



Real Metric
ANALYTICS



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Football Analytics
for
Scouting &
Performance



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Who We Are

Real Metric Analytics was founded in **2016** by our director Can Erdoğan. Always with a passion for football, Can has acquired Coaching Football licenses on top of noteworthy work experience in the **Premier League** environment, particularly in the field of **Scouting and Statistical Football Analytics**.

Working on various data sources, including **OPTA**, Can has built unique and one of the most advanced **Player & Match Rating models** in the industry in order to provide data-driven **player flagging and shortlisting for Scouting** and **player assessment for Performance Analysis** departments.

Real Metric Analytics are currently providing data analytics services and solutions, not only for Football Clubs but also for other giant technology companies, including **Google**.



Can Erdogan, Director
can.erdogan@realmetric.co.uk



What We Do

We provide football data analytics products & services for **Scouting** and **Performance** departments.

Our mission is to help Football Clubs **boost their sportive performances** and achieve financial savings and profits through **data-driven player, team and league performance evaluations, integrating data from various sources and providing advanced data exploration and dynamic dashboards** compiling **35+** leagues, **700+** teams, **35k+** players, **75k+** matches with **250+** driven metrics from current and past seasons accessible under **ONE** platform.

Offering customizable and dynamic advanced features, such as our unique Match Rating Model with **automated reporting processes** not only provide accurate, effective and timely decision-making for Scouting and Performance departments but also vastly **prevent wasted effort with report creation and presentations**.





Player | Team | League | Season Analytics Reports

In-depth analysis of any player, team, league or season that will give you actionable insights. Understand the playing styles of players, teams and leagues making sensible and consistent comparisons



Match Reports

Have access to detailed Match Reports in any league in seconds that show insightful player and team statistical analyses



Instant Player Flagging Notification System

Get notified immediately when a 16 year old talent makes his debut in Campeonato Brasileiro or a player with low market value starts showing consistently high performance. Weekly Player Flagging with set criteria is one of our top rated reports



In-depth Scouting Search Platform with 250+ metrics

Search for players according to your performance, playing style, age, nationality etc. criteria. Discover young talents or shortlist players from all around the world to watch in person to justify transfer decisions



Market Value Analysis

Would like to explore under-valued and high-performing players? Simple but effective report that will be a game changer in Scouting



Custom Tailored Dashboards & Ad-Hoc Analysis Request Reporting

Every Club has its own unique culture. We are happy to take your inputs to create new tailored custom dashboards or modify existing ones to exactly match your needs & requirements. We also take one-off analysis requests and provide tailored reporting

AND MORE





Dynamic & Flexible Reporting

Default & custom made reports with fully flexible system, adjustable to Club's dynamic & immediate needs



Personalized reports and **criteria-based player scouting features** to shortlist high performers and explore undiscovered young talents for transfer decisions

Analysis of **player, team & league performances** & suitability based on **playing styles, team formation or league difficulty**

Unique and advanced statistical **Match Rating** model; providing **genuine, accurate and precise** player performance assessment

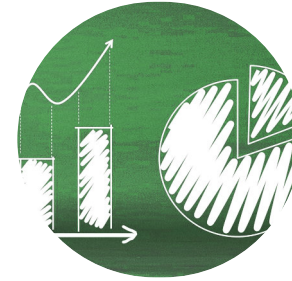
Match Rating Model



150+ on-pitch events impacting player ratings

100+ adjustable defensive & attacking metrics at your fingertips to **personalize** your own **Match Rating Model**

Big Data in ONE Platform



35+ leagues | 700+ teams | 35k+ players | 75k+ matches from current & past seasons in ONE Platform with 250+ metrics

Integrated from various sources including **OPTA, Transfermarkt, Club's own datasets** etc.

Dynamic filtering; perform searches **in seconds** & compare players

Visually appealing & functionally efficient dynamic dashboards

Fully automated and immediate reporting & refreshing processes

ALL IN ALL; Data-driven decision-making & justification for Scouting & Performance departments





Intro

Comprehensive, yet simple to understand, rating metric in order to **asses a player's performance accurately and precisely in a statistical manner for short & long term**



Holds great potential for Football Clubs to **gain competitive edge** within the leagues they compete in



Football is not an exact science and this is what makes it beautiful. We understand the each Club's philosophy, culture, needs and requirements will differ. **That's why the model is adjustable according to each Club's philosophy and culture**



At the very least, it is a powerful player & team performance assessment approach for eliminating & highlighting players at no cost or time, as obtaining results for footballers around the world is only a matter of seconds



Methodology

On a scale of **1-10** for individual players on a **per match** basis from **100+** statistics collected by **OPTA** and driven by **Real Metric Analytics**



Different formula for each are of position;
Goalkeeper, Centre Back, Full Back, Defensive Midfielder, Central Midfielder, Attacking Midfielder, Wide Player & Striker



Coefficients determined via various statistical models
Major & minor adjustments made over years with the collaboration of **Premier League Scout & Performances Analysts and Chief Scouts**

Use Cases

Top & low performers of the week/month/season



Determine target players & recruit specific types of players (link strikers, modern full backs etc.)



Discover young talents from leagues all over the world, where it would be expensive or inconvenient to send a scout on a regular basis





Overview

This section will reveal some of the default reports we provide, however they can never do enough justice in print. **The strength and uniqueness of our products & services come from their filtering and dynamic capabilities within dashboards**



One-off analysis requests, new report creation, as well as changes, additions, customisations to the existing dashboards are provided



All of the reports are refreshed within **1 hour** of each match fixture, subject to data availability



Reports can be provided in various formats according to the suitability of the Club. Tableau and Omniscope tools are used for **dynamic reporting**. PDF, XLS, etc. formats are also available for presentation and raw data



Reporting can be scheduled with any of the provided or customer reports. e.g **Weekly Player Flagging** with set criteria



Please enquiry about our additional products and research & development work, but most importantly for a **live demonstration**

**Please look at the next 6 pages in landscape layout*





Match Report



Campeonato Brasileiro Série A | 12 May 2019 | Week 4 | Flamengo vs Chapecoense

2019 Flamengo 2 4-2-3-1

GK	6.70	Diego Alves
RB	6.51	Rodinei
RCD	5.84	Thuler
LCB	6.29	Rodrigo Calo
LB	6.11	Miguel Trauco
RDM	5.89	Ronaldo
LDM	7.24	Robert Piris da Motta
CAM	6.49	Diego
CAM	6.26	Orlando Berrío
RW	7.89	Vitinho
CF	10.93	Lincoln
SUB	4.70	Bruno Henrique
Bill		Bill
Everson Ribeiro		Everson Ribeiro

1 Chapecoense 4-2-3-1

GK	8.04	Tiempo
RB	5.85	Bryan
RCD	6.91	Gum
LCB	6.01	Douglas
LB	6.86	Bruno Pacheco
RDM	6.62	Márcio Araújo
LDM	5.27	Augusto César
CAM	4.77	Renato
RW	6.46	Regis
LW	5.60	Alan Ruschel
CF	6.95	Everaldo
SUB	5.54	Elicarlos
SUB	5.73	Arthur Gomes
RHido		RHido

3.3 Flamengo 3.3 Chapecoense

56% Possession % 49% Possession %

19 (7) Shots (on target) 20 (7) Shots (on target)

37% Shot Accuracy % 35% Shot Accuracy %

464 (86%) Passes (Successful) 362 (89%) Passes (Successful)

11 (8) Key Passes (Open Play) 16 (14) Key Passes (Open Play)

17 (14) Dribbles (Successful) 40 (18) Dribbles (Successful)

75 Regains 77 Regains

98 Possession Lost 97 Possession Lost

Shots/On Target

Lincoln	CF	5
Regis	RW	4
Diego	CAM	5
Everaldo	CF	4
Elicarlos	SUB	3

Forward Passes/Successful

Bruno Pacheco	LB	22 (82%)
Rodrigo Calo	LCB	17 (71%)
Márcio Araújo	RDM	16 (94%)
Ronaldo	RDM	15 (93%)
Rigo	CAM	15 (87%)

Touches/Final Third

Bruno Pacheco	LB	79
Márcio Araújo	RDM	71
Miguel Trauco	LB	69
Ronaldo	RDM	68
Robert Piris da Motta	LDM	67

Drillables (Success %)

Arthur Gomes	SUB	5 (50%)
Regis	RW	4 (80%)
RHido	SUB	3 (60%)
Bryan	RB	2 (40%)
Diego	CAM	2 (100%)

Regains (Tackles Won/Hit + Rec.)

Robert Piris da Motta	LDM	12
Orlando Berrío	RW	11
Bruno Pacheco	LB	11
Tiempo	GK	10
Augusto César	LDM	9

Possession Lost

Bruno Pacheco	LB	15
Vitinho	LW	13
Lincoln	CF	13
Everaldo	CF	13
Miguel Trauco	LB	15

Match Report - Choose any match from any season from the filter bar. This is only the cover page. Comprehensive reporting available

Player Profile Report

Turkish Siper Lig | 2018-2019 | Ricardo Quaresma

Age 35 | App 26 | Sub On 5 | Sub Off 7 | Match Rating 6.99 | Goals 3 | Chances Cr. (p9) 11 | Regains (p90) 4.75 | Poss. Lost (p90) 13.56

Foot: right | Height: 175 cm | Primary Position: Winger

Form Graph | Match Rating | Select a Metric | Match Rating

Goals p90 (Total) [Rank]

6.99 [19]	0.15 (9) [129]	-0.25 [309]	0.16 (6.25) [150]	0.73 (15) [94]
-----------	----------------	-------------	-------------------	----------------

Assists p90

0.53 (11) [4]	2.47 (51) [18]	25.81 (532) [304]	4.46 (92) [3]	1.65 (40) [64]
---------------	----------------	-------------------	---------------	----------------

Key Passes p90

0.29 (6) [424]	4.30 (103) [105]	0.78 (16) [292]	0.39 (8) [348]	3.59 (74) [368]
----------------	------------------	-----------------	----------------	-----------------

Successful Passes p90

6.99 [19]	0.00 (0) [146]	0.12 [139]	0.09 (0.12) [88]	0.00 (0) [105]
-----------	----------------	------------	------------------	----------------

Successful Crosses p90

0.16 (6.25) [150]	0.20 (4.11) [113]	0.09 (0.00) []	0.21 (4.11) [90]	0.78 (15) [94]
-------------------	-------------------	-----------------	------------------	----------------

Successful Dribbles p90

4.46 (92) [3]	1.65 (40) [64]	4.74 (6) [9]	0.79 (1) [106]	75.00 (95) [69]
---------------	----------------	--------------	----------------	-----------------

Tackles Won p90

0.78 (16) [292]	0.39 (8) [348]	4.45 (86) [4]	1.71 (33) [42]	61.36 (1.187) [24]
-----------------	----------------	---------------	----------------	--------------------

Interceptions p90

0.00 (0) [160]	0.00 (0) [148]	0.00 (0) []	8.88 (11) [37]	17.37 (22) [49]
----------------	----------------	--------------	----------------	-----------------

Recoveries p90

0.83 (16) [68]	0.41 (8) [89]	3.26 (63) [107]	13.34 (258) [58]	
----------------	---------------	-----------------	------------------	--

Recoveries Won p90

0.00 (0) [153]	4.74 (6) [97]	0.00 (0) []	8.88 (11) [37]	17.37 (22) [49]
----------------	---------------	--------------	----------------	-----------------

Aerial Duels Won p90

0.57 (11) [2]	2.43 (47) [14]	25.43 (492) [155]	4.45 (86) [4]	61.36 (1.187) [24]
---------------	----------------	-------------------	---------------	--------------------

Ground Duels Won p90

0.29 (6) [424]	4.30 (103) [105]	0.78 (16) [292]	0.39 (8) [348]	3.59 (74) [368]
----------------	------------------	-----------------	----------------	-----------------

Goal (+0.14)

0.29 (6) [424]	4.30 (103) [105]	0.78 (16) [292]	0.39 (8) [348]	3.59 (74) [368]
----------------	------------------	-----------------	----------------	-----------------

Fouls Won (+0.29)

0.29 (6) [424]	4.30 (103) [105]	0.78 (16) [292]	0.39 (8) [348]	3.59 (74) [368]
----------------	------------------	-----------------	----------------	-----------------

Goal (+0.80)

0.29 (6) [424]	4.30 (103) [105]	0.78 (16) [292]	0.39 (8) [348]	3.59 (74) [368]
----------------	------------------	-----------------	----------------	-----------------

Assists (+0.65)

0.29 (6) [424]	4.30 (103) [105]	0.78 (16) [292]	0.39 (8) [348]	3.59 (74) [368]
----------------	------------------	-----------------	----------------	-----------------

Chances Creation (+0.80)

0.29 (6) [424]	4.30 (103) [105]	0.78 (16) [292]	0.39 (8) [348]	3.59 (74) [368]
----------------	------------------	-----------------	----------------	-----------------

Time Played Criteria

Season 2018-2019 | Competition Turkish Super... | Team Besiktas

Player Profile: Ricardo Quaresma

Player Stats: 6.99 [19] | 0.15 (9) [129] | -0.25 [309] | 0.16 (6.25) [150] | 0.73 (15) [94]

Player Position: Winger

Player Height: 175 cm

Player Foot: right

Player Age: 35

Player Apps: 26

Player Subs On: 5

Player Subs Off: 7

Player Match Rating: 6.99

Player Goals: 3

Player Chances Cr. (p9): 11

Player Regains (p90): 4.75

Player Poss. Lost (p90): 13.56

Player Form Graph: [Graph showing match ratings over time]

Player Goals p90 (Total) [Rank]: [Table with 5 data points]

Player Assists p90: [Table with 5 data points]

Player Key Passes p90: [Table with 5 data points]

Player Successful Passes p90: [Table with 5 data points]

Player Successful Crosses p90: [Table with 5 data points]

Player Successful Dribbles p90: [Table with 5 data points]

Player Tackles Won p90: [Table with 5 data points]

Player Interceptions p90: [Table with 5 data points]

Player Recoveries p90: [Table with 5 data points]

Player Recoveries Won p90: [Table with 5 data points]

Player Aerial Duels Won p90: [Table with 5 data points]

Player Ground Duels Won p90: [Table with 5 data points]

Player Goal (+0.14): [Table with 5 data points]

Player Fouls Won (+0.29): [Table with 5 data points]

Player Goal (+0.80): [Table with 5 data points]

Player Assists (+0.65): [Table with 5 data points]

Player Chances Creation (+0.80): [Table with 5 data points]

Player Profile Report - Choose any player from any league for any season. This is only the cover page. Comprehensive reporting available. Team & League profile versions are also available



Team of the Week Report

2019-2020 | Turkish Süper Lig | Match Week 1 | Team of the Week



Team of the Week Report - Can easily be adjusted by the user to any time period for any combination of leagues. 2nd, 3rd etc. best performers can be selected

Market Value Analysis



Market Value Report - Integrated OPTA with Transfermarkt data, this report gives you the capability of exploring under-valued and high-performing players according to your age, nationality, position, etc. criteria



xG & xGoT Shot Heatmaps



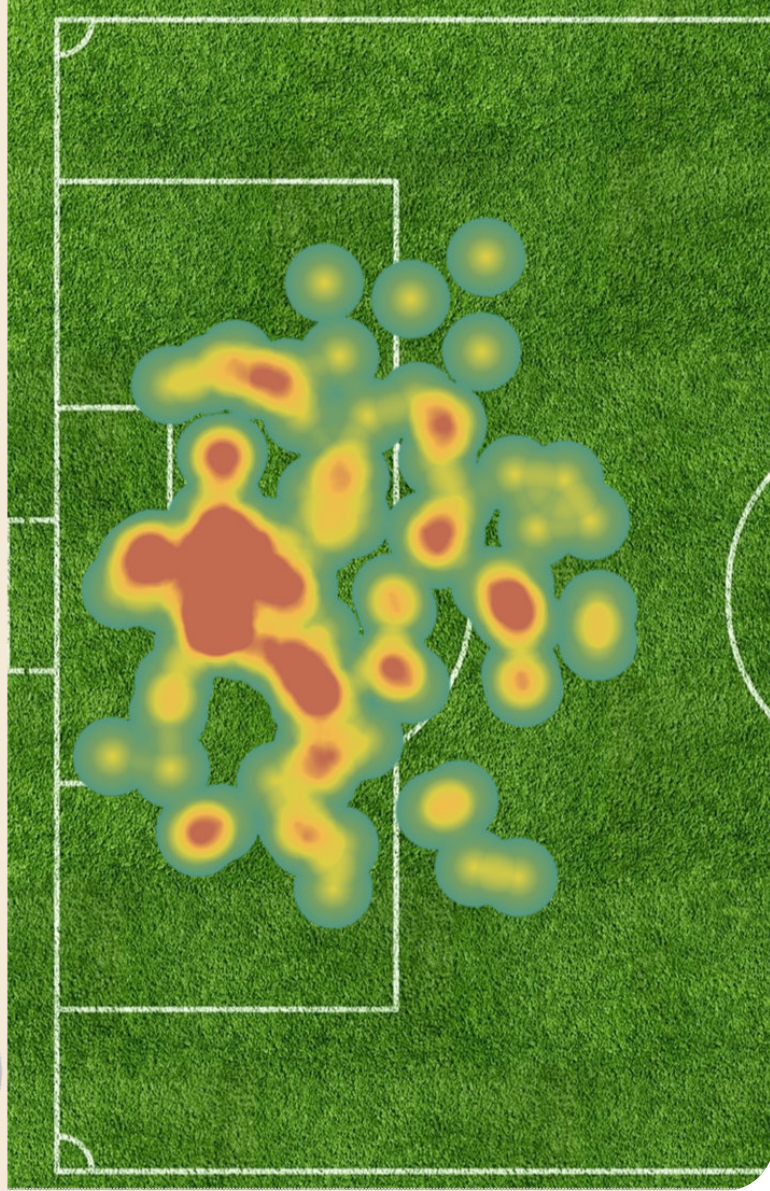
Season 2018-2019
Shots Heatmap | Bundesliga | FC Bayern München
Shot Accuracy of 41%



Season

2018-2019

Highlight Player Full Name
Highlight Player Full Name



Enter search text

(All) 2. Bundesliga Allsvenskan Argentine Primera División Audi Cup 2019 Belgian Pro League Bundesliga Campeonato Brasileiro Série A Categoría Primera A - Apertura Categoría Primera A - Finalización Championship Chilean Primera División Chilean Primera División - Apertura Chilean Primera División - Clausura Chinese Super League CONCACAF Danish Superliga Eredivisie FA Cup Football League Cup Football League One Football League Two La Liga Liga MX - Apertura Liga MX - Clausura Ligue 1 Ligue 2 Major League Soccer Norwegian Eliteserien Premier League Primeira Liga

Goal Keeper (All)

xG & xGoT Shot Heatmaps - Analyse any team or league's shot behaviour; where, how and at what point during the matches they are good and worse at creating dangers

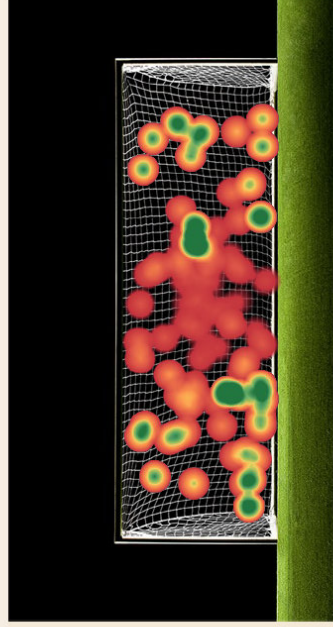
Shots on Goal Analyses



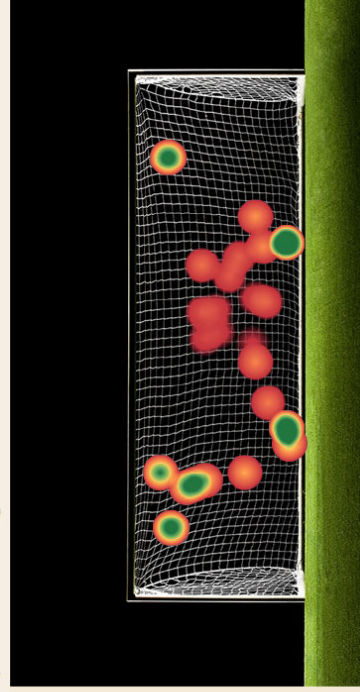
Attempts Saved with High xGoT - Fenerbahçe



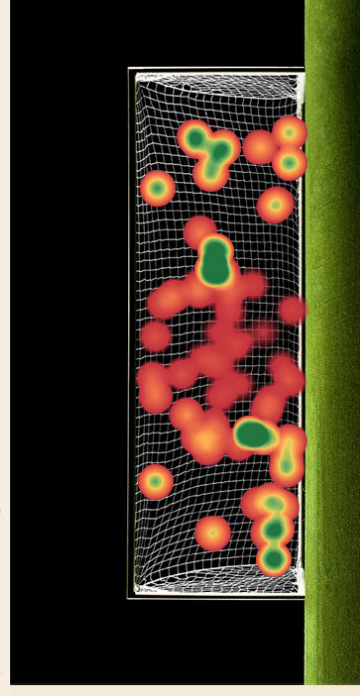
Attempts Saved Heatmaps | 2018-2019 | All Season



Attempts Saved with High xGoT - Volkan Demirel



Attempts Saved with High xGoT - Harun Tekin



Shots on Goal Analyses - Analyse a goalkeeper's or team's defensive strengths and weaknesses. Look for penalty or direct free-kicks specifically to get competitive insights, which will help the team win matches



Dynamic dashboards, deep-dive analytics, customizable & automatic batch reporting, comparison and prediction analyses and more...

All Services and Packages include:

Daily refreshes of reports



Ongoing data support service



User training sessions



User guides, data dictionary, calculated field methodologies



Hosting and data management



Monthly webinars



Collaborative workshops @ client's site

Live Demo

If you find any of this interesting, we highly recommend you to reach out to us for a live demonstration of the Real Metric Football Analytics, as the strength and uniqueness of our products & services come from their dynamic features & capabilities.

You will have a much greater understanding of what the product is capable of and you will be able to see and understand the functionalities, dynamism and benefits of the tool and our services a lot better.

Contact Us

For more information, do not hesitate to visit our website or contact us via the information below.



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