging the **interactive filter**, a specific player was selected—**German Ignatov**—who exhibits strong performance and is undervalued.
- The table updates dynamically to show this player's statistics, while the valuation trend highlights their recent market progression.
- This approach demonstrates how the dashboard can identify **individual players** as potential signings for San Diego FC.

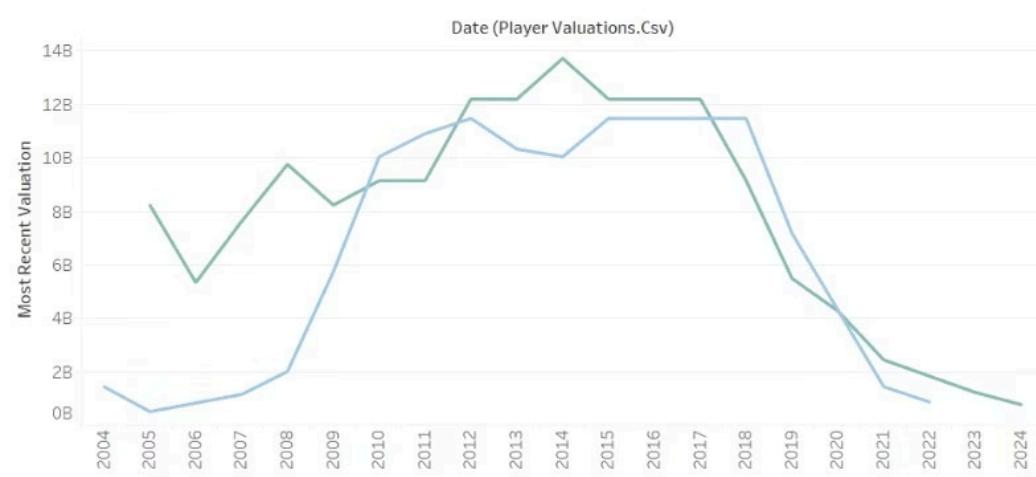
# Dashboard Working: 3

## Defender Evaluation

Defenders Metric Vs Valuation



Defenders Valuation Trend



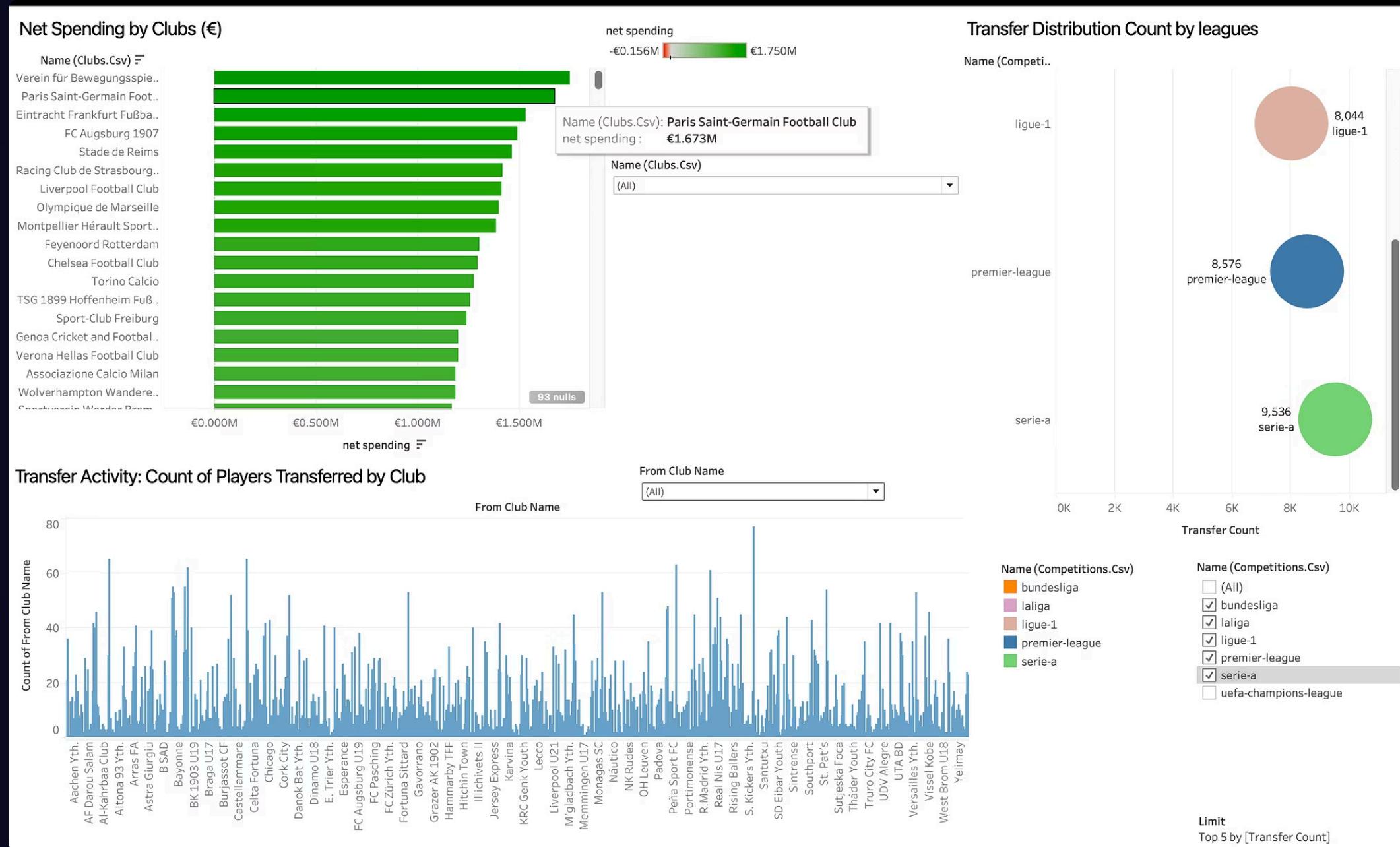
Final Shortlisted Players

Name (Clubs.Csv)	Name	Sub Position	Market Value In Eur	Age	Matches Played	Yellow Cards	Red Cards	Defenders Metric
Futbol Club Barcelona	Gerard Piqué	Centre-Back	3,000,000	37	270	79	1	1.07
Sevilla Fútbol Club S..	Sergio Ramos	Centre-Back	2,500,000	38	294	86	4	1.10

(Multiple values) ▾  
  
 10,000 80,000,000  
  
  
  
 0 369  
  
  
  
 (Multiple values) ▾

- Scout Recommendations:** If scouts suggest specific players, their performance and valuation can be compared by selecting their names in the filter.
- Quick Player Analysis:** The dashboard updates dynamically, providing side-by-side comparisons for targeted decision-making.
- This dashboard identifies talents and enables data-driven comparisons, making it a comprehensive tool for San Diego FC's transfer planning.

# Dashboard 4- Transfer Trends Analysis



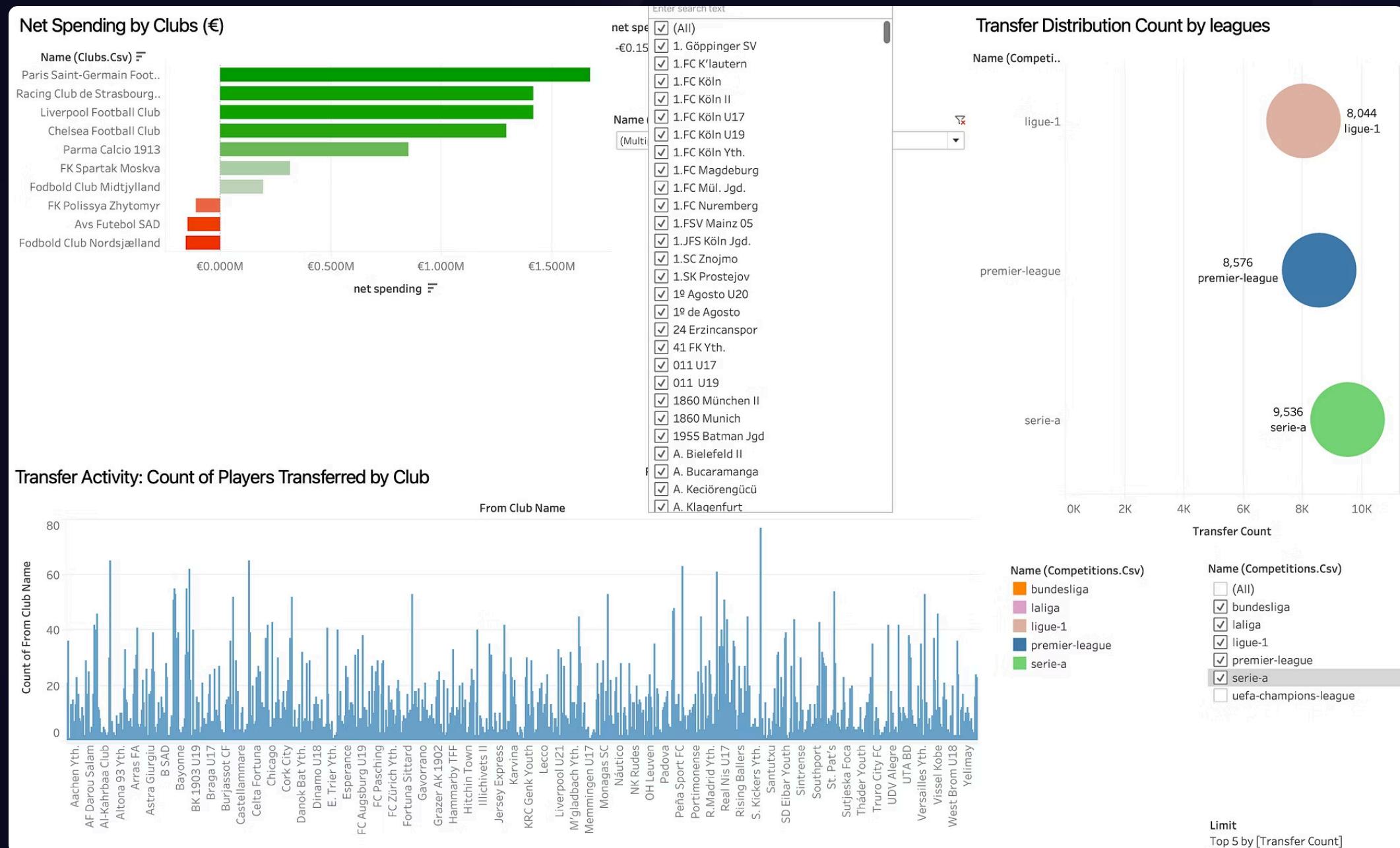
## Purpose

To analyze football transfer trends, identify market activity, and understand spending patterns across clubs and leagues.

## Visualizations

- **Bar Chart:** Net spending by clubs (expenditure - income).
- **Bubble Chart:** Transfer distribution by leagues.
- **Bar Chart:** Count of players transferred by clubs.

# Interactive Filters: Enhancing Data Exploration



# Filtered Data View: Focused Insights



## Key Insights:

- High-spending clubs include Paris Saint-Germain and Manchester United.
- Serie-a and Premier League dominate transfer activity.
- Clubs with frequent transfers are potential talent hubs for scouting.

# Dashboard 5 - Future Transfer Planning

This interactive dashboard is designed for scouting young soccer talents between the ages of 15-22. It combines player performance, discipline, and valuation data to assist in future transfer planning.

## Visual Breakdown

- 1 Bubble Chart 1: Top 10 young talents based on goals and assists**
- 2 Bubble Chart 2: Top 10 young talents based on yellow and red cards**
- 3 Line Chart: Tracks valuation trends of the top talents over the years**

## Filters

Filters allowing targeted exploration:

- Name of Competition
- Position
- Year of Season
- Age
- Player Name

Helps scouts make data-driven decisions by evaluating performance potential, disciplinary risks, and market value trends.

# Dashboard Overview

## Future Transfer Planning

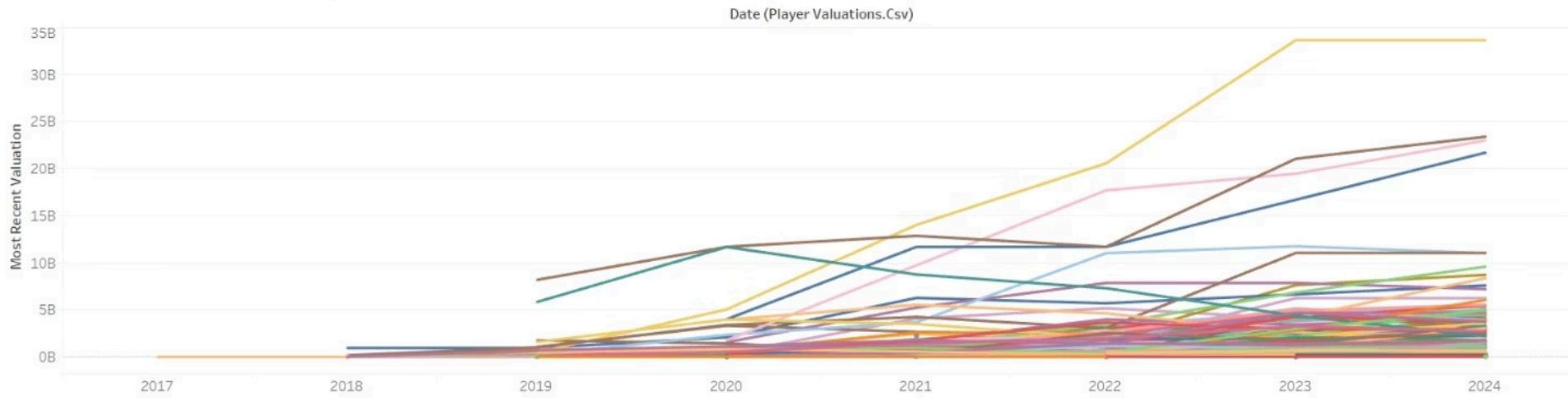
Bubble Chart: Top 10 Young Talent on Goals & Assists



Bubble Chart: Top 10 Young Talent on Yellow & Red Cards



Line Chart: Valuation Top Young Talent



Name (Competition..)  
(All) ▾

Year of Season  
(All) ▾

Position  
Attack  
Defender  
Goalkeeper  
Midfield  
Clear list

Age  
15 □ 22

Name  
(All) ▾

Yellow and Red Cards  
25 ▶ 52

# Applying Filters for Future Scouting

## Future Transfer Planning

Bubble Chart: Top 10 Young Talent on Goals & Assists



Bubble Chart: Top 10 Young Talent on Yellow & Red Cards



Line Chart: Valuation Top Young Talent



Name (Competition..)  
(All)

Year of Season  
2022  
2024  
2023

Position  
Attack  
Defender  
Goalkeeper  
Midfield  
Clear list

Age  
15 22

Name  
(Multiple values)

Yellow and Red Cards  
21 28

# Conclusion

## Summary

The Transfer Analysis Dashboard empowers San Diego FC to make informed, data-driven recruitment decisions.

Combines performance metrics, financial analysis, and market trends for efficient squad building.

## Impact

Supports short-term recruitment needs while ensuring strategic long-term planning.

Aligns recruitment with both financial and tactical goals, ensuring the club's long-term success.

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## Key Benefits

- Optimize player performance and squad composition
- Manage transfer budgets and identify cost-effective markets
- Discover young talent with high growth potential
- Ensure disciplined, balanced workloads for the squad

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