



EU FOOTBALL Player Market Value Analysis

A Research Paper by
Saahil Ahuja

The Shri Ram School
saahil.ahuja21@gmail.com



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INTRODUCTION

PLAYER VALUE An Overview



EU Football has a complex system to determine market value of football players



Increasing competition, massive investment, and many factors aside from performance



The research looks into these factors and the causality of player market value



Contribution: New Factors Analysis
(FIFA Rating and Career Mode Potential)



METHODOLOGY

Factors aside from the performance of the players have been identified to affect the valuation:

- Age
- Position
- KPI
- Brand Value

New Factors that will be explored in this paper, that have not been highlighted before:

- FIFA Rating
 - Career Mode Potential
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METHODOLOGY

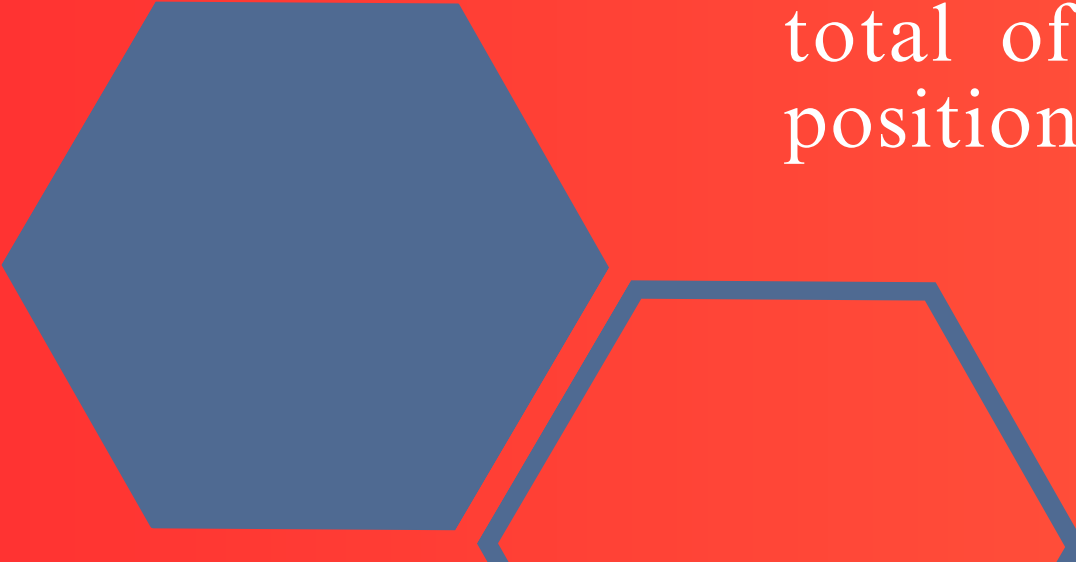
HYPOTHESIS

Ho: There would be no significant impact of FIFA Rating and Career Mode Potential on the economic value of football players.

Ha: There would be a significant impact of FIFA Rating and Career Mode Potential on the economic value of football players.

Sample:

The sample involves 50 of the most valuable players for every position according to [transfermarkt.com](https://www.transfermarkt.com) (attackers, midfielders, defenders) so a total of 150 players who will be analyzed separately according to their position.



DATA ANALYSIS STRATEGY



The data of the 150 football players, including factors like age, brand value, KPI, playing time, FIFA Rating, and Career Mode Potential will be analyzed using correlation analysis and Regression Models. This is done to understand the relationships between the various factors and their correlation to the market value.

RESULTS

The regression analysis was carried out with market value as the only independent variable. The predictive effect of FIFA rating and Age was confirmed. FIFA rating and Age significantly predicted market value of football players. Fifa Rating and Age also explained a significant proportion of variance in market value of players.

CONCLUSION

CONTRIBUTIONS OF THIS PAPER

Contributing two
new factors to the
existing body of
research

Players and player
agents can identify
strengths and
improve player
value

Stakeholders can use the
parameters and data
driven estimations to
understand football
player value



THANK YOU