**Use Case: 1**

**Domain: Sports**

**Context:**

A brief report about how AI is used in Football.

**Objective:**

To determine how helpful the AI will be in Football. How AI can be used to improve the performance of an individual player, overall team, help referees to take correct decision.

**Data:**

1. **Scouting - Whether to select the player or not**

AiSCOUT, an England-based startup, which allows amateur players to take videos of themselves practicing and doing different exercises for stamina, durability, and skills, gives scouts the necessary information to make the decision whether they want the player or not.

1. **Wearables**

**When to substitute**

The players are wearing AI-assisted vests, which show their health indicators on a computer located on the bench. A certain player’s heart rate becomes awfully high and the coach decides to sub him out to get some rest because he will be an important part of the team in their next game.

**Tools that predict injuries**

AI in football and other sports, coaches know when a player is projected to get injured and they can decide what to do in the situation. This method also predicts when the player will be healthy enough to resume practicing and play at a high level.

1. **Team decisions/Performances of the team**

Based on that data, football clubs can assess their teams’ performance, identify areas to improve, and also analyse the competition.

1. **Prediction about matches**

In the future, all historical data of live games could be used to recommend ways to line up and play against the opposing team. During the game, it could be possible to layer that data in real-time to receive recommendations on how to adjust strategy. For example,

* Computer vision could identify that an opposition right-back generally tires and loses pace in the 73rd minute by observing capillary dilation in their face; the AI would recommend adding a fresh left-attacking winger.
* The analysis could identify that a goalkeeper might tend to drop high balls more frequently in the first nine minutes of a game and recommend sending high balls in the first 10% of the play. It could be that high crowd noise, above 90 decibels, might cause certain teams to lose concentration so let’s find a way to increase the crowd noise. The hypotheses are endless.

1. **VAR - Offside/Fouls**

AI allows VAR to make the right calls using all of the available information, with speed and accuracy beyond the capabilities of the human mind.

**Conclusion:**

AI can be used by players, coaches, referees to change the way a game is played.