

Analyzing the European Soccer Transfer Market

By Sam Lawson

What is it?

- The European Soccer Transfer Market is where soccer players are purchased and sold from one team to another with the goal of improving results on the field.
- The Transfer Market works similarly to how player trades work in American sports, only instead of exchanging one player for another, teams are exchanging a player for cash.
- Players can be transferred across leagues, countries, and continents.

Why analyze it?

- Teams are spending millions and millions of dollars to bring in new players every year. I thought doing this would be a great way to do a financial analysis!
- I'm a soccer fan and my team (Liverpool) are trailblazers in using analytics, so I wanted to give it a crack as well!
- I chose to analyze Europe's Top 5 Leagues, which are:
 - English Premier League
 - French Ligue 1
 - German Bundesliga
 - Italian Serie A
 - Spanish La Liga

Data Questions

- Main Question:
 - What players had the biggest impact on their new team's results after being transferred?
- Secondary Questions:
 - Which teams use the transfer market most effectively?
 - What positions do teams spend the most money on?
 - Does spending more money mean winning more?

Data Sources

- Player transfer data was found via [Transfermarkt.co.uk](https://www.transfermarkt.co.uk)
- Match data was found via [DataHub.io](https://datahub.io)
- Final league tables (end of season standings) were found via [Soccerassociation.com](https://www.soccerassociation.com)
- Data range covers the 2009-2010 Season to the 2018-2019 Season

Ready? Let's go [here](#) to see my Tableau presentation!