Get started in football analysis

Six small tasks, at your own pace, and by the end your first piece of analysis, ready to share.

THE SIX TASKS

01	02	03	04	05	06
Audit	**Watch**	**Describe**	**Build**	**Evidence**	**Share**
Where you start	With a question	What, how, why	One report page	Clips and data	Send it in

NAME _____

STARTED _____

BY HARRY LOWE

How this pack works

There are six tasks here, and they build on each other, so work through them in order and take as long as you need. Each one opens with a short brief, then a page where you do the work. Print the pack and fill it in by hand, or fill it in on screen, whichever suits you. When you've finished a piece of work, you can submit it through The Portal. A small group of submissions is selected for feedback.

HOW IT WORKS

1

Read the brief

One page on the idea behind the task.

2

Do the task

The page after it is yours to fill in.

3

Keep it

Save every finished page together.

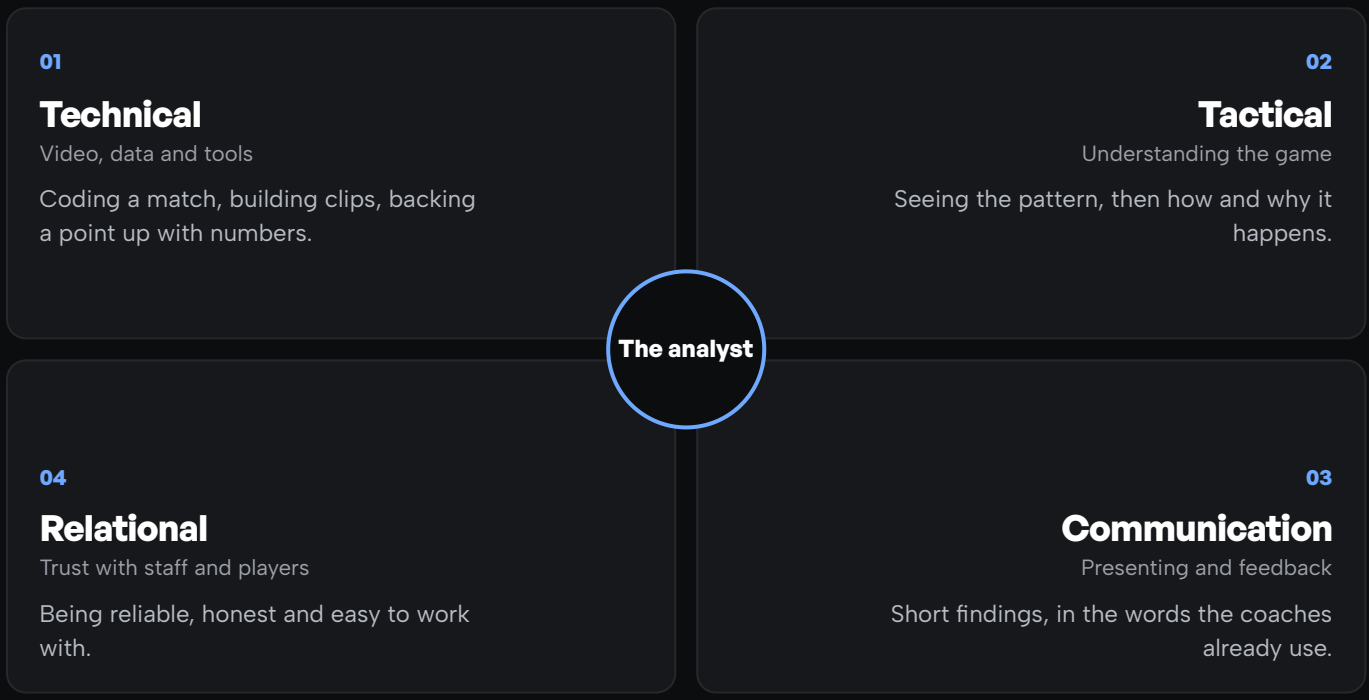
4

Submit it

Send your work through The Portal.

Four skills, one job

The software is the part most people picture first, but clubs hire for four kinds of skill: technical, tactical, communication and relational. Each one depends on the others. A brilliant clip is wasted if the coach doesn't trust it, or can't follow what it's showing. So before you practise anything, find out where you stand on all four. That's what this first task is for, and it's the page you'll come back to at the end.



Be honest A low score shows you which skill to practise first. Mark yourself as you are today, so the score you give at the end has something real to compare against.

YOUR TASK	TIME	NEXT PAGE
Score yourself on all four areas. It's your starting point.	**15 minutes**	**The audit**

GO FURTHER **What makes a useful analyst?** on The Debrief

Where you start from

Score yourself honestly from 1 (not yet) to 5 (confident). There are no right answers: this is your starting point, and you will score it again at the end.

01 Technical

I can film or find a match and note clear timestamps	1 2 3 4 5
I can turn what I see into a clip or a simple number	1 2 3 4 5
I can lay out my findings on one clean page	1 2 3 4 5

TOTAL ____ / 15

02 Tactical

I can spot a pattern a team repeats	1 2 3 4 5
I can explain how the players make it happen	1 2 3 4 5
I can say why it works, or doesn't	1 2 3 4 5

TOTAL ____ / 15

03 Communication

I can explain a finding in two or three sentences	1 2 3 4 5
I use the same words each time	1 2 3 4 5
I can present it to someone in two minutes	1 2 3 4 5

TOTAL ____ / 15

04 Relational

I ask for feedback and act on it	1 2 3 4 5
I know who the work is for and what they need	1 2 3 4 5
I deliver when I say I will	1 2 3 4 5

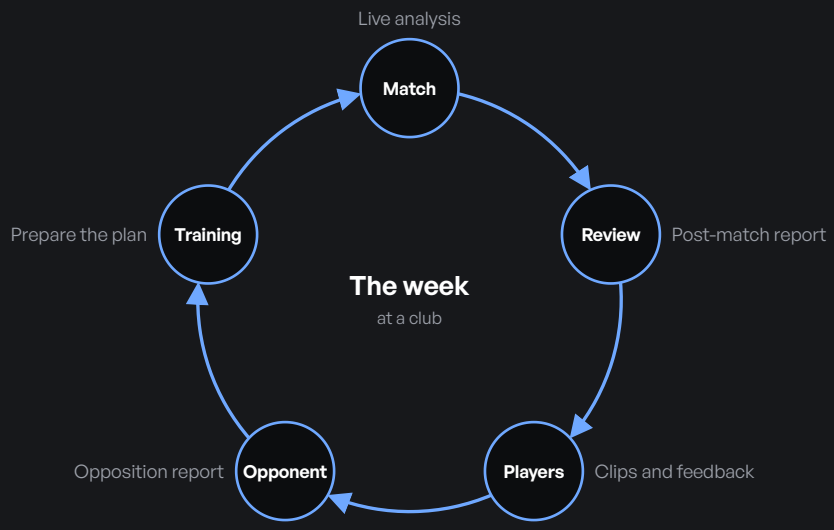
TOTAL ____ / 15

YOUR LOWEST AREA

Write it here. Tasks 2 to 5 will give it the most practice.

The week starts with the match

At a club, the work runs on a weekly loop, and the match is where it starts. Everything after the final whistle, from the review to planning for the next opponent, depends on how well the game was watched. An analyst watches narrowly: one team, one question, both chosen before kick-off. That way, every moment you write down is evidence for something. The three rules below are how it works in practice.



WATCH LIKE AN ANALYST

1

One team

Watch one side only. Follow both and your notes turn into a description of the match.

2

One question

Decide it before kick-off and keep it in front of you while you watch.

3

The clock

Write the match clock next to each moment. Without it, nobody can find the clip later.

YOUR TASK

Watch one match with one team and one question, and note three moments that answer it.

TIME

1 match

NEXT PAGE

The observation sheet

GO FURTHER **What goes into a match report**, on The Debrief

Watch with a question

MATCH

TEAM I AM WATCHING

WHERE I WATCHED IT

MY ONE QUESTION

For example: how does this team get the ball from the goalkeeper into midfield?

1 THREE MOMENTS

TIME	WHAT HAPPENED

2 WHAT · HOW · WHY

What?

The outcome

How?

The mechanisms

Why?

The reasons

Start with what happened

Every write-up starts with what happened. The analysis comes next: how the team did it, and why it worked or didn't. After that comes the part coaches value most, which is what to do about it. Use the language the coaches already use, and use it the same way each time, so nobody has to ask what you mean. Here you take one of your three moments from Task 2 through all four steps.

FOUR STEPS

01
What?
The outcome

02
How?
The mechanisms

03
Why?
The reasons

04
Next
The solution

Same words, every time Call it a press on Monday and a high block on Thursday, and the staff will wonder whether you mean two different things.

YOUR TASK

Write up one moment from Task 2 as What, How, Why and Next.

TIME

20 minutes

NEXT PAGE

The practice frame

GO FURTHER **What? How? Why?** on The Debrief

One moment, four steps

TIME	THE MOMENT (FROM TASK 2)

Copy one of your three moments, with its time.

What?

What happened, in one sentence.

How?

Which players did what to make it happen.

Why?

Why it worked, or why it didn't.

Next:

What you'd tell the coach to do about it.

Use the same words you'd use with the coach.

One page, one finding

This is where your work turns into something a coach would read. Build the moment you wrote up in Task 3 into one clear page: the question at the top, one finding, and what you'd do about it.

TITLE

What the page is about, in a few words.

THE QUESTION

The one question you watched the match with.

PITCH DRAWING

Draw where the players were and how the move played out.



KEY FINDING

The one thing the coach needs to take away.

WHAT / HOW / WHY

A line for each, from Task 3.

WHAT

HOW

WHY

RECOMMENDATION

What you'd do about it next.

YOUR TASK

Build one report page from your Task 3 moment.

TIME

30 minutes

NEXT PAGE

Task 5 Evidence

Back it up with evidence

A finding lands better when the coach can see it and count it. Log the clips that show your point and the numbers that support it, so every line on your report page has something behind it.

1 CLIPS

TIME The match clock	WHAT IT SHOWS One line on what happens	WHICH POINT IT BACKS UP The line on your report page

2 NUMBERS

WHAT WAS COUNTED For example, passes into midfield	THE NUMBER	WHERE IT CAME FROM Your own count, or where you found it

YOUR TASK

Log at least three clips and one number for your report page.

TIME

One replay of the match

NEXT PAGE

Task 6 brief

Show the work clubs ask for

Job adverts for analysts tend to ask for the same kinds of work. Many clubs also set a task at interview, often a report on a match or an opponent. The best preparation is having done that kind of work already, and having someone honest look at it. By now you have a finished report page. This task gets it in front of people who'll tell you how it reads, and what to change.

01

Opposition report

How the next opponent plays, and what to do about it.

02

Post-match report

What happened in your team's match, with clips and data.

03

Player clips and feedback

Short, annotated clips for one player or unit.

04

Presentations

Meetings with staff and players, built around a few key points.

Keep everything Save every finished page and keep them together. When a club asks to see your work, it's ready.

YOUR TASK

Check your report against the list on the next page, then submit it in The Portal for feedback.

TIME

10 minutes

NEXT PAGE

The submit checklist

GO FURTHER **Submit your work**, in The Portal

Before you send it

- [ ] 01 It answers one question, written at the top.
- [ ] 02 Every moment has a match clock time next to it.
- [ ] 03 It uses the same word for the same thing all the way through.
- [ ] 04 It says what happened, how and why.
- [ ] 05 It ends with a recommendation.
- [ ] 06 Every point is backed by a clip or a number.
- [ ] 07 Someone who didn’t see the match could follow it.
- [ ] 08 It fits on one clear page.

Where you are now

Score yourself again on the same four areas, using the same 1 to 5 scale. Then put this page next to page 4. Look at where your scores moved, and where they didn't. The area that moved least is where to focus next, whatever you pick up after this pack.

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THE AREA TO FOCUS ON NEXT

Write it here, with one thing you'll do about it.

Your plan from here

These five steps carry on where the pack stops. Keep watching with a question, every match, one team at a time. Build a report page from each match you watch, so the habit sticks. Pick one tool and learn it well, starting with a free one. Keep every finished page together as your portfolio. And keep getting feedback from people who'll be honest with you. Next to each step, write the first thing you'll do.

STEP		THE FIRST THING I'LL DO
1	**Watch with a question**	
2	**Build one report page**	
3	**Learn one tool well**	
4	**Keep a portfolio**	
5	**Get feedback**	

GO FURTHER IN THE CLUB

The Club is where you build every skill in this pack, with people who do the job. The Club opens in early 2027. Join the waitlist as a founding member.

Join the waitlist: thefootballanalysisguy.com/club

Joining the waitlist is free, with no payment and no commitment. Membership is paid. Prices released soon. Membership supports your development; it does not guarantee work.