

# Module 3. Report Preparation

## 1. Report Preparation

### 1.1. Report Design

The design of a report must be based on a clear premise: clarity. The most important aspect is that the information presented to professionals is legible and easy to understand. In general, avoid focusing more on design than on content; it is crucial to remember that substance is more important than form. It is useful to add elements that break up monotony, but without overdoing it. In fact, as an example, most software used by professional clubs to register and store player reports has a basic aesthetic interface and usually avoids adding unnecessary details. Simple, easy-to-read screens are prioritized. Regarding the actual design of the report, it may vary depending on the resources available. In principle, in any sports management department, whether at an elite club or one competing in provincial divisions, the first step is to unify the criteria for the design of the report. It would not work if each member of the sports staff used a different design and reports were submitted in various formats. The sports director, head of scouting, or club coordinator should set the standard and unify a template for all scouts or technicians performing this role. Following the same logic as before, the principle of "less is more" should be applied: concise, simple information presented without excessive aesthetics. In this sense, the possibilities for report design are influenced by the club's and its members' computing context. At the first level, the use of non-sports-specific tools, but widely used, would be considered. This includes office software like word processors, spreadsheets, presentation software, among others. While not specifically made for this purpose, their flexibility and universal use provide solutions for the design and registration of information, with a variety of design options available. There are also more complex graphic design software and online applications, which offer many aesthetic possibilities, but their use is discouraged due to their clear inaptness for this work. At the second level, there are specific intranets designed by professionals or companies specifically for the registration of player information. These intranets are paid, and their cost generally means that only clubs with certain financial power can acquire them and provide them to their scouts. In these cases, the report design is not personalized; instead, it comes with the standard configuration provided by the



registration templates.

These intranets can be of two types: some belong to companies that, in exchange for a fee, allow clubs to register and store information through their intranet. It's like the company "rents" the club the design and functionality of the intranet regarding registration, filters, report extraction, etc. The club accesses the intranet and the information it records through credentials provided by the company. The company also provides the configuration of the various registration templates it has designed, stores the information, and offers technical support for the duration of the club-company relationship. Several clubs may contract the same company and, as a result, use the same report design. On the other hand, there are intranets designed specifically for a particular club. This is common in larger or more financially powerful clubs. In these cases, the club commissions the development of the software from external or internal professionals for registering the scouts' information. These intranets are exclusively for the club, and a template is created to meet the club's specific requirements. As you can see, depending on the software, application, or intranet used, the report design will be influenced by one system or another. The use of office or general software allows for more diverse designs, and although it doesn't centralize access as an intranet does, other applications that allow file sharing between users, such as virtual hard drives (OneDrive, Google Drive, Dropbox, etc.), can be used. With all of this, you can create a very effective system for registering and accessing information at a very low cost. In summary, the report design will depend on the software, application, or computer system used:

- Non-specific, widely-used software packages such as office suites.
- External intranets (not owned by the club).
- Internal intranets (controlled by the club).

The following is a summary of the characteristics, advantages, and disadvantages of each:

Non-specific software.
<b>Features:</b>
<ul style="list-style-type: none"> <li>• Office or design software (word processors, spreadsheets, presentation software, among others).</li> </ul>
<b>Advantages:</b>
<ul style="list-style-type: none"> <li>• Variety in designs and aesthetic elements, flexibility, ease of</li> </ul>



<p>combining texts, tables, and images.</p> <ul style="list-style-type: none"> <li>• Standardization, its use is widespread, so anyone can use it when required.</li> <li>• Accessible software, there are paid office software packages and others with free access and installation.</li> </ul>
<p><b>Disadvantages:</b></p>
<ul style="list-style-type: none"> <li>• Lack of specificity. It is not software created specifically for scouting work.</li> <li>• Need for unification of criteria regarding the design to be used.</li> </ul>

<p style="text-align: center;"><b>External Intranets</b></p>
<p><b>Features:</b></p>
<ul style="list-style-type: none"> <li>• Intranets designed and created by companies external to the club.</li> <li>• They offer template designs, the possibility of storing and managing information, with a subscription fee.</li> </ul>
<p><b>Advantages:</b></p>
<ul style="list-style-type: none"> <li>• Direct standardization. Templates are provided, and the design is already unified.</li> <li>• Ease of use, simplicity in design, and registration process.</li> <li>• Possibility to hierarchically manage access according to the department. Only sports managers can view all the information.</li> </ul>
<p><b>Disadvantages:</b></p>
<ul style="list-style-type: none"> <li>• Lack of variety in design. There is only one fixed design.</li> <li>• Limited flexibility in making changes.</li> </ul>

<p style="text-align: center;"><b>Internal Intranets</b></p>
<p><b>Features:</b></p>
<ul style="list-style-type: none"> <li>• Intranets specifically designed and created for the club, either by external companies or by the club's own IT staff.</li> </ul>
<p><b>Advantages:</b></p>
<ul style="list-style-type: none"> <li>• Total Specificity: Report designs and registration templates</li> </ul>



<p>following the criteria set by the club.</p> <ul style="list-style-type: none"> <li>• Ease of use: Simplicity in design and the registration process.</li> <li>• Access hierarchy: Ability to organize access according to the department. Only sports managers can view all the information.</li> </ul>
<p><b>Disadvantages:</b></p>
<ul style="list-style-type: none"> <li>• Higher costs for development</li> </ul>

As previously mentioned, the use of office applications is widespread in report generation, not because it is the most suitable system, but because it is software whose use is very common. Below are some peculiarities of each and their best use.

Word Processors: Microsoft Word, Pages, Open Office, LibreOffice  
 These are accessible software, some of them free or economically accessible. Their use is widespread, and they offer a variety of templates and aesthetic elements. Below are the functionalities of word processors that can be useful for creating a football report:

- **Tables and Graphs**
  - Insertion of tables: useful for organizing data such as match results, player statistics (goals, assists, cards, etc.), league positions, among others.
  - Graphs: Bar graphs can be created to visually represent data.
- **Design and Format**
  - Styles: using styles for titles, subtitles, and normal text helps maintain a consistent and professional structure.
  - Apply a uniform color scheme and fonts throughout the document.
- **Multimedia**
  - Images and Videos: it is easy to insert photos of matches, players, and key moments. You can also link videos or insert embedded videos if the format allows it.
- **Collaboration, Review, and Online Editing**
  - There is the possibility of reviewing by other coaches and leaving comments on specific aspects of the report, although this is uncommon in scouting, where reports are usually closed and not editable.

## Spreadsheets

Spreadsheets require a bit more knowledge than word processors but are particularly good for creating tables and basic graphs, analyzing data, and performing statistical calculations. Their main functionality is that they allow you to



register data and then filter information by the values entered. They are ideal for storing and consulting high volumes of information expressed in short data (name, club, position, year of birth, dominant foot, etc.), but they are not useful for recording open information or details about a player written in paragraph format. The nature of this software makes it difficult to record data in large text blocks, so it is not recommended for recording individual reports with extensive text. Microsoft Excel spreadsheets can be used, although alternatives such as Numbers or spreadsheet applications from free office suites mentioned earlier are also useful. Below are the functionalities of Microsoft Excel that can be useful for creating a football report:

- **Structured Spreadsheets**
  - Tables: Excel allows creating organized tables to handle data such as player statistics, match results, and league positions.
  - Filtering and sorting: facilitates organizing and analyzing large data sets.
- **Functions and Formulas**
  - Formulas: You can use formulas to calculate statistics such as average goals, win percentages, etc.
  - Specific functions: Functions like SUM, AVERAGE, and COUNTIF are particularly useful for analyzing and extracting information from data.
- **Graphs and Visualizations**
  - Bar and line graphs: ideal for showing the evolution of team performance over the season.
  - Pie charts: useful for representing distributions, such as the percentage of wins, draws, and losses.
  - Dynamic charts: allow creating interactive visualizations that automatically update with data.
- **Pivot Tables**
  - Data analysis: pivot tables are powerful tools for summarizing, analyzing, and exploring complex data.
  - Flexibility: they allow grouping data, calculating sums and averages, and quickly generating custom reports.
- **Integration with Other Data and Tools**
  - Data Import: Excel allows importing data from various sources, such as CSV files, databases, and web services.
  - Power Query: an advanced tool for data extraction, transformation, and loading (ETL).

## Presentation

## Software

The use of PowerPoint is widespread, although there are various alternatives, some



of which are very powerful, like Keynote. One advantage of this software is the ability to present information in individual, independent slides, allowing information to be divided without losing continuity. It generates practical and visually appealing reports. Presentations offer many visual resources, even the joint insertion of text, diagrams, and video, which can provide additional elements to the information presented.

In conclusion, mastering report design not only involves gathering, analyzing, and organizing data but also presenting it, always keeping in mind that clarity is the priority.

## **1.2. Information Management: What to Show and How to Distribute It in the Report**

According to the standard report structure mentioned in Module 2, below you will see what aspects you should consider when creating each part of the report.

### **1.2.1. Cover Page**

The cover page of a report should include the key data. At a minimum, the following should be included:

- Full name
- Date of birth of the player
- Club to which the player belongs
- Primary position
- Photograph, if available. Ideally, an updated photograph showing the player's body structure.
- Club logo and name of the club ordering the report
- Date of the report
- Name of the scout who created the report

You should choose a clear and legible font. It is better to use standard fonts that are available on all computers to avoid altering the configuration when the report is transferred between devices.

It is common for the player's name to have a larger size than the rest of the text, as it is the focal point of the cover page.

It is recommended to use solid color backgrounds. Avoid backgrounds with patterns, textures, or gradients.

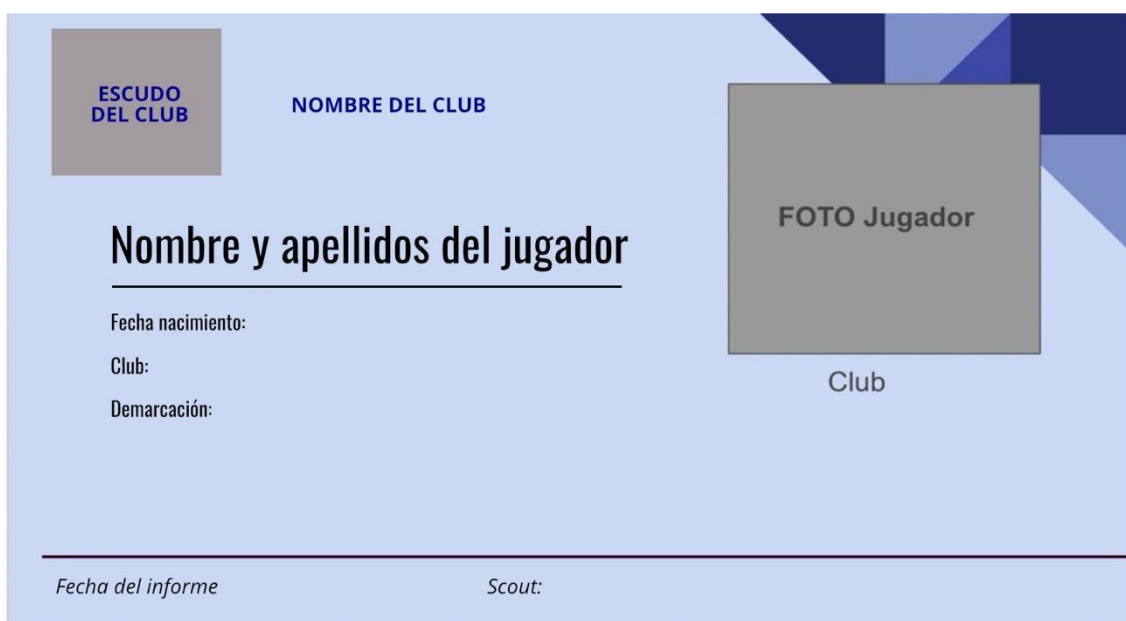
Do not overuse colors. Ideally, the colors used should resemble the club's corporate image colors.

The text color should contrast sufficiently with the background color. Avoid using light text on a light background or dark text on a dark background, as it makes reading difficult. The best option is to use a light background with dark text. Furthermore, the layout of the information should be balanced to ensure the cover



is attractive and easy to read. It is important to leave appropriate margins around the edges of the page, which not only enhances the overall aesthetics but also provides a visual breathing space that facilitates the reading and understanding of the content. Avoid overwhelming the cover with too many images, graphics, or text, as it can detract from the professionalism of the report. Each element should have its own space and contribute to a clear and organized structure. This way, the cover will not only be visually pleasant but also functional.

**Figure 1. Example of cover design created with PowerPoint (eye-catching, but not excessive; clarity of the information presented is prioritized).**



Source: own creation.

Escudo de club	<b>Club Crest</b>
Nombre de club	Club Name
Nombres y apellidos del jugador	Players full name
Fecha de nacimiento Demarcación	Date of birth Position
Foto de jugador	Players photo
Fecha de informe	Report date

### 1.2.2. Personal Data and Basic Information



This section should only include the most relevant information, specific details about the player, but without going into much detail or in-depth analysis, which will be covered later in the central part of the report.

Designing the personal data and basic information section of a report requires clarity and organization. Even though the player's name has been mentioned on the cover, it is important to write it again alongside the personal data to clearly reference whom the report is about. The name should be in a larger size or bold, followed by the date of birth, nationality, and height/weight, if relevant and available. Then, add information about the team, category, the number they play with, and their main or ideal position. At the end of the data, you can add, if relevant and permitted, contact information or the representative's details (if they have one). Regarding the format, avoid overusing font styles (bold, italics, underlining, etc.). It is best to use only two formats: normal for standard text and bold for what you want to highlight. After that, avoid using italics unless strictly necessary. It is also recommended not to use underlined text as it is considered aesthetically unpleasing.

You should avoid using flashy fonts that are difficult to read at first glance, as it is expected that the text is easily readable in the first visual pass without effort. Here's an example of the data you should include:

Full name: Juan Pérez

The name should be the most prominent part of this section.

Date of Birth: March 15, 1998

Using the day, month, and year format is standard to avoid international confusion.

Place of Birth: Barcelona, Spain

Provide geographical and cultural context.

Nationality: Spanish

This may affect eligibility for certain tournaments or leagues.

Position: Forward

Specify if the player has a secondary position.

Height and Weight: 1.80 m, 75 kg

Basic physical data for an initial evaluation of the athletic profile.

Current Club: Málaga CF

Knowing the current club helps to contextualize the player's level of competition.

Contact: [Email or phone number, if permitted]



Include this information only if you have the proper consent and if it's relevant to the report's purpose.

### 1.2.3. Data and Statistics

As mentioned in the previous module, statistics provide a quantitative view of a player's performance. When designing this section, it's important to keep in mind that there may be a lot of information and probably many numbers, so we suggest using tables or charts to present the data, making it easier to understand.

For example, you can use:

**Tables:** To display detailed statistics by match or by month.

**Format:** Tables are useful to organize detailed data. Each column can represent a category of statistics (games played, goals, assists, etc.), and each row can represent a match, month, or season.

**Highlighting:** Highlighting the most important figures with colors or bold text makes them easier to identify quickly, but this resource should not be overused. When a report has too many highlights, it becomes unclear which information is important.

Bar or line charts to visualize performance over time. Charts facilitate the comparison of statistics over the season or between different seasons.

#### **Bar Charts:**

**Use:** Ideal for comparing different statistics over a specific period, such as goals per month.

**Color:** Use distinctive colors for each category to improve visual clarity.

#### **Line Charts:**

**Use:** Perfect for showing trends over time, such as minutes played per match.

**Time Axis:** Ensure the x-axis represents time (matches, months) and the y-axis represents statistics.

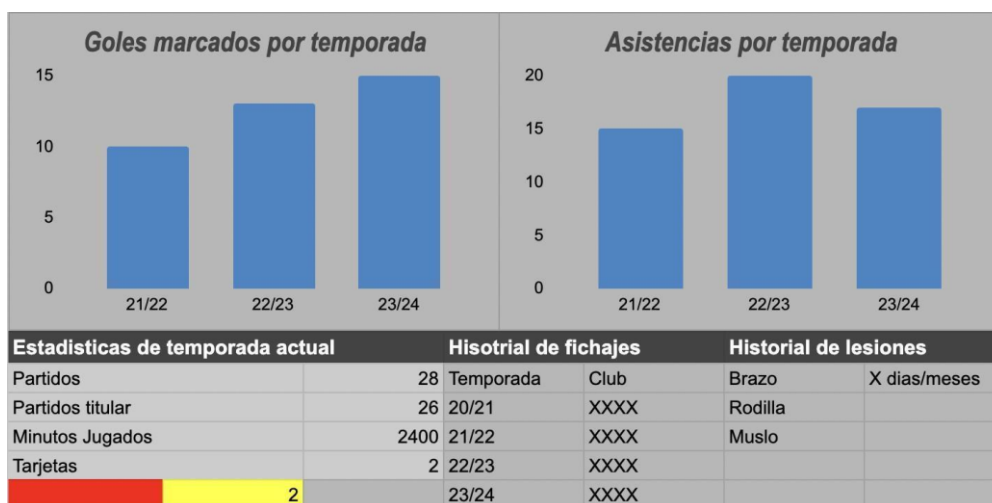
#### **Pie Charts:**

**Use:** Useful for showing the distribution of categories, such as the percentage of yellow vs. red cards.



For presenting statistics, it is important that the information is easy to read and understand so that the section is not overloaded with unnecessary data. You should only include statistics relevant to evaluating the player's performance. Additionally, it is essential to maintain a consistent format throughout the report to facilitate data comparison.

**Figure 2. Example of data and statistics created with Excel.**



Goles marcados por temporada	Goals Scored per Season
Estadísticas de temporada actual	Current Season Statistics
Partidos - Partidos titular	Matches - Starting Matches
Minutos jugados	Minutes Played
Tarjetas	Cards
Historial de fichajes	Transfer History
Temporada	Season
Historial de lesiones	Injury History
Brazo	Arm
Rodilla	Knee
Muslo	Thigh
Dias/meses	Days/Months

Source: own creation.



### 1.2.4. Profiles

As you saw in Module 2, the profiles section includes the physical, technical, tactical, and psychological profiles. Typically, the design of these sections is simple and presented in paragraph form to explain each type of profile in detail. It is important, however, to clearly define the differences between each profile and focus on each section when writing. Below is what you should prioritize in each profile:

#### Technical Profile:

- Ball control: control, dribbling, and ball touch.
- Passing: accuracy and game vision. The latter would be included here due to its direct relationship with passing, although game vision is actually more of a perceptual ability than strictly a technical one.
- Shooting: power and accuracy in shots on goal.
- Heading: effectiveness in aerial play.

#### Tactical Profile:

- Positions typically played on the field.
- Positioning: placement on the field during different phases of the game.
- Game reading: ability to anticipate plays and make correct decisions.
- Versatility: adaptability to different tactical systems and positions.

#### Physical Profile:

- Speed: acceleration ability and top speed.
- Endurance: stamina during the match.
- Strength: physical power and ability to engage in individual duels.
- Agility: mobility and quickness of movements.

#### Psychological Profile:

- Ability to maintain attention and focus during the game.
- Attitude: behavior on the field, including leadership and teamwork.
- Resilience: ability to overcome adverse situations.
- Decision-making suitability and accuracy throughout the match.

### 1.2.5. Conclusions

In this, the last section of the report, it is important to be able to synthesize the player's performance and how it aligns with the needs and objectives of the club. As



explained in Module 2, this paragraph should include a comprehensive evaluation considering the player's technical, tactical, physical, and psychological aspects. Additionally, you should highlight the main strengths and areas for improvement identified during the analysis. It is also recommended to make clear suggestions and emphasize how these suggestions can optimize the player's individual performance.

Regarding the design of this section, since its purpose is to summarize the collected information about the player, it is important to present the summary clearly and concisely. The following tips may help you design this section of the report:

- Use bullet points or numbering: to list key points such as strengths, weaknesses, and recommendations.
- Short paragraphs: to facilitate reading and understanding.
- Bold or italics: to highlight important points and ensure recommendations are easily identifiable. Preferably, only one of the two (bold or italics) should be used to avoid confusion.

