CORE CONCEPT

# Sports Performance Analysis Course: Match Video Coding, Tracking Data and Coach Reporting

15 – 19 August 2027
Dammam - Eastern Province five-star

# Sports Performance Analysis Course: Match Video Coding, Tracking Data and Coach Reporting

**Ref:** 1954_29049 **Date:** 15 – 19 August 2027 **Location:** Dammam - Eastern Province five-star **Fees:** 19500 SAR

## Introduction:

Sports performance analysis, covering match video coding, tracking data and coach reporting, is a 1-week course for club, academy and national team analysts and coaching staff that ends with an Analysis Department Plan and Match Reporting Pack. Many teams film every fixture yet code inconsistently, track indicators that do not separate winning from losing, and hand coaches long clips that never change a session or selection. Nominees already film, tag or review matches, and the course is taught as a case study on match footage, event logs and positional data. CoreConcept Training Center delivers this sports performance analysis course.

## Course Objectives:

- Build a match coding template with operational definitions, event categories and inter-rater reliability checks for a chosen sport
- Select performance indicators per sport that separate winning from losing outcomes and express them as normalised ratios and normative profiles
- Interpret tracking and GPS positional data for work-rate, speed bands and team shape alongside the coded event log
- Produce opposition scouting reports with clip playlists, set-piece tendencies and a game-plan brief for the coaching staff
- Present insight to coaches and players through debrief clips, dashboards and short reports matched to each audience
- Design an analysis department workflow, staffing model and data governance rules for an academy or national team

## Target Audience:

- Staff responsible for filming, coding and tagging match and training video for first teams or age-group squads
- Coaching staff responsible for using match evidence in session planning, team selection and player feedback
- Data staff responsible for event logs, tracking exports and performance dashboards within a club or federation
- Scouting staff responsible for preparing opposition and recruitment reports before fixtures and transfer windows
- Academy and national team support staff responsible for player review meetings and individual development clips

## Course Outline:

### Day 1: Performance Analysis Role, Coaching Cycle and Current Analysis Audit

- Coaching Cycle Model Linking Observation, Analysis and Feedback
- Notational Analysis Origins and Limits of Coach Recall
- Analyst Role Map Across Match Day and Training Week
- Current Analysis Audit Using a Workflow Maturity Checklist
- Filming Set-Up Plan With Camera Angles and Recording Standards

### Day 2: Match Coding Frameworks, Performance Indicators and Sport Metrics

- Code Window Design With Operational Event Definitions
- Inter-Rater Reliability Testing for Tagged Match Events
- Performance Indicator Selection Using Winning Versus Losing Comparisons
- Normalised Ratios and Normative Profiles Across Enough Matches
- Expected Goals Models With Shot Location and Assist Type

### Day 3: Video Tagging, Tracking Data and Opposition Scouting Practice

- Video Tagging Workflow From Live Code to Clip Playlist
- GPS Tracking Exports for Distance, Speed Bands and Accelerations
- Positional Data Views of Team Shape and Pressing Lines
- Opposition Scouting Report With Set-Piece Tendency Clips
- Player Library Files for Upcoming Opponents and Recruitment

### Day 4: Insight Communication, Data Quality Problems and Analysis Governance

- Coach Debrief Clip Selection and Session Running Order
- Player Feedback Meetings With Individual Clip Reels
- Dashboard Design for Coaches With Small Sample Warnings
- Provider Data Mismatch and Tracking Error Diagnosis Steps
- Athlete Video and Data Access Rights, Consent and Retention

### Day 5: Case Study Building the Analysis Department Plan and Match Reporting Pack

- Case Squad Coding Template and Indicator Shortlist
- Case Fixture Opposition Report and Game-Plan Brief
- Case Post-Match Debrief Pack With Tracking Summary
- Case Analysis Unit Staffing, Equipment and Weekly Calendar
- Analysis Department Plan and Reporting Pack Panel Review

## Skills You Will Gain:

- Match Event Coding
- Code Window Design
- Performance Indicator Selection
- Tracking Data Interpretation
- Opposition Scouting
- Video Debrief Production
- Coach Dashboard Design
- Analysis Data Governance

## Why Attend This Course:

- Hand an Analysis Department Plan and Match Reporting Pack to the head coach and the technical director for adoption
- Decide which indicators, clips and tracking measures go into each pre-match and post-match report
- Avoid unreliable coding, misread tracking figures and athlete data disputes that weaken coaching decisions
- Train fellow analysts and coaches on the shared code window, report templates and debrief routine

## Conclusion:

Back at work, the participant presents the Analysis Department Plan and Match Reporting Pack to the head coach, the technical director and the academy or national team manager. They use it to agree the coding template, the indicator set for each report, the debrief routine and the staffing and equipment requests for the analysis unit. After the first block of fixtures under the plan, the unit should check coding reliability, how often coaches used the reports in sessions and selection, and any data access issues, then revise the templates.

## Frequently Asked Questions FAQ:

### What should participants know before a sports performance analysis course on match video coding and tracking data?

Participants should already film, tag or review matches, or use match evidence in coaching. Basic spreadsheet use is enough. Bringing anonymised footage, an existing code window or a tracking export helps the case study reflect their own sport.

### How does a sports performance analysis course differ from a high-performance sport management course?

It trains the hands-on analysis of matches: coding video, choosing indicators, reading tracking data and reporting to coaches. A high-performance management course deals with athlete pathways, talent identification and the structure of science services at federation level.

## Why do sports performance analysis indicators need normalised ratios and enough matches?

Raw counts change with possession, opponent and game state, so ratios such as shots to goals give fairer comparisons. Single matches are volatile, so a normative profile built from several fixtures shows real trends rather than one-off results.

## What do participants take back from the sports performance analysis course on match video coding and coach reporting?

Participants take back an Analysis Department Plan and Match Reporting Pack with a coding template, an indicator shortlist, an opposition report, a post-match debrief pack and a staffing and governance outline for the analysis unit.