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 analyze for patterns in how their opponents play.

Manchester City have a similar data set up and have bespoke apps to analyze training sessions and record player level data.

Personal bias often influences decision making

Using data can benchmark impartially performance and help decision makers

Not all clubs have the budgets of Liverpool and Man City, but simple data analysis can still be very powerful in helping clubs analyse and monitor performance and understand the effects of different decisions.

"

"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

SPORTS4CAST

Season Analysis: Overview

WHAT DOES IT DO? The tool gives an overview of the entire season, showing a wealth of metrics to help evaluate performance, both over the short and long term.

It allows stakeholders to set targets for the upcoming season, and then **identifies the specific matches required to win in order to hit that target**. Performance is then assessed on an ongoing basis relative to these targets - giving a full overview of the teams prospects and helping inform decisions on when and how to act.

HOW DOES IT WORK? We are constantly monitoring clubs performance in leagues across the world, running simulations of the entire season to assess the likelihood of all outcomes.

CONTACT FOR DEMO ACCESS

We then present this information in an online dashboard - updated daily - allowing users to measure and benchmark performance beyond the simple points that are seen in the league table and see the effect that wins or losses have had on your overall target and objectives.

Season Analysis: Key Features

TARGET ANALYSIS: Breaks the season into blocks and shows how many points ahead or behind target you are, as well as what matches are required to hit your target.

NORMALISED LEAGUE TABLES: Shows an alternate league table, adjusted for match difficulty and games in hand, to show a more realistic assessment of how each team in the league is performing.

SEASON CHANCES: Shows probability of promotion, playoffs, midtable and relegation, and how these have moved over time, allowing you to assess how you stand relative to your season aims.

RIVAL ANALYSIS: Shows your rivals and their upcoming matches and chances. This gives an indication of how they may be approaching the season as well as the importance of these head to heads.

Season Analysis - Overview

Last Update: 2 hours ago

SPORTS4CAST

SEASON TARGET — Sunderland have set a target of finishing 6th and making the playoffs.

REQUIREMENTS — The model estimates this to require - on average - around 75 points based on 10,000 simulations of the league.

CURRENT CHANCES — It indicates that Sunderland currently have around a 3% of achieving their target position or above.

[SEASON CHANCES]

Sunderland are currently on 47 points, so require around 28 points from their remaining 13 matches, which is about 10 wins.

The table below shows how many of these points are required from each block ("Target Pts" under "Upcoming"). The individual block pages will then show the specific matches to target that the model indicates are likely to give you the best chance of winning those points.

Block	Upcoming			Completed			Summary	
	Matches	Target Pts	Exp Pts	Matches	Target Pts	Act Pts		
1	0	0	0	8	13	13	Finished - on target	Block 1
2	0	0	0	8	14	13	Finished - 1 pts behind target	Block 2
3	0	0	0	8	13	10	Finished - 3 pts behind target	Block 3
4	0	0	0	8	14	11	Finished - 3 pts behind target	Block 4
5	7	18	10	1	2	0	Ongoing - 2 pts behind target	Block 5
6	6	12	8	0	0	0	Upcoming	Block 6
Overall	13	30	18	33	56	47	9 points behind target	Full Season

OVERALL SEASON TARGET
Shown here is overall season target position set with your team at the start of the season.

The model has estimated the number of points required to hit this target position and shows the current likelihood of achieving it.

Also shown is the updated target for the remaining matches. This is updated and recalculated on a weekly basis after each round of matches.

SEASON ANALYSIS - BLOCKS
The table to the right shows the season broken up into 6 (roughly) equal blocks of matches.

Each block is split into upcoming and completed matches and shows the target number of points required in order to hit your overall season target.

This target will change depending on actual results so it may be different from week to week.

The actual points won from completed matches is also shown, along an assessment of how each period is progressing relative to target.

[CONTACT FOR DEMO ACCESS](#)

Case Study: Sunderland

Sports4Cast worked with Sunderland AFC providing simple but effective season and match MI to them to constantly monitor how their season was progressing relative to their goal of automatic promotion.

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

Recent coverage in The i profiled our managerial and season analysis services with particular attention paid to Alex Neil's success and our involvement in Sunderland promotion to the Championship.

SPORTS4CAST

About Us & Our Mission

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 relating it to the stakeholder at every stage.

CONTACT US