

FOOTBALL PLANET

ANALYSIS



Executive Summary

Analysis of global football data reveals Manchester City as leaders in assists and PSG in goal-scoring averages. Robert Lewandowski shines as the top scorer, while Lionel Messi is recognized as the most complete player. The 2022-2023 season, marked by Manchester City's treble and UEFA Champions League victory, stands out as the highest-rated season. These insights offer a glimpse into key trends and future opportunities in football.



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Introduction



Football, or soccer as it is known in America, is one of the few diversions which have become an industry whose appeal goes beyond National borders to gain countless of followers across the globe. The market encompasses a vast catchment area and consequently the sport makes great sums of profits from different aspects with the top jersey and boot sales, sponsorship, endorsements, broadcasting and rights dualism being the order of the day. These are the revenues which support every telecommunications firm, every media organization, and all spheres of football such as stadiums, teams, players, specialists among others throughout the year. It goes without saying that as football further spreads its wings, more and more viewers are eager to watch its major tournaments that provide colossal business potential.



Background Analysis



Football is one of the largest entertainment sports industries where millions are as it is necessary to manage statistics and data updated for the sales in jerseys, boots, sponsor and endorsement deals which bring revenues to **TV companies, communication's channels, stadiums, teams, professional athletes, staff members, stores and many other business models** across the entire globe the entire year. However, football or soccer as called in the United States of America (USA) is in current growth regarding some of the world's best tournaments.

Furthermore, the construction of a huge system showcasing the new contracts and closer knowledge for the best team's in predictions for football winners, upcoming rising stars and other business opportunities inside of the 90 minute's sport.



Problem Identification



Check for **Data Cleaning** Issues

Independent **Ranks** for Players
and Teams

Who will be the next **best player**?

Notable changes year by year

The main problem is the business for the football world needs to know the past's years data for team's and player's comparisons in order to predict and find out a few trends regarding performances, team's alignment for the future and a progressive improvement in some of the player's careers for any further football analysis.

Relevance of the Industry

The football industries is one of the most prominent domains in the entire planet with at least 5 billion football fans who watched the final of the **FIFA 2022's World Cup** held in Qatar, Asia between the national team of **France and Argentina** where Lionel Messi would lift the trophy at Lusail Stadium (FIFA, 2023).

Additionally, just in tickets, jersey's sold by the manufacturers and the team's merchandising is a good source of revenues for the business regarding sports and the entertainment channels for millions around the world to enjoy the magic of one of the most thrilling events throughout the entire year.



Purpose of the Investigation

The following investigation is being held for the main purpose of achieving a visualization and prediction of the future rising stars and the current stars in the world's most popular sport. However, it is needed to study how the results among the competitiveness inside of the football scenario and the rise in the fanatics amount for their **influence in sales for every team or manufacturer**.



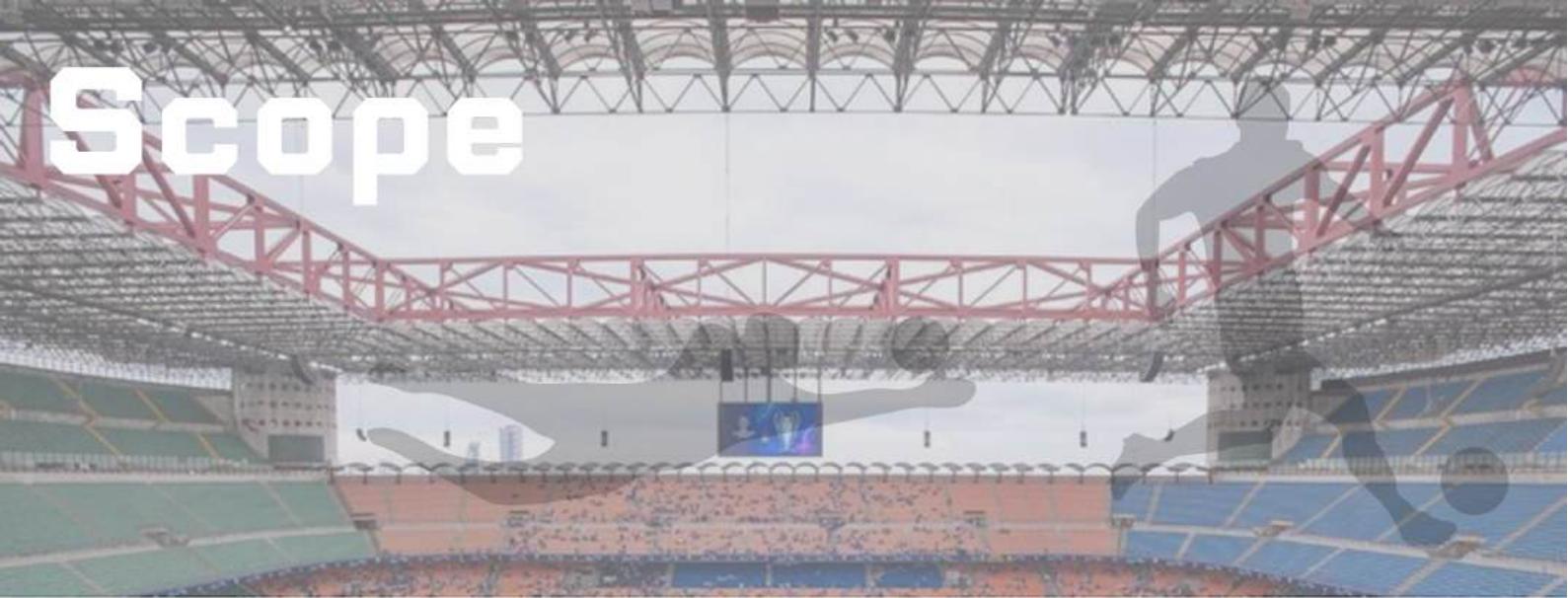
Objectives

Bringing new objectives to analyze results and the best choices for teams on their performances based on averages and their players is crucial for an optimal performance the entire year.

- Generate a broad analysis of the best teams and players in the soccer or football world and how they can impact the business as defined.
- Distribute the information among rankings for any future outlines regarding upcoming stars.
- Identifying the possible events which change not only football itself but the business model and the next generations of the sport.



Scope



The investigation's scope is the fact that bringing a thorough analysis for the player's and team's performance bringing into the talks the examination for the sport's influence inside and outside of the pitch for better business opportunities.

The football industry includes the measures of goals, assists, ratings, general performances and many more game time metrics for the success considerations. Through the usage of Tableau, data management and collection it is possible to impact the future of football, marketing, stars, business model and the technological advancements inside of the world's soccer industries.



Empirical

L1
L2
L3



Objective

To analyze how a player's on-field performance impacts off-field business outcomes like merchandise sales and sponsorship deals.

Data On-field Metrics: Goals, assists, match ratings.

Off-field Metrics: Jersey sales, social media followers, sponsorship deals.

Analysis Correlation: There is a positive relationship between goals and assists with jersey sales and fan engagement.

Social Media Impact: Players with large social media followings tend to secure more sponsorship deals, regardless of performance.



Business



In the world of football, success isn't just measured by goals, assists, or game-day statistics. Beyond the field, there's a whole business ecosystem that revolves around performance metrics, marketing strategies, and cutting-edge technologies.

When we evaluate players and teams, we're not just looking at their abilities during the 90 minutes of play. We're also diving into how they influence the brand, their marketability, and how they help shape the business side of the sport. Think of it this way: a star player's performance boosts not only their own career but also the club's reputation, jersey sales, fan engagement, and sponsorship deals. These are vital aspects that can drive revenue and expand a club's reach globally.



Business

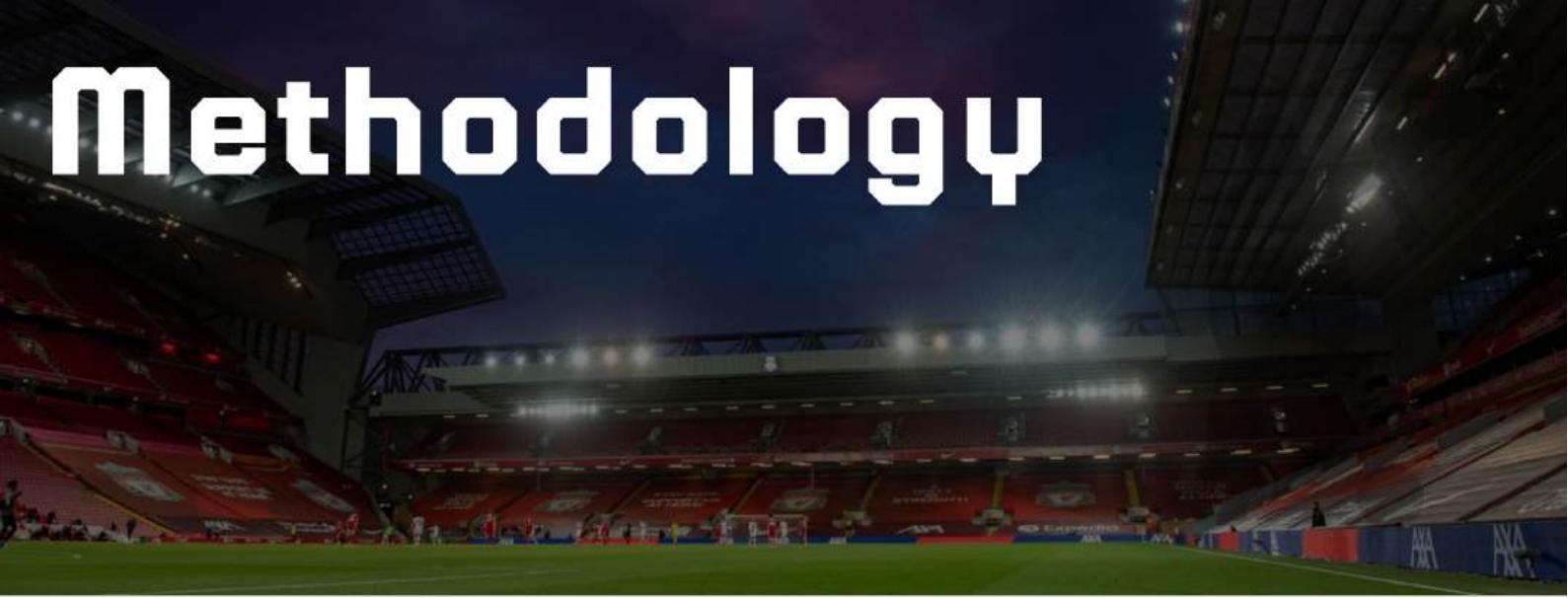


Leveraging tools like Tableau for data visualization or using advanced data management systems allows clubs and businesses to analyze trends, predict future outcomes, and make informed decisions. For instance, by understanding a player's social media presence or their influence on fan engagement, clubs can fine-tune marketing strategies and create new business models that tap into the growing influence of digital platforms.

Ultimately, the performance on the field and the data-driven insights off the field come together to create a holistic approach to success in football – a combination of athletic excellence, strategic business planning, and technological advancement.



Methodology



The methodology implemented inside of the entire investigation is the usage of statistical measurements and the processing of visualizations through the consideration of the construction of a good dashboard presentation bringing to the table a specific analysis for player's, ratings and team's stats for an overall study.



Tools and Techniques

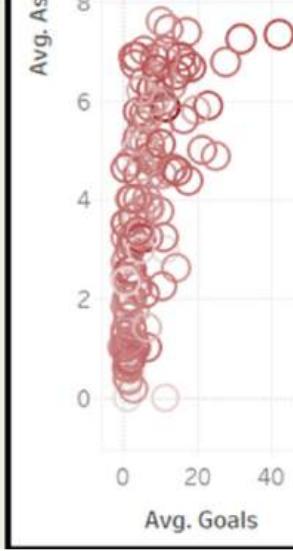
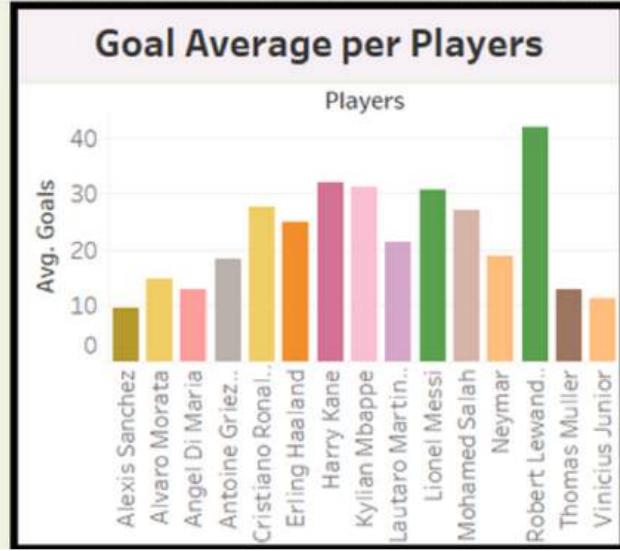
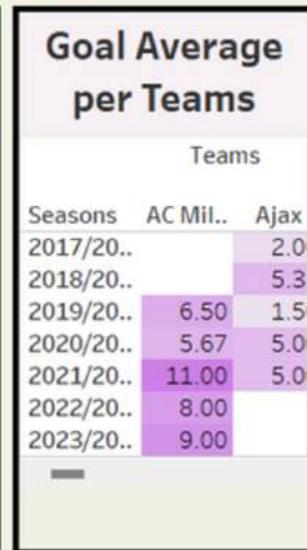
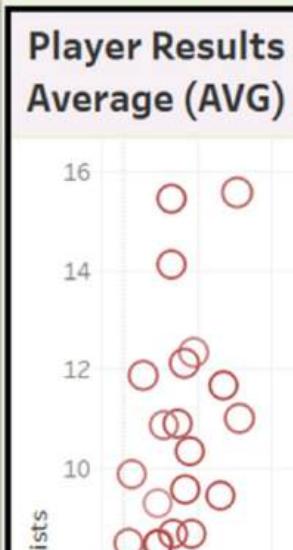
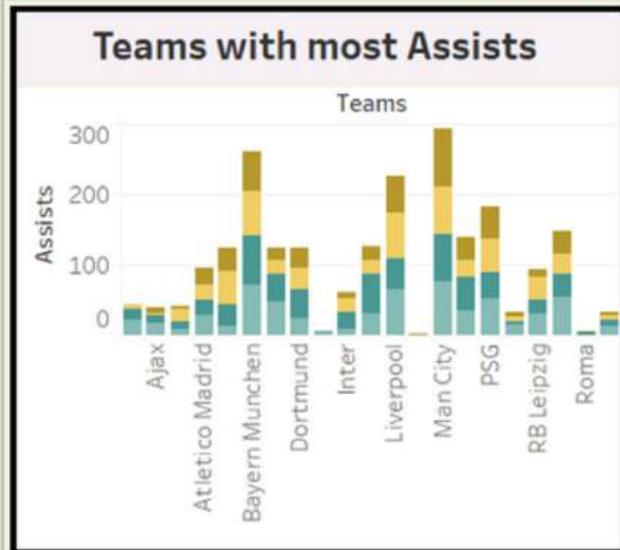
The basic measurements for statistics such as the **Mean, St.Dev, MIN, MAX, Variance, Skewness** and other key instructions for the further analysis of the results in different values. However, for visualizations it is necessary to either choose **Tableau or Power BI** if not selected Excel for basic analysis on reports.



Analysis

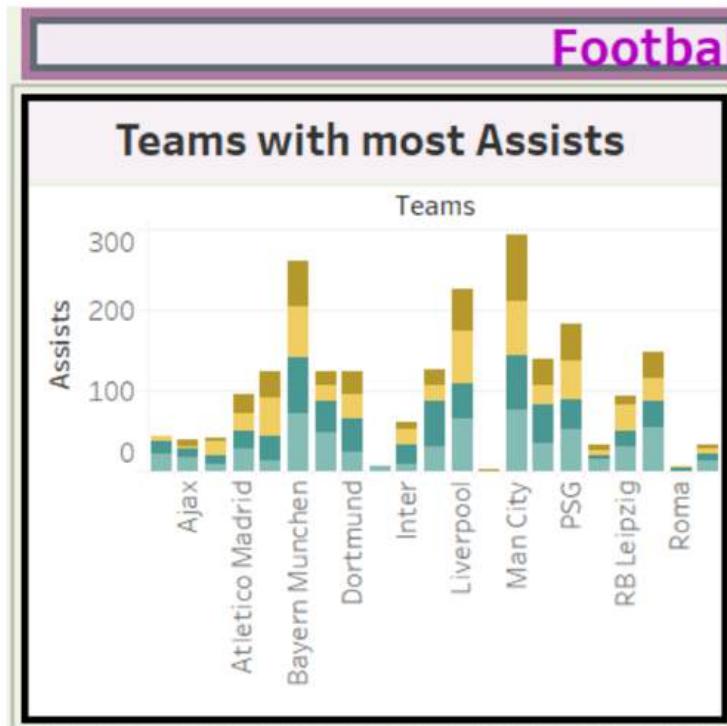


Football Results and Stats



Analysis

The Assists mark a huge part of the game inside the pitch as it showcases the attacking efficiency based on general performance from the squad, although, during different seasons many of the biggest teams around the world suffer huge changes after losing or having new players inside of the teams.



Furthermore, this means some of the tactics chosen by the managers have an impact in results as a complete playing style is heavily induced by the offensive plays.



Analysis



The Ratings among goal's scoring quota per teams can not only influence in many of the coaches tactics and the considerations for new players in the pitch, further tournaments, fans across the world rooting for the best teams and deciding to use the services or purchasing products related to the top teams in football world.

Goal Average per Teams		
Seasons	AC Mil..	Ajax
2017/20..		2.0
2018/20..		5.3
2019/20..	6.50	1.5
2020/20..	5.67	5.0
2021/20..	11.00	5.0
2022/20..	8.00	
2023/20..	9.00	



According to the **Forbes Magazine**, **Real Madrid's "Los Blancos"** is worth **6.6 billion United States Dollars (USD)** being the world's most successful team after winning **15 UEFA Champions League's Trophies** (Ozanian, M. & Teitelbaum, J., 2024).

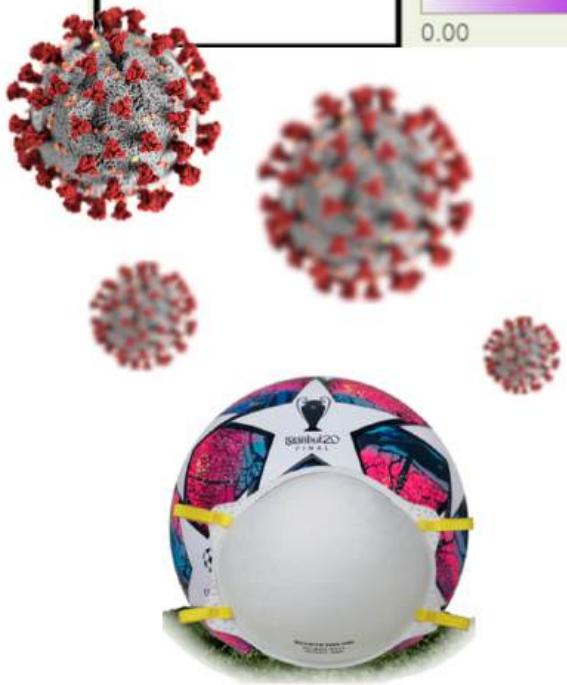
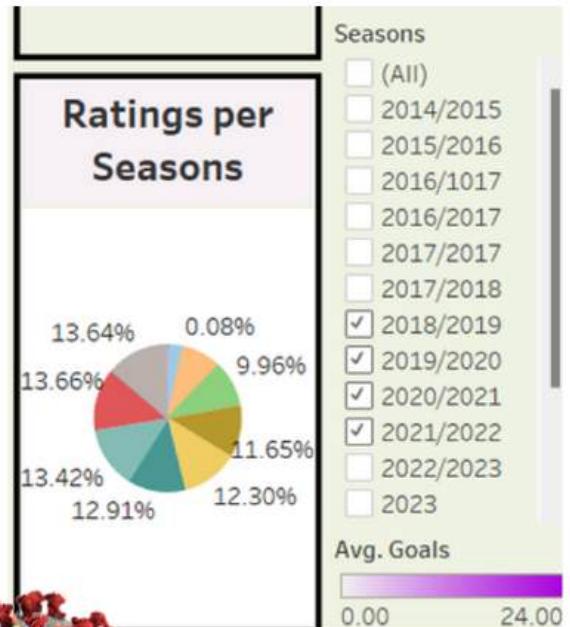


Analysis

The Ratings among communications channels as a conglomerate is an essential viewpoint due to external and internal considerations such as a global pandemic during the **2019-2020** season which led to a stoppage of all competitions during the mentioned football season.

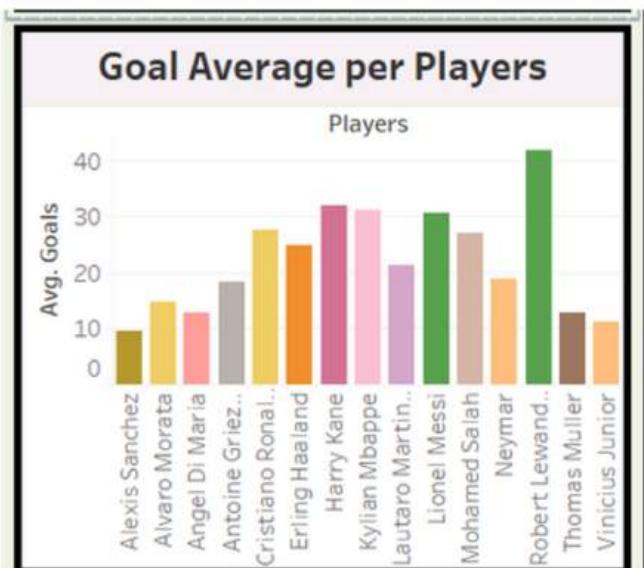
This limited tickets sold and entry to stadiums but leveled-up streaming services and TV channels for media diffusion.

The best Rating was in the **2022-2023** season with **13.66** percent.



Analysis

The polish striker, **Robert Lewandowski** who played for Lech Poznan in Poland, Borussia Dortmund and Bayern München in Germany and is playing for FC Barcelona in Spanish La Liga is the “best” striker on Average.

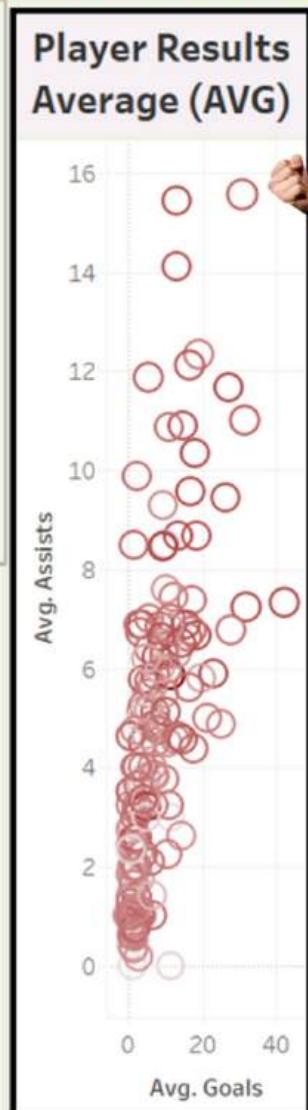


Nonetheless, other forwards such as Argentinian superstar, **Messi** and the English Captain, **Harry Kane** are some of the top three goal scorers worldwide.



Analysis

II Results and S



Overall, the world's best player on average after comparing goals scored and assists is **"La Pulga"** Lionel Messi followed closely by the German midfield maestro, **Thomas Muller**. However, other cracks such as **Angel Di Maria**, **Neymar Jr.** and **Bruno Fernandez** are the next stars closer to the top two best players worldwide. This makes some of the fans buy their shirts due to their massive success globally in league and cups (Hai, T., 2024).

Results

Showcasing some of the most noticeable results after the generation of a dashboard in **Tableau** and other insights foreseen among the dataset from **Kaggle** about Football Players and Teams across the world. A few outcomes after the analysis done on each segment of the dashboard is that out of the teams studied, **Manchester City** has the most assists in the last years while **PSG** rules in goal scoring averages, probably due to their reign in France's **Ligue 1**.

On the other hand, out of five different seasons from the **2014-2015** season to the **2023-2024** season the best ratings is on the **2022-2023** season when **Manchester City** won their first **UEFA Champions League** title and a treble.



2 : 1



Results



Another essential data insights is the fact that despite of many great goal scorers the top player was current FC Barcelona's striker, **Robert Lewandowski** after a few marvelous seasons in Bundesliga and UEFA Champions League. Nonetheless, the most complete player of them all is the Argentinian or considered to be the “**Greatest of All-Time (The GOAT)**” by many across the entire world, **Lionel Andrés Messi** from Rosario, according to the statistics.

This and many more insights can be extracted and loaded into various reports for the future of the football's industries with the millions of fanatics waiting for the next stars rising every year from the top countries in world's football.



Conclusion



In conclusion, the analysis underscores **Manchester City's** dominance in assists and **PSG's** goal-scoring prowess, reflecting their success in recent years. **Robert Lewandowski's** goal-scoring feats and **Lionel Messi's** all-around brilliance stand out among individual players. The 2022-2023 season, highlighted by **Manchester City's treble**, emerges as a pivotal moment. These insights provide valuable context for predicting future trends and identifying rising stars in global football.



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