THE FUTURE GAME NOW

analytics fc

INTRODUCTION: THE COMPANY
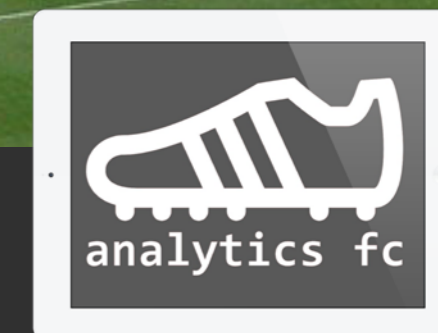
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FOOTBALL ANALYTICS COMPANY:

GLOBALLY RECOGNISED RESEARCH & DEVELOPMENT TEAM:

MEDIA:

WORKING WITH SOME OF THE WORLDS BIGGEST CLUBS SINCE 2014

REGULAR PRESENTER AT INTERNATIONAL CONFERENCES AND FORUMS

IN-HOUSE DATA MODELLING TEAM OF 20 DATA SCIENTISTS & 15 SOFTWARE ENGINEERS.

PUBLICATION IN PRINT AND ONLINE MEDIA, AWARD WINNING PODCAST & BLOG.

THE ATHLETIC

MARCA   Forbes   THE ATHLETIC

Het Nieuwsblad   sports.ru   The Economist

A SELECTION OF OUR CLIENTS

WEST HAM UNITED FC
English Premier League

LEICESTER CITY FC
English Premier League

RANGERS FC
Scottish Premier League

KAA GENT
Belgian First Division

HJK Helsinki
Finland 1st Division

LEEDS UNITED FC
English Premier League

SJK
Finland 1st Division

WEST BROMWICH ALBION FC
English Premier League

COLORADO RAPIDS
Major League Soccer

AFC WIMBLEDON
English League One

DERBY COUNTY FC
English Championship

BRISTOL ROVERS FC
English League One

RIGA FC
Latvian Premier League

PLAYER LENS
Software Platform

PAFOS FC
Cypriot Premier League

KV KORTRIJK
Belgian First Division

MOTHERWELL FC
Scottish Premier League

MURDOCK SPORTS GROUP
Player Agency

FIRST ACCESS SPORTS
Player Agency

PROELEVEN
Player Agency

The SOLUTION

GO GLOBAL

REDUCED COST

REDUCED RISK

INSTANT ACCESS TO LIVE DATA

FLEXIBLE AND BESPOKE

BUILD PROFITABLE PLAYER PORTFOLIOS

Scout every market in the world, maximising the client's potential player pool, all from the comfort of your air conditioned office.

Replacing huge hours of scouting staff with instant and automated player performance information. Our system can reduce the need for large club scouting teams.

Making informed decisions with detailed and objective analysis means less risk, more certainty and higher success rate.

We turn complex data into easy to understand metrics, putting powerful insights straight into the hands of the club's football staff. No need for in-house data experts.

Not every club thinks the same in the boardroom or plays the same on the pitch. Our solutions are fully customisable. There is no right or wrong, only what's right or wrong for your organisation.

Our predictive algorithm can unearth undervalued talent. Our data model calculates the underlying contribution of a player. We can predict future performance and future player value.
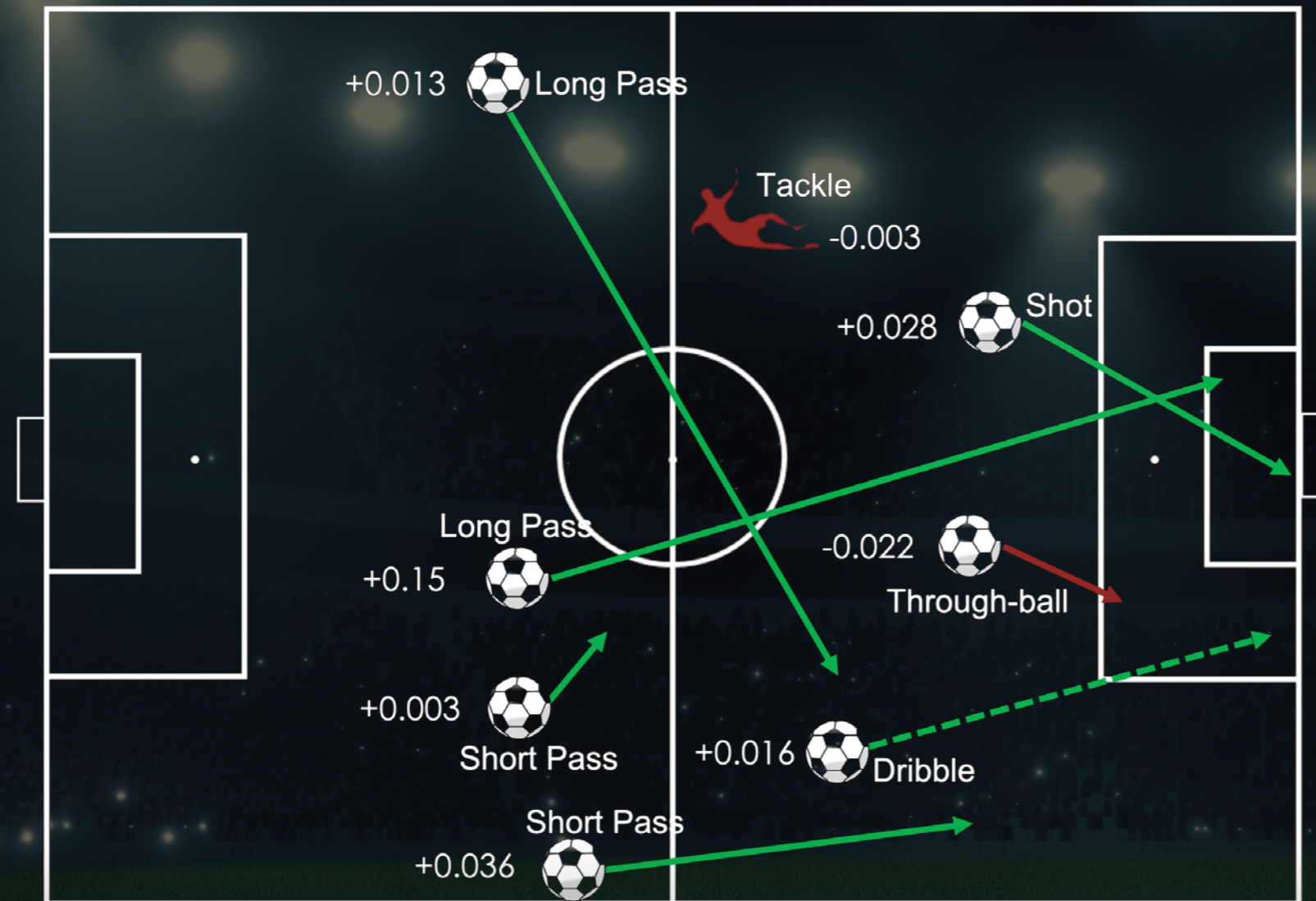
TRANSFERLAB ALGORITHM

Olympique Lyonnais **3 : 1** Paris Saint-Germain

IN FOOTBALL LANGUAGE: "GOAL DIFFERENCE ADDED"

+0.013 Long Pass

Tackle
-0.003

+0.028 Shot

Long Pass
+0.15

-0.022
Through-ball

+0.003
Short Pass

+0.016 Dribble

Short Pass
+0.036

Olympique Lyonnais		
BOUHADDI		+0.13
CARPENTER		+0.26
BUCHANAN		+0.33
RENARD	↓	-0.21
KARCHAOUI		+0.32
HENRY		+0.003
KUMAGAI		+0.28
CASCARINO		+0.41
MAROZSÁN	↓	+0.644
MAJRI		-0.21
SOMMER	↓	-0.030
GUNNARSDÓTTIR	↑	-0.001
PARRIS	↑	+0.003
MALARD	↑	+0.071

The value of each action in a match = The change in the probability of a possession ending in a goal from the previous state of possession to the current state of possession.

This is expressed in terms of the value added to the goal difference of the team.

This can be a positive or negative value based on its effect on a team's likelihood of scoring or conceding.

TOTAL **+2.0**

Our algorithm calculates how much an action improved that possession's probability of ending in a goal and, just as importantly, how much it reduced the other team's chance of scoring on the next possession.

For example, a player receives the ball in central midfield, the team might have a 1.5% chance of scoring at this point in the possession and also a 1% chance of conceding on the next possession. That situation isn't very valuable. But if the player executes a dangerous through-ball into the final third, the team is now in a much better position and might have a 6% chance of scoring and only a 0.5% chance of conceding. The pass would be worth the difference in their team's situation before and after it.

The algorithm calculates every action and can therefore determine the overall impact a player has through all their actions. The impact is presented to clubs in terms of "Goal Difference Added" per 90.

This type of language makes it easy to understand for CEOs, sporting directors, scouts and coaches. It gives an idea of how much a player's touches helped their team's chances of winning, which in the end, is the sporting goal of any team.

TRANSFERLAB ALGORITHM

GOAL DIFFERENCE ADDED

Nikita Parris
0.26
per 90

ST
Age: 27
Mins: 1728
Height: 5'4

POSITIONAL PROFILE SCORE

Nikita Parris
85

ST
Age: 27
Mins: 1728
Height: 5'4

Metric	Percentile	Worst → Best
Expected goals (shots - open play)	99%	
Headers - open play attacking (Quality)	96%	
Finishing (Quality)	93%	
Expected assists (key passes)	44%	
Touches in box (Quality)	96%	
Short passes (Quality)	47%	
Dribbles (Quality)	56%	
Key passes (Quality)	43%	
Forward passes received (Quality)	80%	
Carries (Quality)	38%	
Passes into box (Quality)	45%	

Position Profile	Striker - All Round	
Compared against	All Strikers in selected tier	Tier 1

Goal Difference Added:
This is the overall contribution added by a player to team's goal difference from all their touches.

OR

Positional Profile Score:
Score is calculated by averaging the percentiles of each metric included in the positional profile compared vs. other players in that position. Scores are given out of 100. Scores are also adjusted for league strength.

GLOBAL DATA COVERAGE

TRANSFERLAB USES WYSCOUT'S TOP LEVEL EVENT DATA API

20 DOMESTIC LEAGUES FROM AROUND THE WORLD

Tier 1	Tier 2	Tier 3	Tier 4
WSL	Serie A Women	Women's Championship	Belarus Premier League Women
Feminine Division 1	Premiera Division	Liga MX Femenil	Republic of Ireland Women's National League
Frauen-Bundesliga	Brasileiro Women	Naisten Liiga	Ukraine Premier League Women
NWSL	Elitedivisionen	Iceland Úrvalsdeild Women	
W-League	Topserein	New Zealand National Women's League	
	Damallsvenskan	Supreme Division	

DATA PARTNER
wyscout

KEY FEATURES: PLAYER SEARCH & RANKINGS

Your search criteria produces player rankings. These **"Profile scores"** provide a quality rating for each and every player on the platform, based on their performance in matches during a specified period (from the last month only up to three years).

Depending on what metrics you have chosen, and any other search parameters, TransferLab will give players a score out of 100.

Each metric can be weighted (from 1 – 5 stars) according to how important you want it to be which in turn impacts the profile score.

KEY FEATURES: CUSTOMISED POSITIONAL PROFILES

You have the ability to create **fully customised positional profiles** allowing you to tailor your searches with **90+ metrics** to choose from.

You can then rank players against their own specified skillset, so each club can scout for players who **suit their own style of play**.

KEY FEATURES: PLAYER ANALYSIS

The metrics **you choose** define the basis of the positional profile. We know that metric values themselves can be difficult to interpret, so each metric has a percentile next to it, which **shows how a player ranks relative to all players within that position**.

In addition, you can view a player's career history, biographical information, and create heat maps of their events on the pitch.

TransferLab's 'Similar Players' feature allows you to **find a 'like for like' replacement** for a player, or find players who profile similarly to a player that you have your eye on.

This is based on the selected metric profile, and calculates a similarity rating based on how closely related their scores are on the selected metrics.

Here you can see who profiles similarly to Robert Lewandowski in terms of their output as a Goalscoring Striker (he is of course 100% similar to himself!). Mbappe and Moreno profile most similarly out of over 90,000+ players within the men's platform.

KEY FEATURES:
BEST XI

Our 'Best League XI' feature allows you to **see the best players** (for the positional profiles you select) in **any league in the world instantly**.

KEY FEATURES:
SQUAD ANALYSIS

The 'Squad Analysis' feature allows you to view the squad of **any other team within the 20 leagues** in the platform and the quality scores of each player according to your metric profiles.

KEY FEATURES:
COMPARE PLAYERS

In TransferLab, it is simple to compare two or more players:

Percentile Bars or Radar charts allow you to compare outputs overall

Age Curve comparisons allow you to compare the projected career path of players based on their performance outputs.

You can select to compare against players in the same position in all leagues worldwide, the players' current League, or select a Tier of leagues (groups of similar strength leagues).

KEY FEATURES: PLAYER PLOT

With TransferLab it's easy to plot data into a graph to visually assess samples of players.

Select your league or group of leagues and then choose from any of our 100+ metrics to plot instantly.

Players are easy to identify with clean hover-over and label functions.

Drag and drop to easily compare player profiles.

Customise and design visuals in your own way, then use the built-in screen-shot function to export images to your presentations or send over messaging apps.
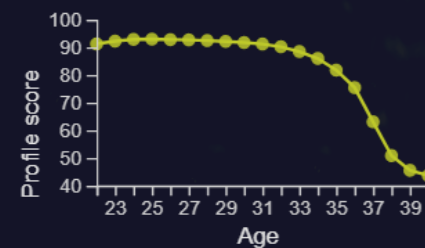
How it works: Every metric followed by "Quality" is the expected contribution through that action by a player per 90 minutes. The percentiles show where a player ranks in comparison against other players for each metric, adjusted by league strength. If a metric appears in grey this means they have not met the minimum requirement for this metric to be considered useful - typically 450 minutes.
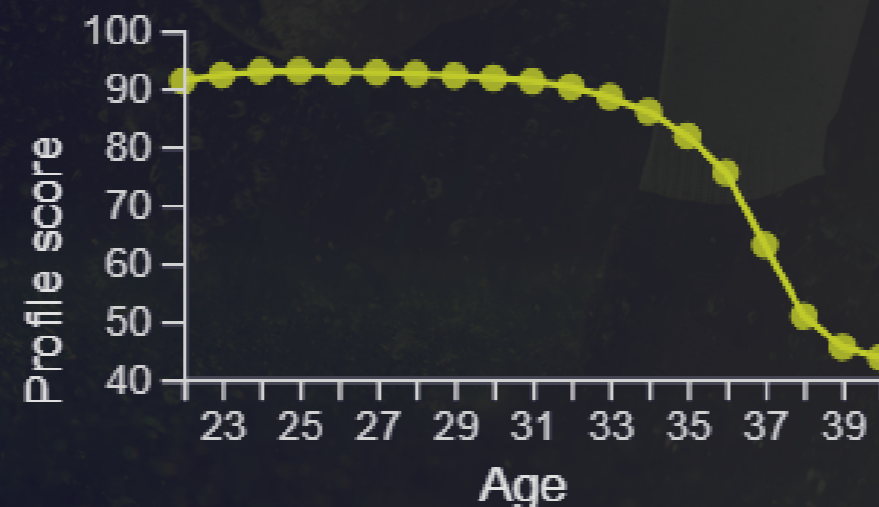
Percentiles   Radar

Find similar   Profile score: **99** - Defensive Midfield - Holding

Metric	Percentile	Worst Best
Short passes (Quality)	95%	
Tackles (Quality)	74%	
Interceptions (Quality)	50%	
1v1 defending (Quality)	83%	
Headers - open play defending (Quality)	38%	
Carries (Quality)	97%	
Shots Blocked (Quality)	43%	
Adjusted Pass Accuracy	93%	

Position Profile   Defensive Midfield - Holding

Compared against   Centre midfielders in Premiera Division

Add to shadow squad

Patricia Guijarro

Club FC Barcelona
Position Defensive midfielder
Secondary Position Centre back
League Premiera Division
Nationality Spain
Age 22
Height 5'7 / 1.7m
Contract Expiry Unknown
Minutes Played 1937

Player Potential
(based on position profile)

Player Potential
(based on position profile)

KEY FEATURES: AGE CURVES

An age curve represents the **average improvement or decline expected of a player based on their age**.

Our unique method of calculating age curves takes into account the varying aging profile of individual attributes. E.g. dribbling output decays more quickly with age than passing ability.

Age Curves have a whole host of practical uses, for example:

- *Influence decisions on Contract Renewals as players get older*

- *Projecting young player peak performance*

- *Comparing players over the long term*

- *Transitioning older player to a new positions which rely on slower decaying metrics (if his strengths lie in metrics which will decay relative slower)*

- *Finding undervalued players post-30 years old*

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