

**Five Top Tips:  
Getting the Most Out Of  
Performance Analysis.**

**By Patrick Riley**



There has been an increased use of performance analysis in football as an educational aid for players, teams and coaching staff. But...what are the key points to consider when using performance analysis in the coaching process? There are many ways that coaches can incorporate performance analysis in football at all levels. The aim of this article is to provide a few tips on incorporating some basic analysis practices while maximising the effectiveness of the output.

### **PLANNING THE PROCESS**

At the start of the analysis process it is useful to define what the objectives are for gathering the information from the match footage. When considering these objectives the coach should take into account their goals for the season and how much equipment is available. Recording and preparing feedback can be time consuming if not planned correctly, it is therefore important to make the process as simple as possible and always identify what the required output is - then work backwards there!

### **THE ROLE OF VIDEO**

Video is an excellent tool for capturing information and for providing feedback to players. For example, if a coach wants to improve part of a player's understanding of their tactical role within the team, simply recording various clippings the player's performance in this role from the VHS tape containing the original match footage to another VHS tape would achieve this. Capturing these clips onto a computer, which generally have a pre-loaded simple video capturing and editing software installed, gives greater flexibility and can hasten this part of the process.

### **NOTATION ANALYSIS**

Notation analysis is a means of categorising what information has occurred within a game. This type of analysis enables the coach to create an objective statistical analysis of the match to use when giving feedback. Table 1 is an example of a simple hand notation system that incorporates a tally chart for recording information. When notating, simple categories (eg, number of corners, shots, and crosses) make the process of recording easier. This process can be effectively done either while clipping or viewing the video. This is an effective way to highlight coaching points and helps reinforce constructive feedback.

**TABLE 1. TALLY SHEET TO RECORD VARIOUS CATEGORIES OF GAME INFORMATION**

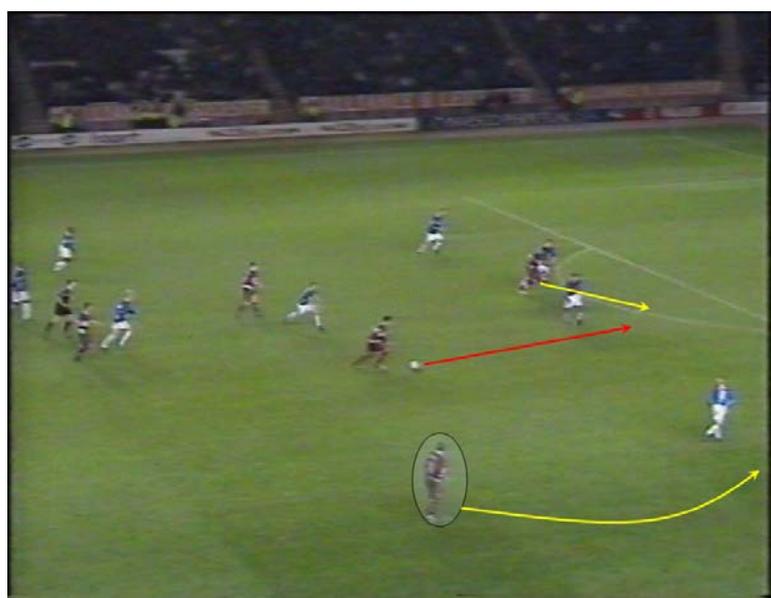
Category's	Left		Centre		Right	
	Team A	Team B	Team A	Team B	Team A	Team B
Corner						
Cross						
Free Kick						
Attacking third Entry						

### THE ROLE OF THE PLAYER

Providing players with a copy of the game to review and analyse is a simple way of getting players involved in the reflective process of reviewing their performance and that of the team. The players can also perform their own notation analysis. If it is not possible to provide all players with a video of the game, then the coach can ask the players to analyse a televised game. This encourages players to review and learn from expert performance and enables the coach to illustrate their coaching points.

### PRESENTING INFORMATION

Video footage is usually presented via television, although presentations on a computer enable much more flexibility when presenting information to players. Computer software (e.g. Power Point) can be used to enhance the visual information that players are shown, by highlighting key situations in the game and using these for feedback purposes (see Figure 1).



*Figure 1. Example of frame editing completed in a simple computer software package.*

Statistics from notation analyses can be presented via charts, frequency tables, and line graphs (see Table 2 and Figure 2). Statistics that highlight the main objectives of the analysis are recommended, as large amounts of statistics can often be confusing for players and coaches. Moreover, statistics from categories that are too general may not be very informative (eg a chart showing the number of passes). The visual presentation of statistics can be enhanced by using images such as that shown in Figure 3, which makes the presentation of the analysis more 'user friendly' for players.

Table 2. Total number of player shots in a match.

	<b>Shots</b>	<b>Shots on Target</b>	<b>Shots on Target %</b>
Player 2	1	0	0
Player 3	2	0	0
Player 4	0	0	0
Player 5	0	0	0
Player 6	2	1	50
Player 7	3	2	67
Player 8	1	1	100
Player 9	8	3	38
Player 10	3	2	67

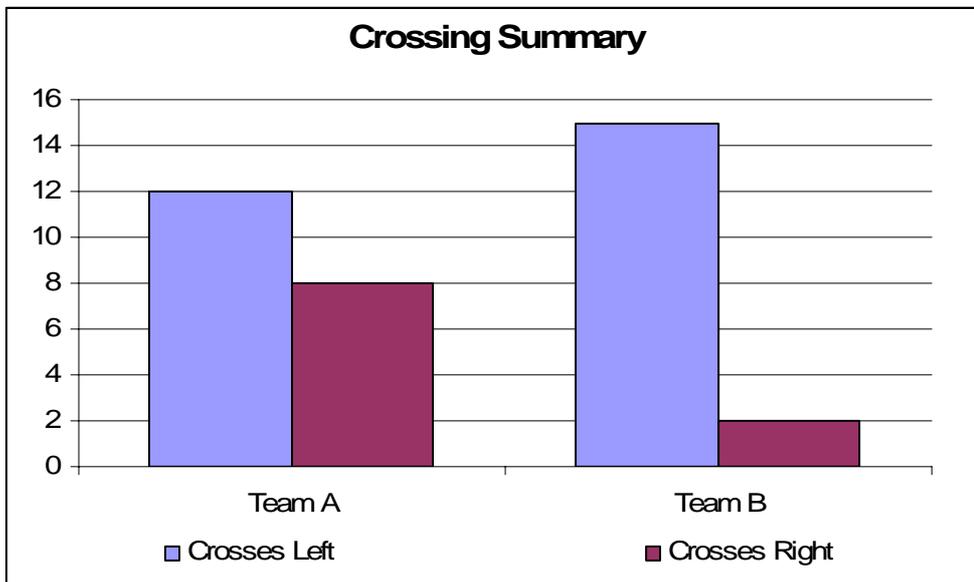
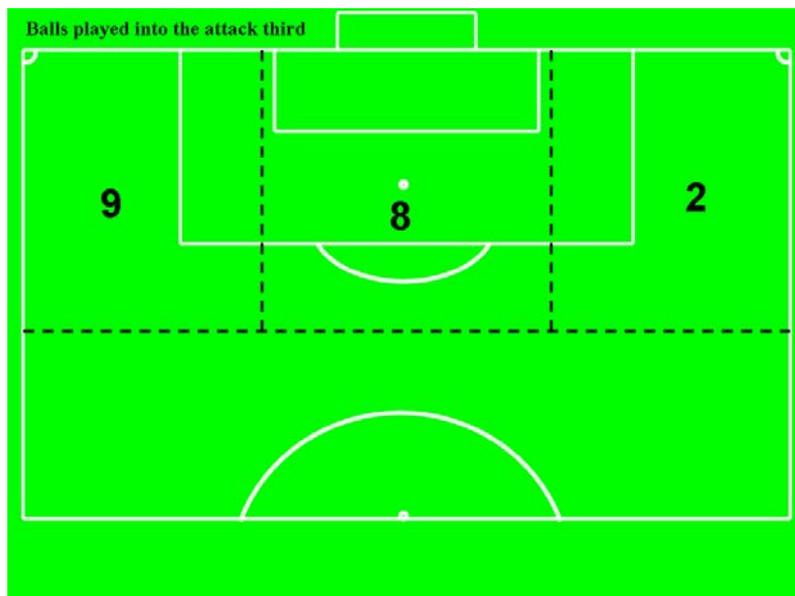


Figure 2. Total crosses from the left and right flank in a match for both teams.



*Figure 3. Balls played into the attacking third and received by attacking team (created using Power Point).*

### **SUMMARY**

- At the start of the analysis process define the objectives for gathering the information from the match.
- Video is an excellent tool for providing feedback.
- Use notation analysis as a means of objectively categorising what information has occurred within a game.
- Involve the players in all of the performance analysis process.
- Present only relevant information pertaining to the pre-planned objectives.
- Present information in the most 'user friendly' manner possible!

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