

# Module 3. Evaluation and Analysis Method



☰ Unit 3.1 Player Evaluation: Stage-Based Criteria

☰ Unit 3.2 Market Analysis: Control and Management Based on Needs

☰ Unit 3.3 Analysis Methods

☰ References

## Unit 3.1 Player Evaluation: Stage-Based Criteria

---

As outlined in Module 2, you should establish a **player evaluation method** that tracks their current abilities, development through different stages, and future potential. The player's past, present, and future will form a timeline of their qualities and capabilities. Collecting information on the player and the parameters to evaluate will help you perform a thorough analysis of their performance.

It's also important to have a method that can adapt to various circumstances. Module 2 also highlighted the importance of creating an evaluation system that can be adapted to any player, regardless of their age, development, position, or skills. Additionally, comparing the same player at different stages helps assess their progress in abilities and qualities. In observing and rating the athlete, aim to stay as rational as possible, despite the inevitable subjectivity that may lead to differing opinions among scouts about the same player. Therefore, it's essential to base the evaluation system on objective analysis, while still considering the scout's "intuition."

The purpose of evaluation is to determine if a player is suitable for the set objective—that is, if they meet the parameters you are looking for.

If the player is deemed suitable, it's important to provide strong reasons to support your evaluation. Besides assessing their physical, technical, tactical, and psychological abilities, you should also evaluate their adaptability and potential for achieving set objectives.

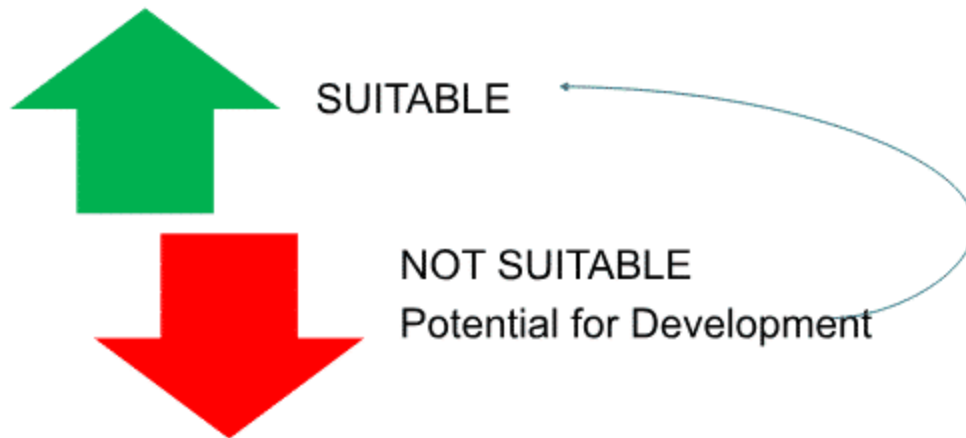
On the other hand, if the evaluation is negative, consider whether the player has room for improvement, potential for positive growth, or if they lack the abilities to be selected.

Naturally, evaluations become more reliable and conclusive the closer the player is to the professional level. In the initiation or development stages, players still have significant room for improvement, and even if they don't currently stand out, they may evolve positively and become viable selections.

The future stage is the most decisive, where the characteristics of all players are filtered through rigorous criteria. At this stage, the player develops their abilities, enhances existing skills, or gains resources to compete at a high level.

All information collected by the scout will aid in making a well-supported decision when evaluating the player.

**Figure 1. Decision**



Source: original work.

---

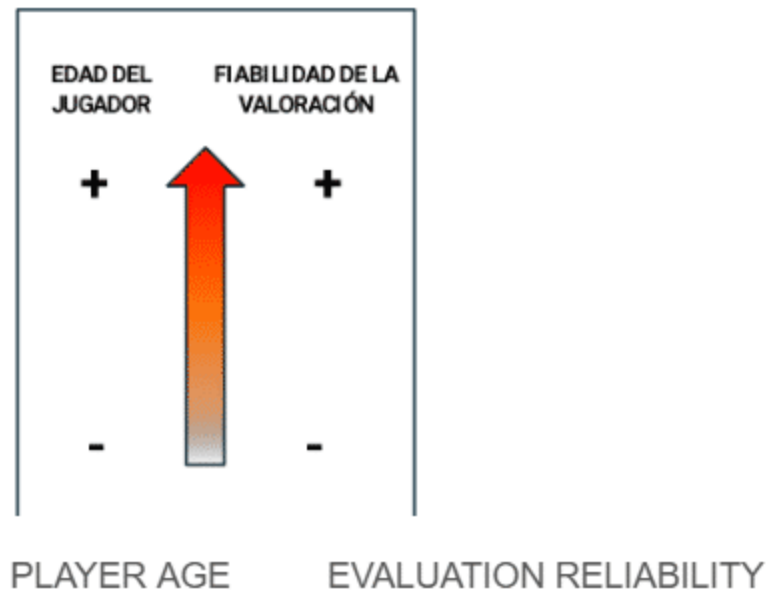
Essentially, without going into details, a scout's evaluation of a player has three possible outcomes:

1. **The player is suitable.** They have the abilities required by the set objectives at an optimal level, making them a potential candidate for the list of players who may join.
2. **The player is not suitable, but shows potential for positive development.** They don't have all required abilities at the desired level, but they're close, showing room for improvement, so selecting them would be a calculated risk with positive prospects.
3. **The player lacks the abilities to be selected.** They don't have the abilities required by the set objectives and are far from achieving

them within a reasonable timeframe.

There's a direct relationship between the player's age and the reliability of the evaluation. For younger players, the margin of error increases due to uncertainty in the development of some abilities. Around age 15, many abilities begin to stabilize, making player evaluations significantly more reliable. However, waiting until this age risks losing opportunities if other clubs show interest in the player.

**Figure 2. Evaluation**



Source: original work.

---

CONTINUE

## Unit 3.2 Market Analysis: Control and Management Based on Needs

---

The needs or goals that guide a scout's talent search are crucial. The scout is responsible for monitoring a range of players competing within their assigned age group or geographic area. This is what's known as their "market" or area of influence. After receiving the parameters from the club (or the hiring entity) that players must meet to be considered, forming the club's needs, the scout is responsible for segmenting this market and filtering out players who fit the desired profile (position, age, player characteristics, etc.). A priority tracking system is then applied to this group, from which a shortlist of potential candidates will emerge.

The scout must have this information readily available, organized, and recorded for immediate access. This enables them to quickly provide names that meet general or specific requests.

As mentioned in other readings in this course, scouting isn't just about attending matches without structure; it requires prior organization,

data collection, and organization to ensure effective match observation.

The information in your database makes it easier to identify the most suitable players for your search and filter through them to find the ideal player.

With deep knowledge of their area, the scout plays a vital role in meeting the club's needs by knowing the categories, competitions, players competing above their age group, regional and national selections, top scorers, and other relevant information, helping to manage information and oversee the player market. A scout's extensive knowledge is key in selecting players, as they have up-to-date information on the player's history and can assess their potential performance in the future.

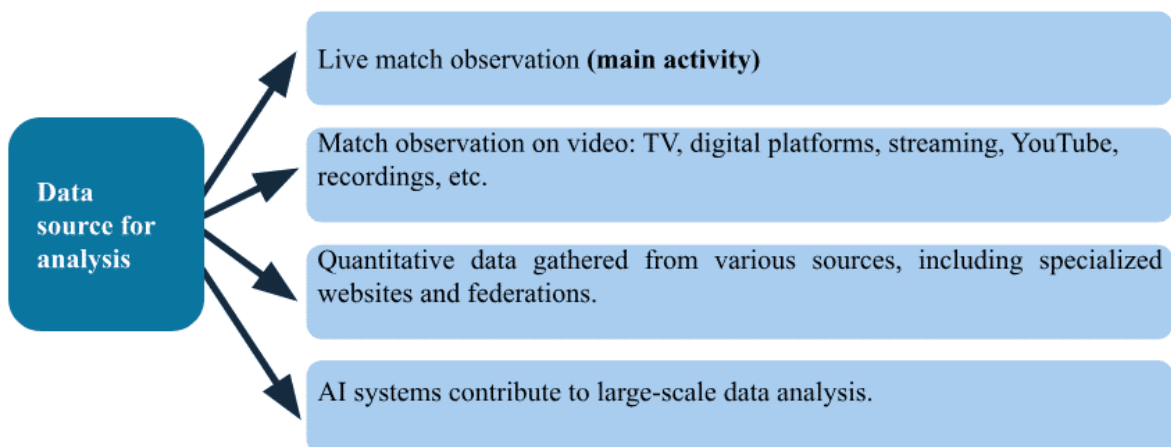
[CONTINUE](#)

## Unit 3.3 Analysis Methods

---

Once the information is organized, analyzing player performance becomes the core of the scout's work.

**Figure 3. Data Source**



Source: original work.

---

In addition to athletic performance, it's beneficial to have complementary information. Any information about the player's personal life, family, friends, team, studies, as well as their athletic

activities in training and competitions, is valuable. However, while this information has its uses, it shouldn't be given undue weight. The truly relevant information, which we are interested in and which is genuinely useful for reliable evaluation and for decision-making by relevant departments, is strictly sports-related and observable; in other words, what the player can do on the field and any inferences drawn from that observation.

Match observation involves different stages. If you're specifically tracking a player to get to know them thoroughly, try to arrive early (30-40 minutes) whenever possible. Observing their pre-game behavior provides a first impression of their focus, maturity, and professionalism. The warm-up phase reveals information about their preparation for competition and attention to physical readiness. The match itself is the most critical part of the observation—the player's performance during the first and second halves, offensive and defensive phases, their overall performance, fluctuations, intensity, and any detected highs and lows in their play. Finally, after the match ends, you'll observe how the player processes the result, their emotions, and their post-game behavior.

It's important to note that a scout's prior information on a player shouldn't influence their observation. Rarely will you observe a player completely "blind"; you'll usually receive some preliminary information—whether direct or indirect, brief or detailed—yet it's crucial to start observing as if "from scratch." Additionally, remember

that, in many cases, the information a scout receives is often “influenced” or conditioned by external interests.

Observations can be done live or through digital platforms, in real-time or delayed. Additionally, scouts should keep an eye on the integration of AI in talent identification through search algorithms tailored by profile.

### 3.3.1 Live: In-Person Observation

The most traditional and effective way to assess a player’s traits is by watching them live. While this method requires the most time and financial resources (for travel, accommodation, etc.), it’s unquestionably the most effective.

Watching a player in their natural element allows you to observe them throughout their time on the field, both with and without the ball, giving insight into technical and tactical aspects that are difficult to assess otherwise.

**Table 1. Observation**

Live Observation	
Advantages	Disadvantages

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• It is the oldest and most reliable method.</li><li>• This approach allows us to monitor a player's entire participation, both with and without the ball, and evaluate technical and tactical aspects that are otherwise challenging to notice.</li><li>• Observing the player's warm-up.</li><li>• Watching how they interact with teammates, opponents, referees, coaches, etc.</li><li>• Watching the player when no video is available. Video footage isn't available for all games. This is often the case in youth, semi-professional, or amateur categories.</li><li>• Better observation of the player. Ultimately, if you have a good spot at the field, you get the best view and can even change sides at halftime for a closer perspective.</li></ul> | <ul style="list-style-type: none"><li>• It's the most expensive method (for travel, accommodation, etc.).</li><li>• It's less productive and efficient than video scouting, as with video you can skip irrelevant moments, watch multiple games without travel, etc.</li><li>• Travel might be a waste if the player doesn't play, the game is canceled, or there are weather-related issues.</li></ul> |
|--|---|

Source: original work.

The following aspects can be assessed during live observation:

- Ideal position and location.
- Observation time.
- General aspects.
- Individual aspects.

The **ideal position** to watch a live game is in the central area of the field, elevated around 10 meters. From this vantage point, you can observe all aspects of the game and players from a general perspective.

**Observation time** varies by scout, but ideally, arrive 30 minutes before the game to review the lineup, watch warm-ups, and get situated. Typically, you'll stay for the entire duration of the game until the referee blows the final whistle, sometimes even waiting until players leave the field.

**General aspects** to observe directly include: the team's playing system, field adaptation, team cooperation under different scores, fan influence on team play, and player interactions. These are all global, team-related factors that help establish the environment in which the player develops individual skills.

**Individual aspects** observed live, beyond physical, technical, tactical, and psychological factors, include how the player acts without the ball. A player's performance without the ball is critical for scouts, as it reveals how they play outside of direct contact. In certain positions, marking, getting open, creating space for teammates, or shifting laterally, are valuable traits to watch for. Naturally, the main goal is to evaluate the player's performance with the ball. During live observation, you can see the full context of each action, which helps in judging whether it was the right decision.

**Figure 4. Direct Observation**

Ideal Position and Location	Observation Time	General Aspects	Individual Aspects
Centered 10 meters above the field	30 minutes before the game Full game duration	Playing System Adaptation Cooperation Player Interactions External Influence	Play without the ball Play with the ball

Source: original work.

---

Context is a key factor in observation, as a player's performance can be influenced by factors that can only be evaluated through live observation.

### **3.3.2 Digital Platforms Live or Delayed**

In today's football world, videos of matches from all levels, countries, and competitions are accessible. This broad range of information allows scouts to discover players from anywhere in the world. This approach to watching games is more common in the competitive or advanced stage but is also appearing in youth and training stages.

The greatest benefit of this method is the ability to replay, segment key actions, and review numerous matches in a short time without traveling.

This observation approach includes live or delayed viewing, streaming, and video analysis platforms.

Watching matches live, delayed, or via streaming allows you to track player development, rewatch moments, replay important actions, and create video clips for reports. Although context is lost compared to live observation, you can replay actions and observe details that might be missed in person.

Video analysis platforms are an alternative or complementary way to view games, helping organize the information gathered during a football match. They allow segmentation by position, player, distance covered, player movement maps, overlaying various actions, viewing shot points in the area, and other analysis options. These platforms

provide objective data, which can be measured and included in reports to support decisions and help evaluate a player's potential.

**Table 1. Video Observation**

<b>Video Observation</b>	
<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"><li>• Allows selection of specific actions to rewatch, segment, and isolate.</li><li>• Enables creation of video clips of key moments.</li><li>• Lets you watch multiple games in less time without traveling. Increases productivity and efficiency.</li><li>• When it's difficult to attend matches or there are multiple games at the same time, video observation helps scouts gather more information.</li><li>• Scouts can add video clips to written reports to provide a concrete illustration of points made in the report.</li></ul>	<ul style="list-style-type: none"><li>• Lacks context information.</li><li>• Misses specific details, especially regarding off-ball play.</li><li>• Misses specific details about the player's attitude and responses in different game situations.</li><li>• Warm-up observation is not possible.</li><li>• Dependent on the recording quality: whether replays are included, zoom levels, whether the player is visible, etc.</li><li>• Limited match availability in youth</li></ul>

- Can be used to filter viewing volume and decide whether live observation is necessary.
- It reduces travel costs for the club. Watching games on video makes scouting more economical by cutting down on travel expenses.

football.

Source: original work.

**Figure 5. Recording Example**



Source: NacSport, n.d., <https://n9.cl/66p94>.

AI's use in scouting is emerging, inspired by advancements in sports like American football, basketball, and baseball. Resources, including images and data, are gradually being developed, and soon, they could identify players matching our criteria in seconds, although the scout's subjective judgment will remain valuable. AI will be a valuable tool for scouts, aiding in tasks like organizing and identifying noteworthy matches to observe and comparing objective data between similar players. It will undoubtedly speed up data processing and decision-making.

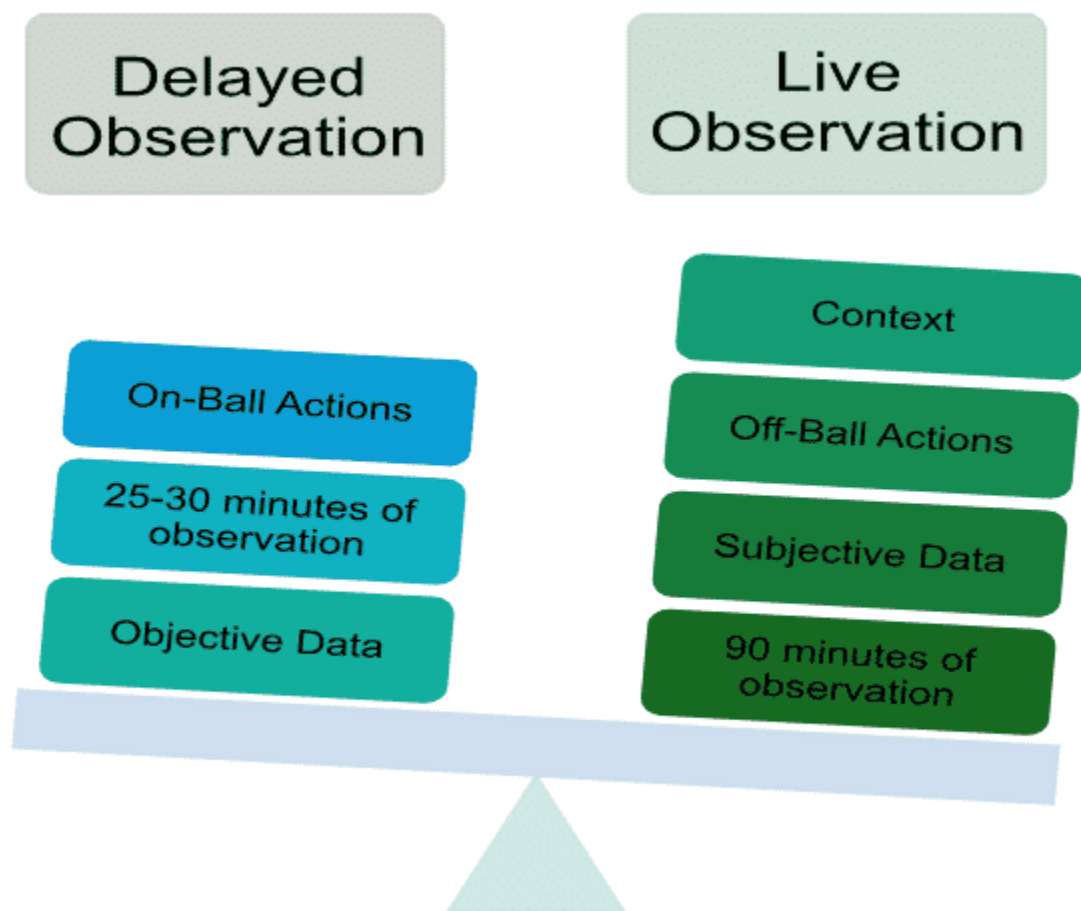
### **3.3.3 Comparison of Current Methods**

All observation methods are valuable if they provide the scout with relevant information to assess the player. Combining multiple methods will, of course, offer greater reliability in evaluations. For example, if you watch a player live and then review the game on a delayed platform with video analysis tools, you'll gather a more comprehensive picture than with a single observation.

The biggest difference between live and delayed observation lies in the match's context and setting. Delayed observation is more reliable and objective, as no details are missed when the match is well recorded. However, live observation provides unique insights, capturing aspects that recordings can miss since they focus mainly on the action around the ball. If you compared live and delayed

observations of an under-18 player, you would see them for the full 90 minutes live but only about 30 minutes in delayed observation, or even less for positions like goalkeeper.

**Figure 6. Live or Delayed**



Source: original work.

---

In a rational and practical sense, delayed observation offers objective data, which you should cross-check with live observation. This is why

observing in both formats is essential, though live observation is necessary for a reliable evaluation of the player.

**CONTINUE**

## References

---

**NacSport** (n.d.). *Videoanálisis en constante evolución*. NacSport.  
<https://www.nacsport.com/index.php?lc=es-es>.

CONTINUE