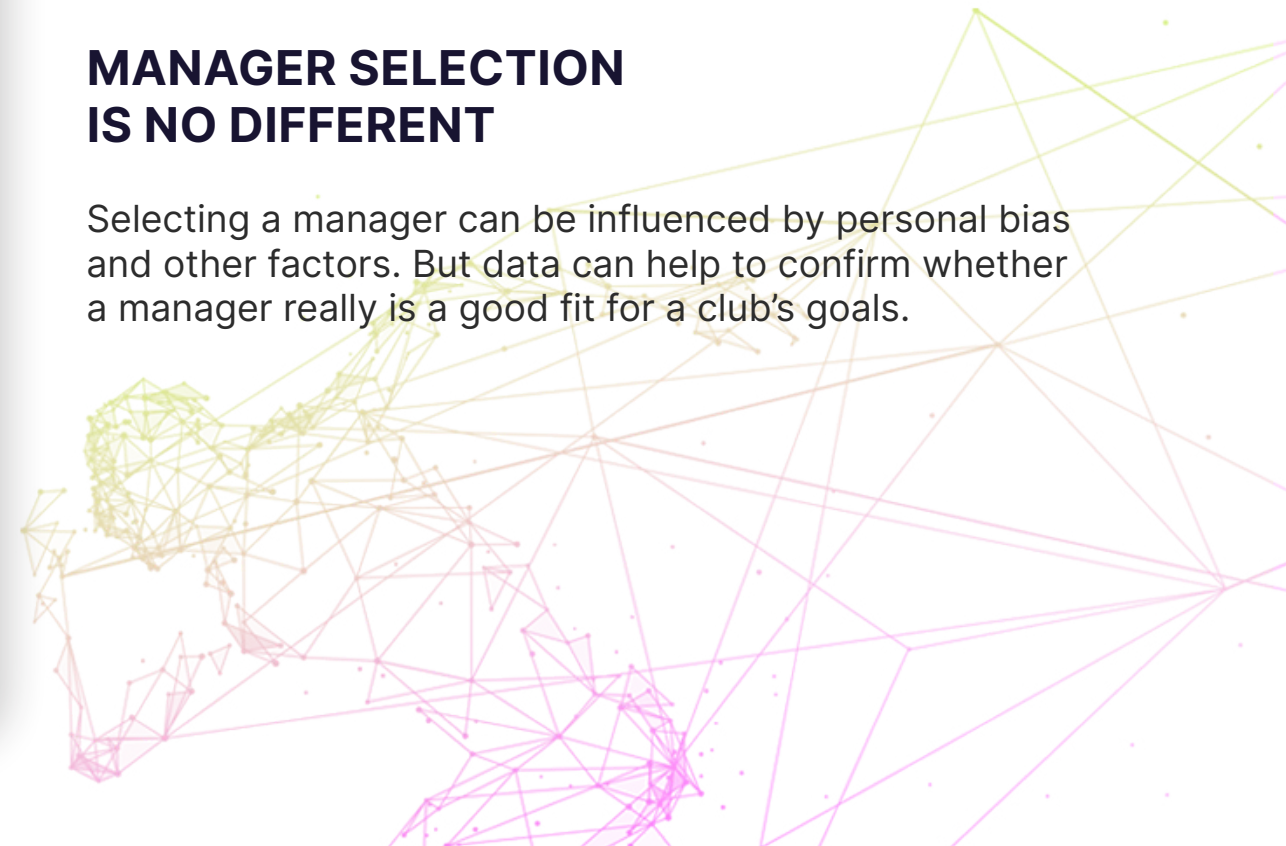## Data is Vital in Modern Football

TEAMS ARE ALREADY
TAKING ADVANTAGE OF IT

Liverpool FC have a team of data analysts (including a physicist from CERN) and work with Google's DeepMind to maximise their advantage.

MANAGER SELECTION
IS NO DIFFERENT

Selecting a manager can be influenced by personal bias and other factors. But data can help to confirm whether a manager really is a good fit for a club's goals.

SPORTS4CAST

Personal bias often influences decision making

USING DATA CAN BENCHMARK IMPARTIALLY PERFORMANCES AND HELP DECISION MAKERS

Data should never be 'the answer' but its use can be very powerful in helping clubs scour the market and assess head coaches performance in a neutral fashion, creating a shortlist and providing due diligence on suitable candidates.

"

"Technology is fundamental to everything we do... everyone is constantly seeking marginal gains and every sport is seeking those improvements."

— GARETH SOUTHGATE

"

"The match analysis department is the most important department for me."

— PEP GUARDIOLA

Head Coach Analysis: Overview

SPORTS4CAST

WHAT DOES IT DO?

The tool ranks Head Coaches by their performances across all the clubs they have managed.

This can be looked at across different time periods, along with a variety of other filters, to see a listing of the best coaches who meet your chosen criteria.

HOW DOES IT WORK?

We are constantly monitoring clubs and their performances with our proprietary software. We then cross reference this performance ranking with head coaches and their tenure at different clubs.

The underlying principle is simple

If a coach is consistently improving results and performance upon arriving at a range of different clubs, then they must be doing something right.

Head Coach Performance — SPORTS4CAST

The below shows a redacted version of our Head Coach Analysis tool. The data are complete and up to date, but only every second manager is shown, and the filters and selectors have either been disabled or limited.

For more information, or if you have any questions on the tool, please contact tom@sports4cast.com

Select Nationalities: Nationality
In / Out of Contract: In/Out
Select # Previous Positions: Positions — Equals — Enter...
Select Age Range: Age — Equals — Enter...

Select Managers: Manager
Contract Ends: Jan 1, 2019 - Dec 31, 2026
The below columns (6m, 12m, 18m, 24m) can be used to show the best performing managers over that time period. Default is 12m

Avg/Team performance threshold: Avg/Team Limit — -181.3 — 315.28

	Name	Nationality	Contract	Cont. Ends	6m	12m	18m	24m	Avg/Team	#	Age
1.	Nuno Espirito Santo	Portugal	Out	Nov 1, 2021	85.3	192.8	218.5	283.0	89.1	5.0	49
2.					102.3	179.0			177.1	1.0	39
3.	Edgar Davids	Netherlands	Out	Jun 30, 2021	125.9	164.8	215.0		111.2	2.0	50
4.					85.6	162.6	63.6		11.6	3.0	50
5.	Bo Svensson	Denmark	In	Jun 30, 2024	134.9	162.4	151.9		160.5	1.0	43
6.					55.7	161.1			29.0	5.0	49
7.	Eugenio Corini	Italy	In	Jun 30, 2024	12.3	155.5			1.3	10.0	52
8.					68.6	154.9	84.7		57.9	2.0	49
9.	Lito Vidigal	Angola	Out	Jan 5, 2022	61.4	149.2	147.9		27.9	10.0	53
10.					62.1	141.3	127.9		7.4	8.0	55
11.	Gus MacPherson	Scotland	In	Jun 10, 2023	-15.9	138.5	178.2	231.3	29.4	4.0	54
12.					29.8	138.5	113.8	217.7	124.5	2.0	53
13.	Gary Caldwell	Scotland	Out	Sep 18, 2019	5.1	136.7	66.3		6.6	4.0	41
14.					65.3	132.2	42.8	103.0	62.1	1.0	53
15.	Gary Waddock	Ireland	Out	Oct 22, 2019	38.0	132.1	100.0	41.0	-26.1	8.0	61
16.					-24.6	131.6	101.7		-14.0	5.0	57
	Christian Eichner	Germany	In	Jun 30, 2025	24.5	131.2	147.1	95.8	10.8	2.0	40
					101.4	130.9	90.0		39.8	2.0	51
	Rowett	England	In	Jun 30, 2023	35.4	130.6	125.9	137.4	89.6	5.0	49

SPORTS4CAST

Visit our demo dashboard

Best Average Performances | Individual Manager History | Best Individual Performances | Team Performance

Best Individual Performance

SPORTS4CAST

Select Nationalities

Contract Ends

Nationality: England (1) ▾

Jan 1, 2019 - Dec 31, 2022 ▾

The below columns (6m, 12m, 18m, 24m) can be used to show the best performing managers over that time period. Default is 12m

	Name	Team	Nationality	End	6m	12m ▾	18m	24m	Total
1.	Justin Edinburgh	LEYTON ORIENT	England	Jun 8, 2019	127.8	278.9	293.8		293.8
2.									
3.	Chris Wilder	SHEFFIELD UNITED	England	Mar 13, 2021	64.7	188.2	222.4	109.2	194.2
4.									
5.	James Rowe	CHESTERFIELD FC	England	Feb 4, 2022	102.3	179.0			177.1
6.									
7.	Neil Warnock	CARDIFF CITY	England	Nov 11, 2019	69.3	149.7	187.0	129.6	114.5
8.									
9.	Phil Parkinson	BOLTON WANDERERS	England	Aug 21, 2019	134.5	140.9	120.0	62.8	-52.2
10.									
11.	Andy Hessenthaler	DOVER ATHLETIC	England	Jun 30, 2022	106.7	137.7	127.6	100.4	-146.8
12.									
13.	Ryan Lowe	BURY FC	England	Jun 30, 2019	26.4	134.8			144.5
14.									
15.	Paul Cook	WIGAN ATHLETIC	England	Jan 8, 2020	-10.4	130.2	136.5	38.2	20.4
16.									
17.	Tony Mowbray	BLACKBURN ROVERS	England	May 11, 2022	44.7	115.2	142.6	109.6	60.8
18.									
19.	Steven Gerrard	RANGERS FC	England	Nov 10, 2021	19.2	109.0	167.9	96.0	219.4
20.									

1 - 20 / 257 ‹ ›

MANAGER PERFORMANCE

Gives a range of filters (nationality, contract length, age, average team improvement) to refine the search by coach suitability and performance.

DEEP DIVE

Once a shortlist is identified, we do a deep dive into specific managers to assess club performance before, during and after their tenure to truly identify their effect at the club.

RANGE OF DATA

We have a huge range of managers in our database, over 10,000 at the last count, giving great scope to find value and impartially assess performance.

PROPRIETARY ALGORITHM

All this analysis is underpinned by our unique football algorithm, which tracks teams performance across the world.

DEEP DIVE

Once a shortlist has been identified we do a series of deeper analysis on the identified coaches, looking at their performances at clubs, but encompassing a time period of 6 months prior to their joining and 6 months after their leaving, to truly break down the effect of their tenure at the club.

IMPARTIAL DECISION MAKING

This enhanced due diligence can be distributed amongst all the relevant decision makers in the club, to allow them the opportunity to assess all the candidates and discuss their merits with full access to all the same information, free from bias.

Case Study: Sunderland

SPORTS4CAST

Case Study

Press Release

Demo Dashboard

Article In "The i"

Sports4Cast started work with Sunderland AFC in the 2021/22 season providing season analysis and managerial analysis.

Sunderland were promoted to the Championship at the end of that season.

Sports4Cast contributed towards both new head coach searches in 2022, resulting in the appointments of Alex Neil and Tony Mowbray.

Recent coverage in The i profiled our managerial and season analysis services with particular attention paid to Alex Neil's success and our insights around his selection.

SPORTS4CAST

WHO ARE WE

Sports4Cast is a data-driven business that performs data analysis for fans, companies and sporting bodies alike, giving greater insight to stakeholders.

WHAT DO WE DO

Our data analysis powers all that we do, but it is our human input that separates us from the rest. We harness our analysis to drive engagement and maximise performance - taking care to relate it to the stakeholder at every stage.

Contact Us