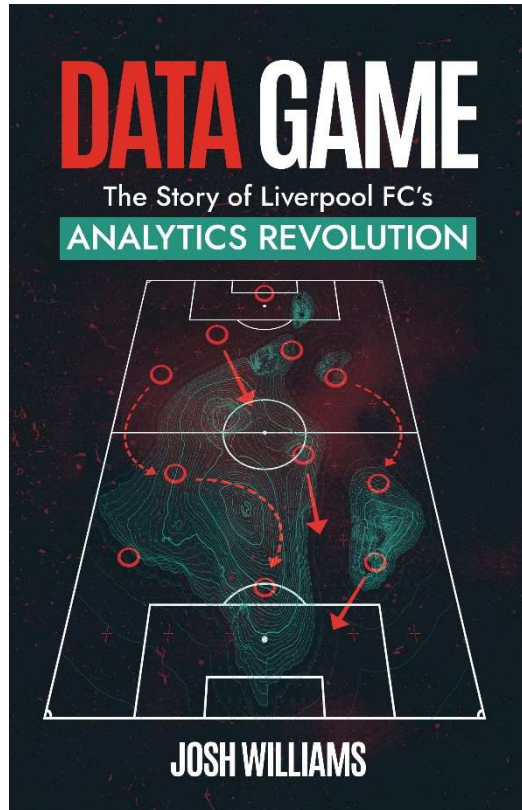




Title information



Data Game

The Story of Liverpool FC's
Analytics Revolution

By Josh Williams

Key features

- Liverpool are one of the biggest clubs in the world and their data-driven approach is well known, but the story behind their relationship with numbers hasn't been told – until now
- Unique book concept that combines Liverpool's modern rise with a fast-growing interest in data and tactics among supporters who wish to learn about football
- Josh has attended several football conferences, listening to presentations by key members of Liverpool's recruitment and analysis departments
- Josh has a large social media following and will promote the book on his own *Liverpool Echo* podcast, and through fan channels such as Redmen TV and The Anfield Wrap
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Data Game: The Story of Liverpool FC's Analytics Revolution explores the lesser-known story of how Liverpool rose to greatness in the 21st century with the help of big data. The Anfield institution is an industry leader in the field of data science, but little is known about how Liverpool's relationship with numbers began, and how the marriage of data and football helped to deliver wins on the pitch by impacting tactics and recruitment. Upon their takeover, Fenway Sports Group set out to transform Liverpool into a data-driven organisation, but there is a story behind why that vision took around a decade to become a reality. From errors in the transfer market, to suboptimal playing styles, to conflicting egos, Liverpool jumped many hurdles before achieving their ambitions under Jürgen Klopp, with the German surrounded by unsung heroes who shunned the limelight. This is the tale of how Liverpool gained an edge over their wealthier rivals by getting smart.

Details

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