

CASE STUDY | BAYER 04 LEVERKUSEN

How Bayer 04 Leverkusen uses ball & player tracking to improve tactical behaviors.



Challenges

One main challenge for the match analysis team at Bayer 04 Leverkusen: handling different tracking providers for match and training data, and the lack of position data for tactical analysis in practice. Different providers use different methods leading to a poor comparability of data. Position data and quantitative tactical analytics is becoming more important in modern football. In the past, position data was only available for official matches, because there was not a feasible solution acquiring tactical data of training exercises. For this reason, a satisfying way to compare training and matches was simply not possible.

Solution

To create adequate tactical performance analysis, it is important for Bayer 04 Leverkusen to gather (a) reliable data in practice and (b) have comparable parameters to match data.

KINEXON football metrics:

- Successful / unsuccessful passes
- Passing distance, speed and direction
- Spacing between groups and players
- Outplayed players per pass
- Number and quality of passes per possession
- Etc.

Benefits

The KINEXON football solution offers several benefits for Bayer 04 Leverkusen in their day-to-day work. With the KINEXON tracking system in training and the import of match position data match into the KINEXON analytics platform, the club can analyze comparable data between match and training. In practice, different areas of tactical and technical training (small games, 11vs11, etc.) can be evaluated. A close collaboration with KINEXON sport scientists enables Bayer 04 Leverkusen evaluate team progress and implement new ideas, parameters and tools for analysis.

Outlook

Next, to precise position data in training and the comparability to match data there are countless opportunities in the future.

One main project is the synchronization of video and tracking data in real-time to combine qualitative and quantitative analysis for instantaneous feedback on the pitch. Further, the location of a tactical event on different field zones will be a key performance indicator to implement for future analysis. Plus, the detection of individual passing patterns of every player for improvement of one's own ability as well as opponent analysis will be part of next level player development.

