

COURSE IN

# FOOTBALL DATA ANALYTICS

100% ONLINE

Masterclasses with professional football analysts.

**TRAIN YOUR DREAMS**



Escuela Universitaria  
Real Madrid  
UNIVERSIDAD EUROPEA

# COURSE IN FOOTBALL DATA ANALYTICS

Learn how to use data effectively within the sports context by studying the Course in Football Data Analytics at Real Madrid Graduate School.

## INNOVATIVE PROGRAM

▽ You will acquire knowledge and specialised training in data analysis in the sports sector.

## SPECIALIZE

▽ As a professional in the sector, data analysis will help you improve the performance of your company, club or organisation.

## PRACTICAL LEARNING

▽ You will study real cases from different areas of sport, such as biostatistics, injury prevention, training variables, historical analysis and sports marketing.

## TRAINING ADAPTED TO THE REALITY OF THE SECTOR

▽ Learn from within the sports industry. This online course in football analytics gives you the opportunity to train and specialise in one of the most in-demand professions.



## REAL MADRID GRADUATE SCHOOL

- Universidad Europea - Real Madrid Graduate School is the world's leading graduate school in sport that offers a unique academic model.
- More than 13,000 graduates have been trained at the school, most of whom carry out their professional activity in the Sports Industry, having clearly contributed to the professionalization of the Industry at a Global level.
- We have been promoting the professionalization and modernization of the sports sector for more than 15 years since university training.

# 1 What make us different



## MASTERCLASSES WITH EXPERTS IN THE SPORTS SECTOR

Receive an **exclusive and specialised education** to become an expert in the sports industry thanks to the **Real Madrid 100% Online Courses**. Make the most of the **live masterclasses** led by professionals in the sports sector that we have prepared for you.

**Every 15 days you will have the opportunity to attend these sessions** where different key areas of the chosen industry will be analysed in depth. We'll look closely at the challenges in this field and, with the help and expertise of experienced professionals, look to find solutions.

The content of these 5 masterclasses is focused on topics such as artificial intelligence, big data, esports and personal branding, among others. Get to know and learn the tools and technologies needed **to lead the digital transformation of the sports industry**.

Learn from inside the industry, thanks to the **pioneering Graduate School in the sports sector**.



## METHODOLOGY

Online didactics is the formation of the future and one of the best tools to learn. In this case, students will be able to access the course through the virtual campus whenever they want. All the material will be available from the beginning of the course and will have access for four months from that date to the virtual classroom to be able to carry out the course at your own pace.

The course consists of 4 teaching units with theoretical - practical and audiovisual content.



## STUDENT PROFILE

This online course is aimed at professionals in the sports sector who wish to specialise in data analysis and remain in the sports industry. Professionals such as:

- Coaches or technical staff of a club, who want to improve the performance of their players or team through data analysis.
- Analysts in the sports field who want to learn to use analytics tools different from the usual ones.



## TITLE

At the end of the course, the student will receive the Course in Football Data Analytics certificate issued by Universidad Europea de Madrid



## DURATION

10 weeks. 100 hours.

# 2 Study Plan

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## MODULE 1. SPORTS ANALYTICS

- Introduction to Sport Analytics.
- Sports Analytics Methodology.
- ADN. Performance indicators, KPIs.

## MODULE 2. DATA PROCESSING

- Data integration and quality.
- MySQL.
- Pentaho.

## MODULE 3. ANALYSIS AND DATA REPORTING

- R Programming Language.
- Microsoft Power BI.
- Tableau.

## MODULE 4. PRACTICAL APPLICATION, SPORTS ANALYTICS

- Wellness control and prevention of injuries.
- Sports scouting and talent detection.
- Events and tracking.

# 3

## THE REAL MADRID GRADUATE SCHOOL - UNIVERSIDAD EUROPEA

We are proud to once again be pioneers and to share with society such an exciting project as a university program dedicated to training professionals who are experts with specific knowledge and skills in areas such as health, management, communication, and physical activity, all of which are linked to sports.

Emilio Butragueño  
General Manager of the Real Madrid – Universidad Europea International School

# 4 Admission Process

The admissions process for Real Madrid Graduate School- Universidad Europea programs runs throughout the whole year, although enrollment in all graduate programs depends on the availability of places.

For personalized guidance, you can contact us via phone: **(+34) 918 340 192** or e-mail: **ueonline@universidadeuropea.es** to receive advice from the Admissions staff.

Once candidates have received guidance and have provided the necessary documentation, the Admissions staff will send them a date for taking the entrance exams for the programs they are interested in, and for a personal interview with the Master's Program Director or a member of the Admissions Committee.

**The admissions process does not involve any costs or commitment for candidates, until their place is formally reserved.**





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