



FREE WEBINAR · 7 OCTOBER 2026 · 20:00 CET

STARTING OR ADVANCING YOUR CAREER IN FOOTBALL ANALYTICS

Prof. David Sumpter

Co-founder, Twelve Football

Luis Mosquera Toscano

Head of Operations, Objetivo Analista

TODAY

WHAT WE WILL COVER

01	What clubs look for in an analyst	David + Luis	5'
02	The learning path: how the courses connect	David	5'
03	From data to decisions: Power BI first, then Python	Luis	15'
04	Going further: Vibe Coding and Soccermatics	David	10'
05	Courses starting 12 October	David + Sarah	5'
06	Your questions	Everyone	10'

YOUR HOSTS

WHO IS TALKING TODAY



DAVID SUMPTER

Co-founder of Twelve Football. Professor of Applied Mathematics at Uppsala University and author of *Soccermatics*.



LUIS MOSQUERA

Football data analyst. Data-driven scouting with LaLiga academies. Football Data Coordinator at FIFA; World Cup, EURO and NBA All-Star Game projects.

Head of Operations at Objetivo Analista:
4.000+ analysts trained.



WHAT CLUBS LOOK FOR

THREE THINGS EVERY ANALYST JOB ASKS FOR



GET THE DATA

Find it, load it and clean it yourself. Nobody hands you a tidy spreadsheet.



TURN IT INTO INSIGHT

Metrics, models and visuals that answer a real football question.



MAKE IT LAND

A report or dashboard the coach and the sporting director actually open.

THE MARKET

CLUBS ARE HIRING FOR THESE SKILLS

**Data BI and Reporting Analyst**
by Fulham FC in Analysts, Recruitment & Scouting

Applications closed.

Job Alerts

📍 England Full time

Job role insights

 Date posted May 24, 2025	 Closing date
 Hiring location England	 Offered salary
 Experience	 Minimum Qualification
 Quantity 1 Person	

Fulham FC: Data BI and Reporting Analyst

**Liam Henshaw**  • Siguiendo 47 minutos ...

Working professionals → football recruitment analyst & scout roles | ...

The most vital skill to have in the game now, and there's never been a better time to learn it either!

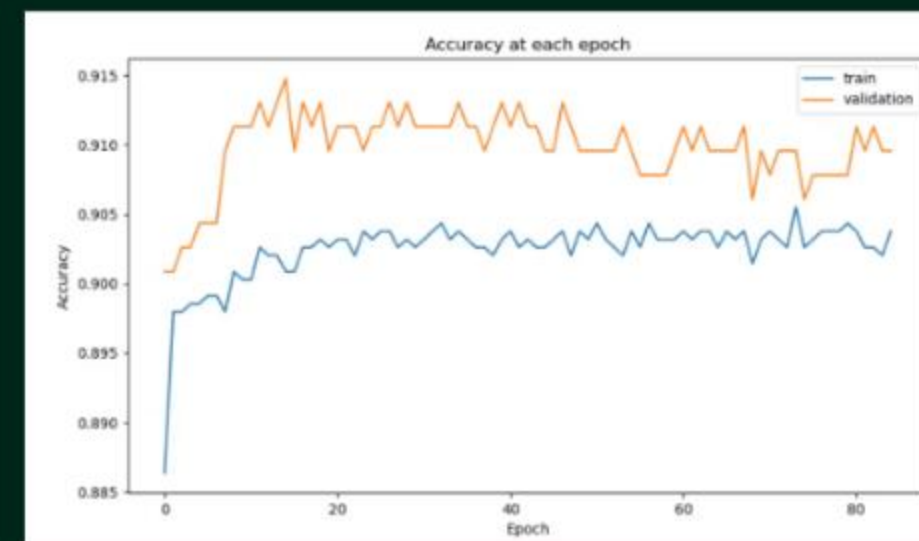
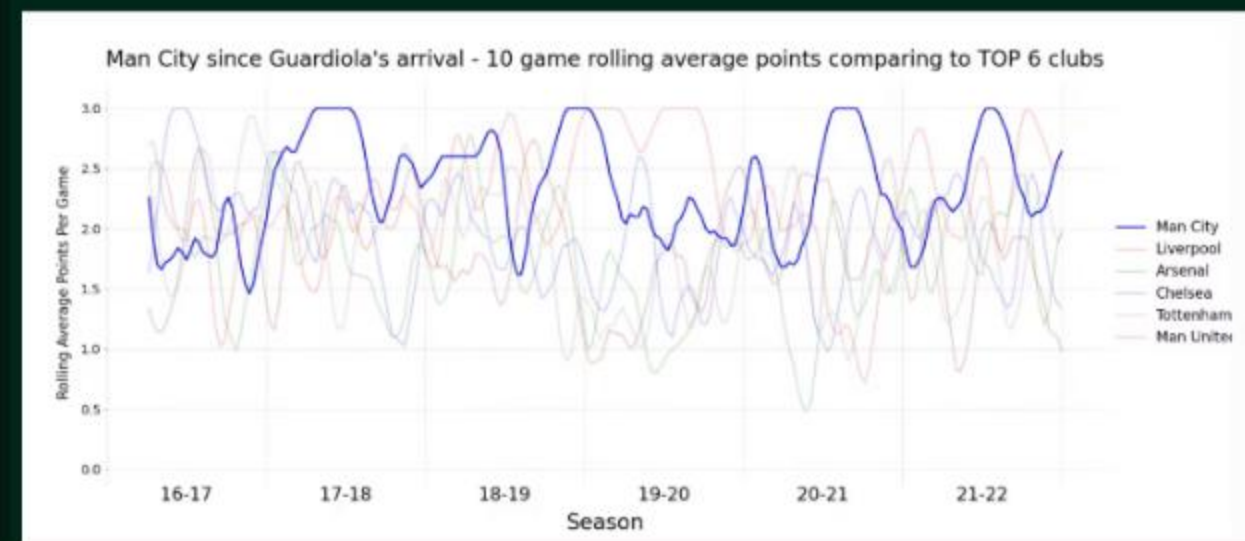
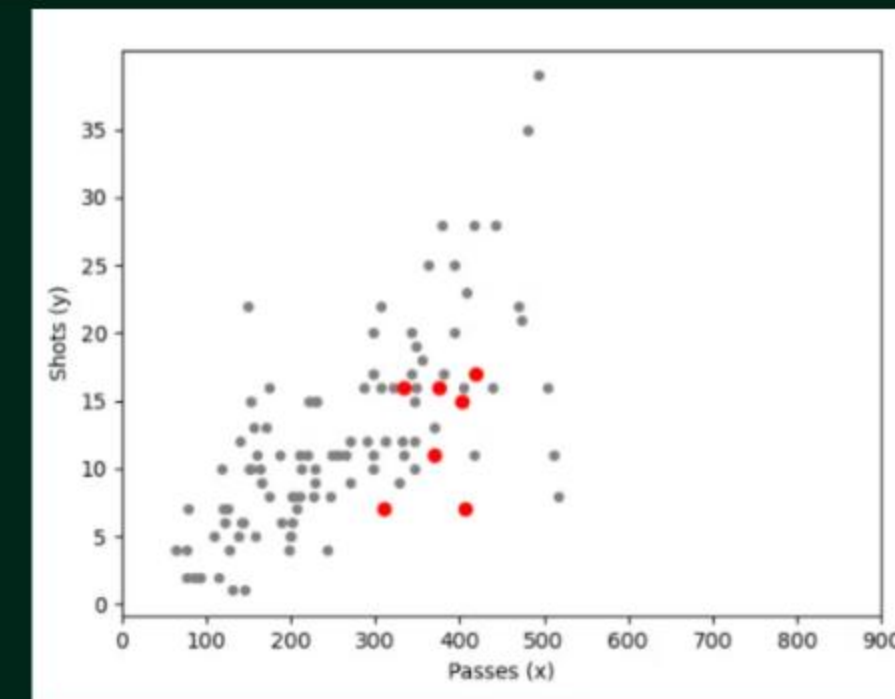
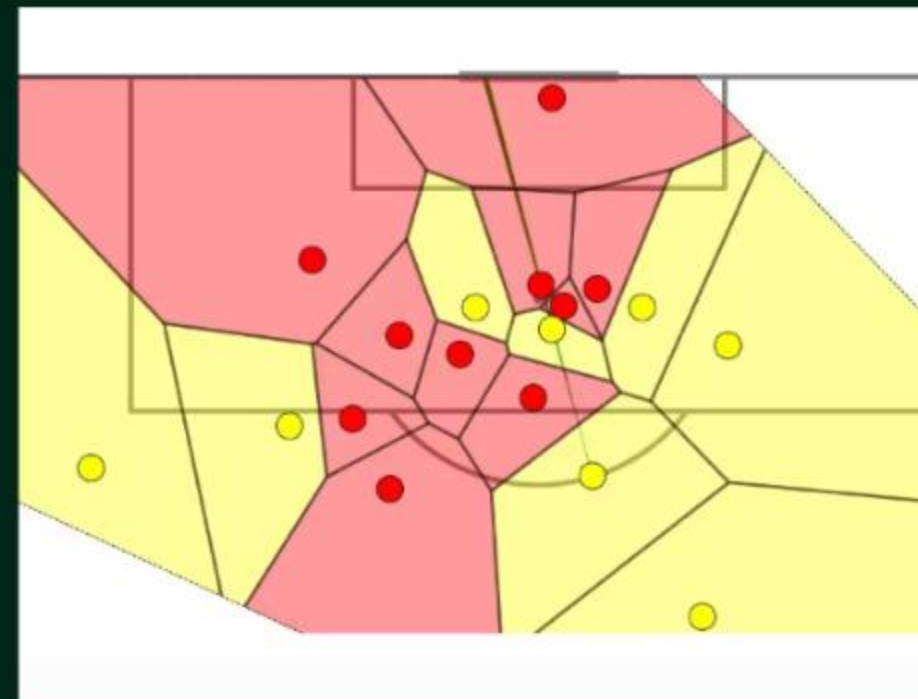
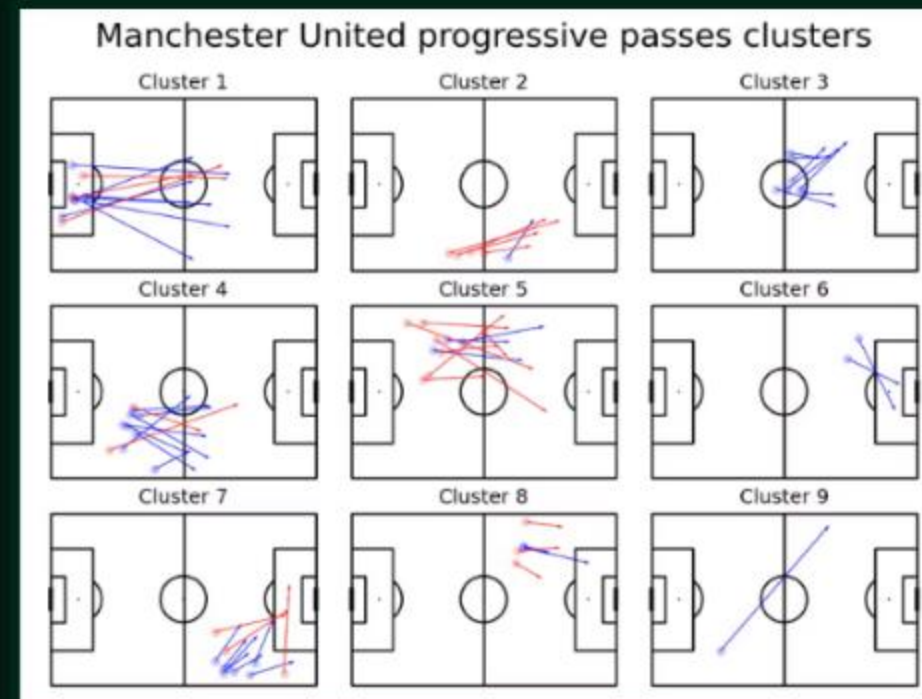
Mostrar traducción

Recomendar | Responder

BI and reporting roles sit next to data scientist roles. Both are a way in.

WHY ANALYSTS NEED PYTHON

REALLY GETTING INTO THE DATA



twelve¹²

TWELVE × OBJETIVO ANALISTA

LUIS MOSQUERA TOSCANO

FROM DATA TO DECISIONS

Power BI to make your work reach the staff.

Python to get any data and go deeper.

THE ANALYST'S WORKFLOW

WHERE EACH TOOL FITS



Start where your work meets the staff: **Power BI**. Add **Python** when you need data and models nobody hands you.

WHAT YOU CAN WORK WITH

FOUR KINDS OF FOOTBALL DATA



METADATA

Venues, players, teams, competitions



TRACKING DATA

Player and ball positions, many times per second



EVENT DATA

Every on-ball action: passes, shots, pressures



STATISTICS

Aggregated metrics from event and tracking data

POWER BI: WHERE DATA REACHES THE STAFF

- ✓ Connect the club's data sources
- ✓ Build your own metrics and KPIs
- ✓ Design interactive dashboards
- ✓ Apply it to scouting, performance, media and rehab

Final project: a complete, shareable club dashboard built on real club data.



POWER BI IN A CLUB

ONE DATASET, FOUR DEPARTMENTS



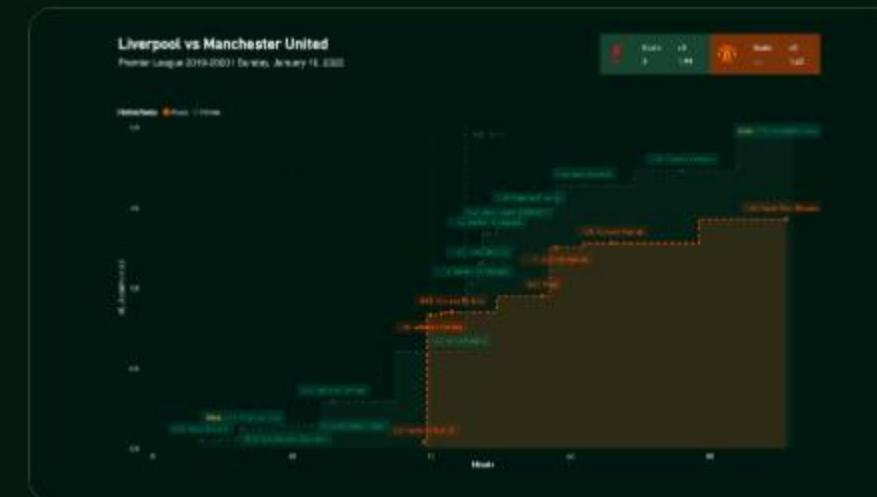
SCOUTING

Filter players by profile, value and contract



MEDIA

Match summaries ready for club channels



PERFORMANCE

The xG story of a match, minute by minute



REHAB

Injuries, days out and return dates

THE “NO DATA” MYTH

⚡ We tend to think football data is expensive and hard to find.

🔍 The data is there. You just need to know where to look.

</> Python gets you free professional data in seconds, on your own.

Competitions

`Sbopen().competition()`

	competition_id	season_id	country_name	competition_name	competition_gender	competition_youth	competition_international	season_name	match_updated
0	9	281	Germany	1. Bundesliga	male	False	False	2023/2024	2024-09-28T20:46:38.893391
1	9	27	Germany	1. Bundesliga	male	False	False	2015/2016	2024-05-19T11:11:14.192381
2	1267	107	Africa	African Cup of Nations	male	False	True	2023	2024-09-28T01:57:35.846538
3	16	4	Europe	Champions League	male	False	False	2018/2019	2025-05-08T15:10:50.835274
4	16	1	Europe	Champions League	male	False	False	2017/2018	2024-02-13T02:35:28.134882

One line of Python: more than 75 competitions for free

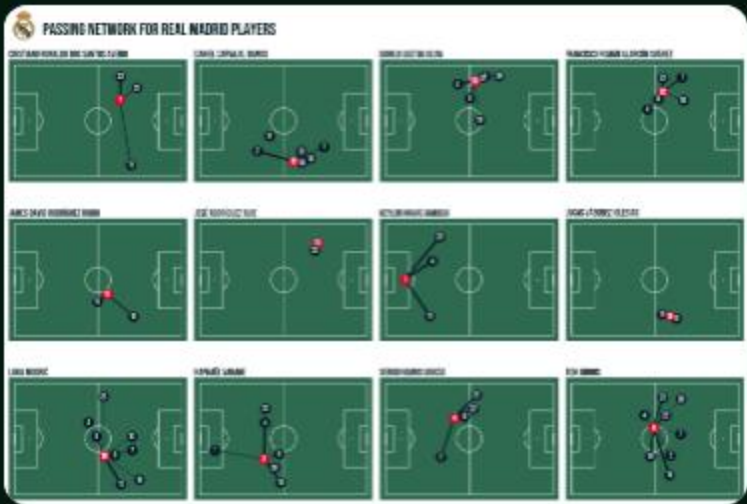
LIVE DEMO • 3 MINUTES

PROFESSIONAL DATA IN SECONDS

From an empty notebook to real event data, with Python and open data.

BUILT BY STUDENTS

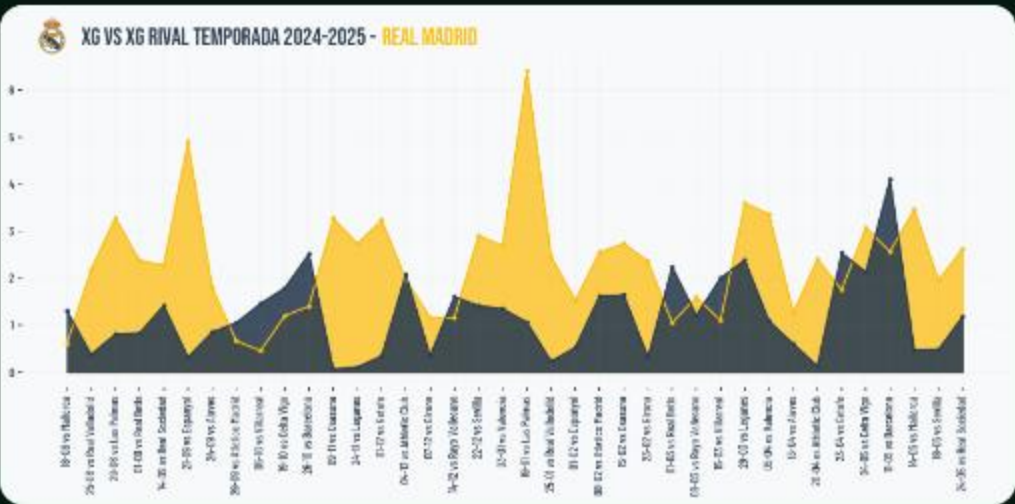
WHAT YOU BUILD IN PYTHON 360



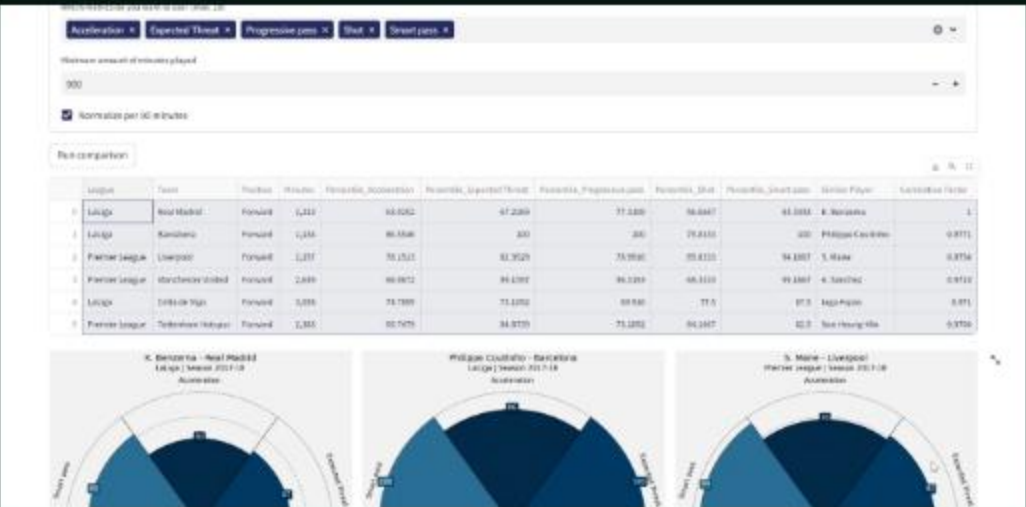
Passing network



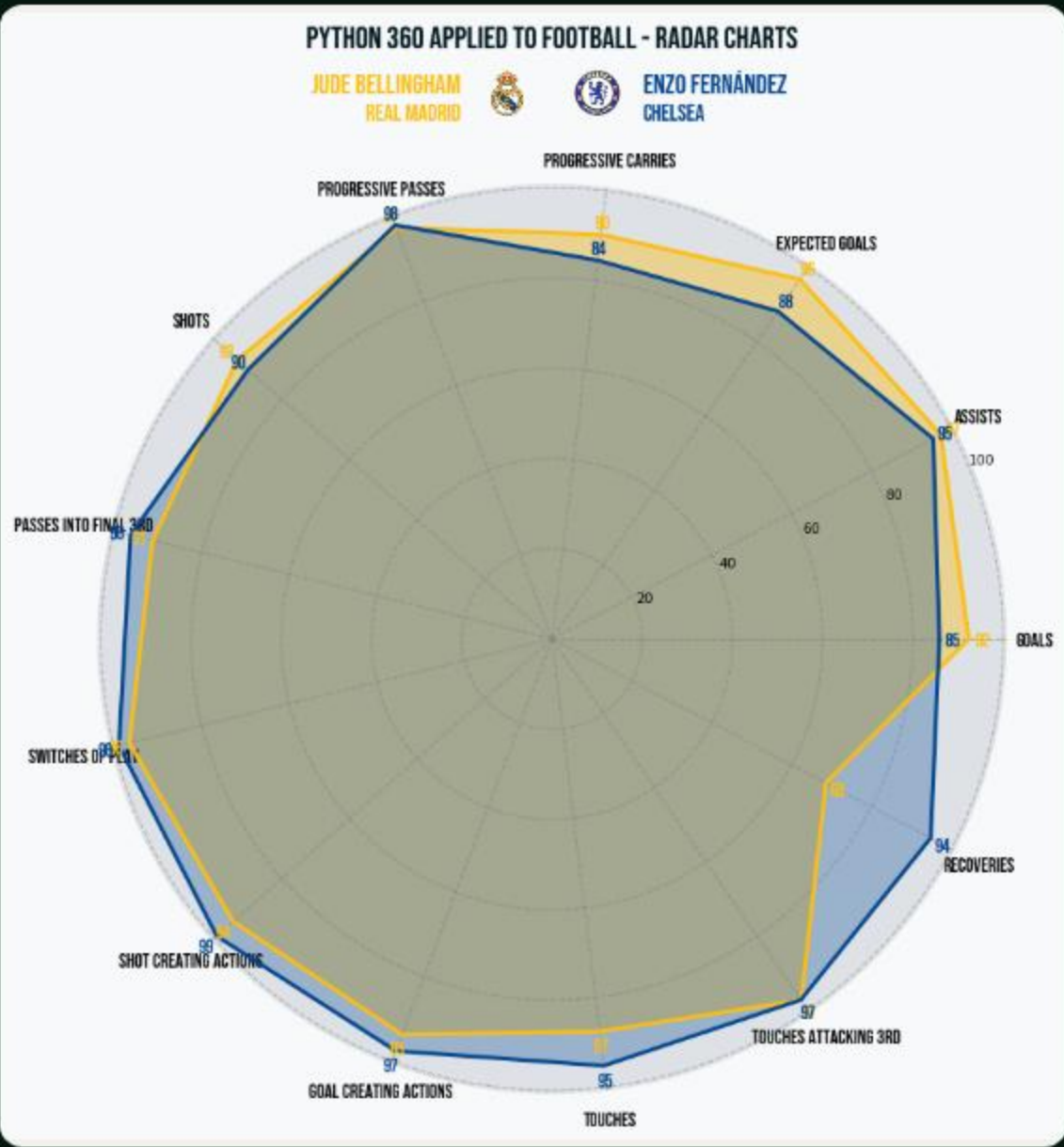
Voronoi map of space



xG vs rival xG, season

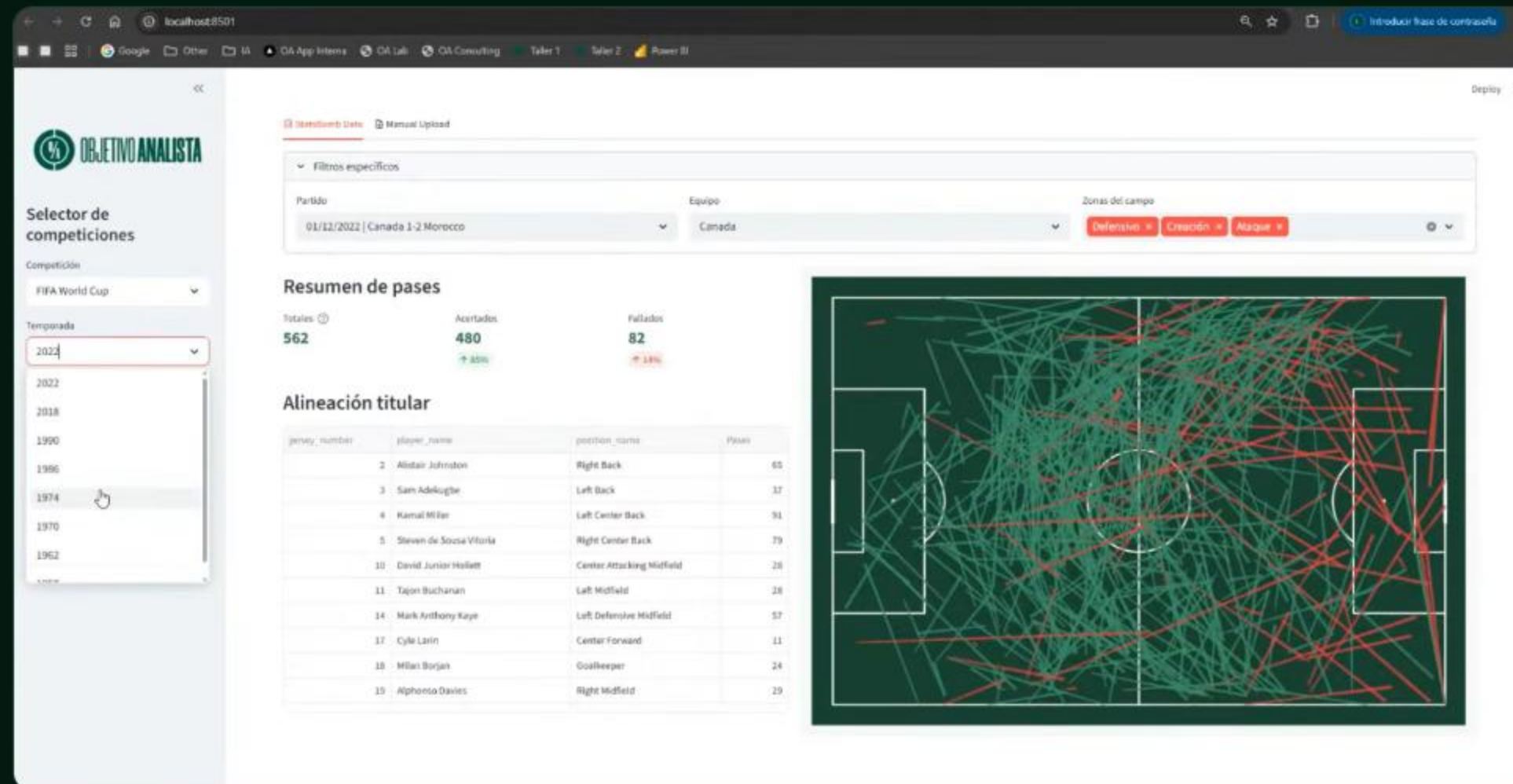


Scouting dashboards



FROM SCRIPT TO TOOL

TURN THE ANALYSIS INTO AN APP STAFF CAN USE



The same data, now in a tool a scout or analyst can filter on their own.

Streamlit apps are the final project of Python 360. Several alumni now run them at their clubs.

PROF. DAVID SUMPTER

GOING FURTHER

Apps built with AI, and the models behind the game.

THE LEARNING PATH

FROM FIRST DASHBOARD TO FOOTBALL MODELS

1

FOOTBALL POWERBI 360

Start here: communicate data

Luis · 12 Oct

2

FOOTBALL PYTHON 360

Technical specialisation

Luis · 12 Oct

3

VIBE CODING FOR FOOTBALL

Build apps with AI

David · 9 Nov

4

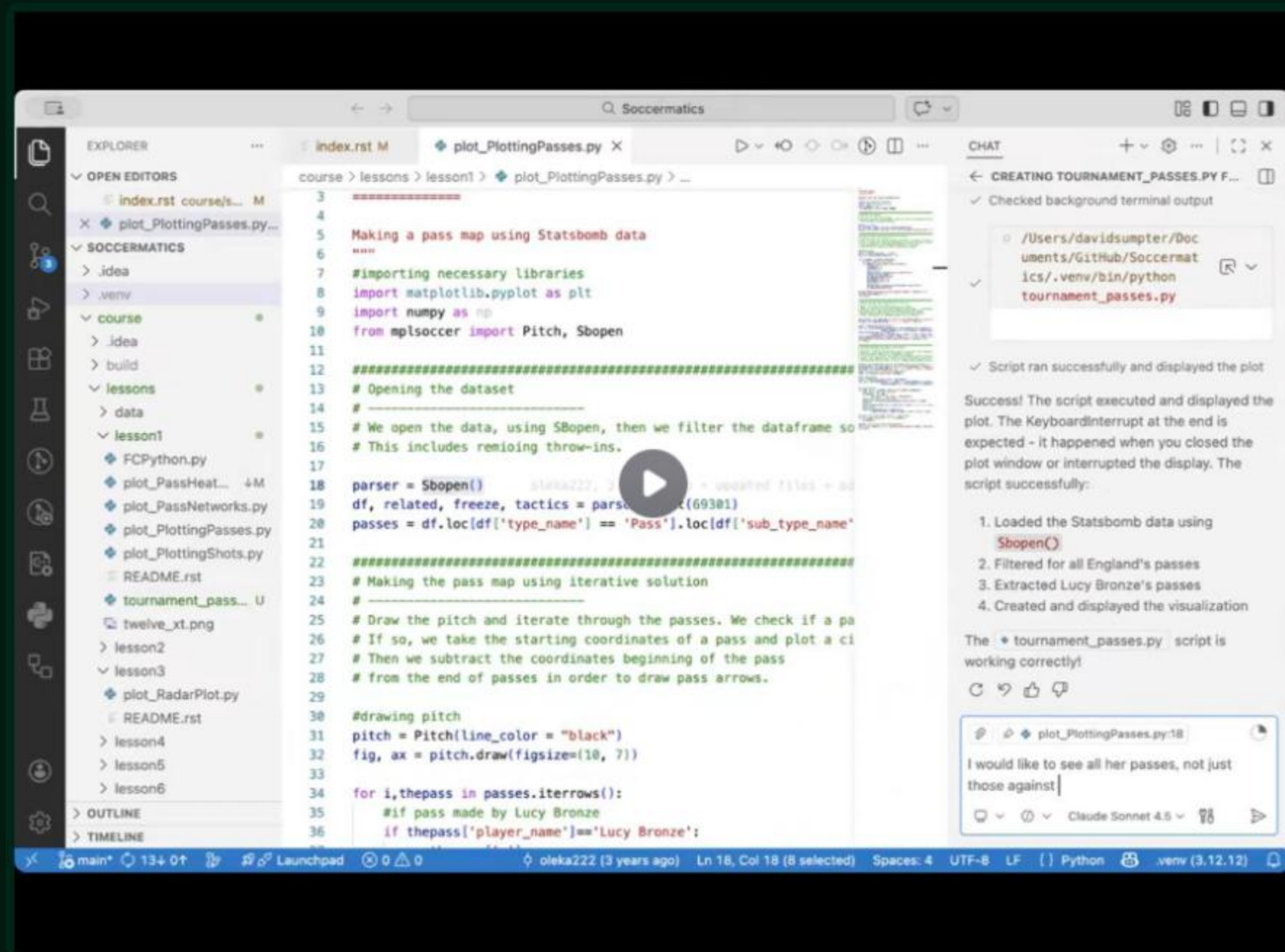
SOCCERMATICS PRO

Models and the maths of
the game

David · 1 Dec

STEP 3 · VIBE CODING FOR FOOTBALL

WITH AI, IT BECOMES A SUPERPOWER



Once you know your way around, AI coding tools turn ideas into working scouting and performance apps.

No coding background needed

BUT DO YOU REALLY NEED US?

SOME TASKS CAN BE DONE WITHOUT A DATA SCIENTIST

twelve¹²

What should we build?

Build me a scouting radar for every midfielder in Allsvenskan

+

↑

Enter to send · Shift + Enter for a new line



Built by Mahlet "Mahi" Sewinet

An AI agent that builds football apps for you

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STEP BY STEP GUIDE

DO IT YOURSELF...

Yes, a new app

12

STYLE

One quick thing before we get going — would you like me to explain things in plain, everyday language, or is technical/developer terminology fine with you?

Plain language ✓
Explain anything technical as we go, no jargon assumed.

Technical is fine

STEP 1

Plain or technical?

12

IMPROVEMENT

What should "improved most" be measured on?

Overall improvement
Average across all of a player's qualities — one headline 'how much better did they get' number each.

One quality at a time ✓
The viewer picks a quality (finishing, passing, defending...) and sees who improved most at that.

STEP 2

Improved at what?

12

SEASONS

"Improved" needs two seasons to compare. I'd read "last season" as 2025/26, measured against 2024/25. Should that pairing be fixed, or should you be able to change it?

Fixed: 2025/26 vs 2024/25
The app always shows last season's improvers. Simplest, and matches what you asked for.

STEP 3

Which seasons?

12

APPROVE PLAN

Does this plan look right? I also need a sample paragraph showing how you want the Data Summary to read — it becomes the model's example and sets the tone and length.

Approved — you write the sample
Build it. I'll generate the sample paragraph from the real data pipeline and show it to you for approval before it's saved.

STEP 4

Approve the plan

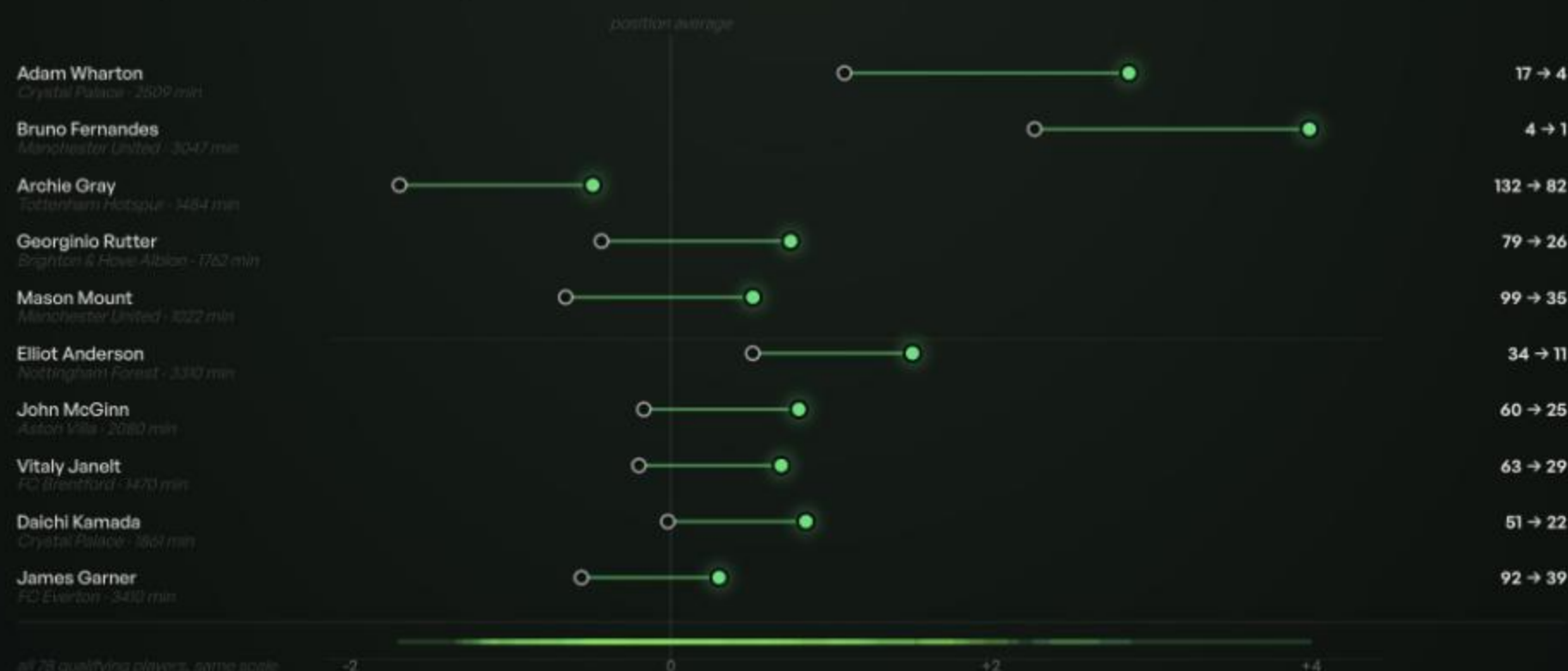
5 MINUTES HUMAN EFFORT, 30 MINUTES BUILD TIME

WHO IMPROVED MOST LAST SEASON?

Passing Quality — Passing quality refers to a player's ability to deliver a variety of passes that pose a significant threat to the opposition's defense, leading to goal-scoring opportunities or advantageous positions for the receiving player. It is evaluated by how threatening the passes are, rather than the quantity.

Biggest risers — Passing Quality

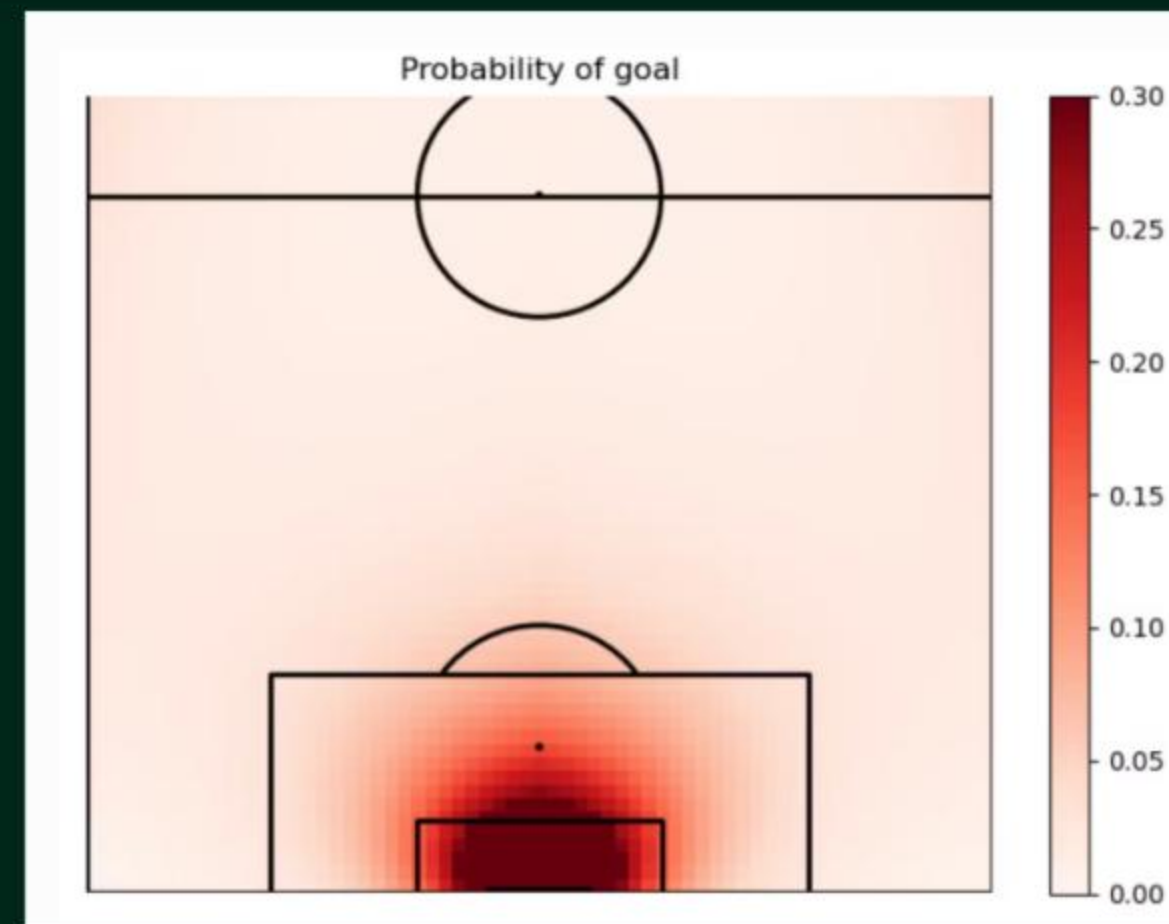
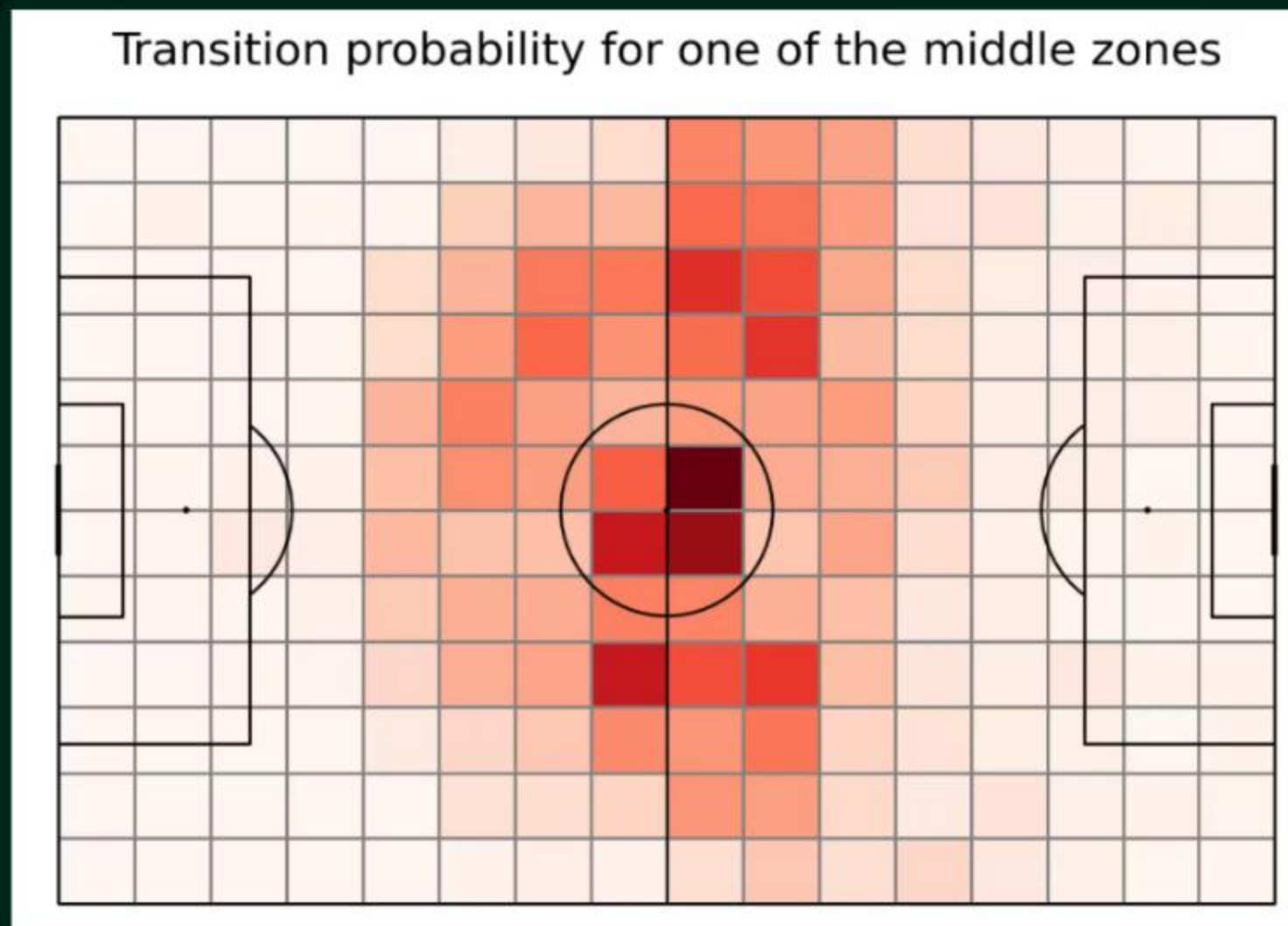
Midfielders · 2024/25 to 2025/26 · 600+ minutes in 2025/26



Pick a quality and a season, and see which players moved up the most.

- Each quality opens with its definition
- Before and after for every qualifying player
- A written data summary underneath

MODELS: THE MATHS BEHIND THE GAME



Python is where the models live: expected goals, possession value, transitions.

FROM PAST STUDENTS

WHAT ALUMNI SAY



"Especially the insight into presenting the results via Python Streamlit was a big game changer for me. We are now establishing this framework at TSG Hoffenheim."

Fabian Rupp

Business Intelligence & Data Analytics,
TSG Hoffenheim



"The course teacher dedicated time to sit with me individually, start from scratch, and write a customised step-by-step plan."

Liam Cody

Pro Solutions Team Lead,
Stats Perform



"I'll be joining a Brazilian club as a data scientist in the upcoming weeks, and it is crystal clear that it would not happen without your course."

Rodrigo Salvador

Red Bull Bragantino

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FOOTBALL POWERBI 360

Luis · starts 12 Oct

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FOOTBALL PYTHON 360

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VIBE CODING FOR FOOTBALL

David · starts 9 Nov

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GETTING REGISTERED

Sarah Porter

Course Coordinator, Twelve Football

Code **WEBINAR20** · all courses and payment plans

Need an invoice? We can invoice your club or company.

Taking 2+ courses? Ask for a bespoke offer: sarah@twelve.football

Q & A

YOUR QUESTIONS

Drop them in the chat.



THANK YOU

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Football PowerBI 360 · Football Python 360