

Michael Maclean

Football Analyst | Data, Video & Recruitment Insight

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Profile

Football analyst who turns match footage, data, and live observation into clear, practical insight for player recruitment, development, and presentation. I produce player and opposition reports, build annotated video clips and clip packages, and present findings clearly to staff.

I spent last season working in recruitment with Dundee United FC and have ongoing match-analysis work with Brechin City FC, backed by an MSc in Sport Data Analytics (Distinction) which pairs a strong football eye with the data and software skills to make analysis fast, accurate, and easy to act on.

Glasgow-based and available immediately, comfortable managing several projects to tight deadlines while working both independently and as part of a team.

Football Analysis & Recruitment Experience

Recruitment Analyst Intern - Dundee United FC *Nov 2025 - Aug 2026*

- **Data Into Insight:** Turned StatsBomb event data and Wyscout video into clear recruitment insight, reviewing prospective signings weekly and scoring targets against club-defined recruitment traits and overall suitability.
- **Player Reports & Presentation:** Produced concise written player reports translating video and data into clear recommendations for decision-makers, to weekly deadlines and under strict confidentiality.
- **Organised Player Records:** Maintained the department-shared player-tracking database with structured assessment fields, keeping footage and records organised to support repeat viewings and follow-up assessments.
- **Analysis Tooling:** Built a reproducible R pipeline computing custom player and team metrics into an interactive dashboard used by recruitment and analysis staff.

First Team Scout & Analyst - Brechin City FC & Berwick Rangers FC *Jun 2025 - Present*

- **Video Clips & Packages:** Built a custom Nacsport tagging panel turning full-match footage into a filterable clip database, then produced annotated clip packages and video sequences highlighting player actions and key moments for staff.
- **Talent Identification:** Assess players and opposition both live and on video, judging current ability and playing style and identifying key patterns to support scouting and recruitment.
- **Clear Presentation:** Convey tactical strengths, weaknesses, and player tendencies clearly and concisely to coaching staff in writing and with video annotations.

In-Ground Correspondent - Stats Perform (Opta) *Jul 2026 - Present*

- **Attention To Detail Under Deadlines:** Record live match data in-stadium to strict accuracy and timing standards under matchday pressure, demonstrating reliability and excellent attention to detail at the point of collection.

Selected Projects

Points Above Replacement Valuation Model (Dissertation) *2025 - 2026*

- **Turning Data into Insight:** Adapted baseball's Wins Above Replacement into a football valuation metric across Europe's top seven leagues to gauge a player's value and level; 5 of the 7 real-world Players of the Season ranked in my model's top 3, confirming it identifies genuine quality.

Kinovea Video-Analysis Software (Open-Source Contribution) *2025*

- **Football-Analysis Software:** Contributed to the open-source video-analysis tool Kinovea via GitHub, extending its export functionality; patch reviewed, merged, and shipped in a live release — hands-on experience with football-analysis software and precise, detail-focused work.

Multi-League Player Data Scraper *2026*

- **Player Data at Scale:** Built an R web scraper collecting player-level season data (performance metrics, biographical detail, and contract-expiry status) across 55 leagues, supporting player tracking and target identification across international markets.

Scottish Premiership Analysis Dashboard *2026*

- **End-to-End Delivery & Presentation:** Built an R data pipeline and interactive dashboard measuring team and player tendencies across the Scottish Premiership, and presented the findings to Dundee United FC staff.

Video & Analysis Toolkit

- **Video & Analysis Software:** Nacsport, Veo, Hudl, Kinovea, Wyscout; clip tagging, annotation, clip-package and video-sequence production
- **Data & Modelling:** R, Python, SQL; StatsBomb, FBref, FotMob; player valuation, tracking, and recruitment metrics; interactive dashboards
- **Football Knowledge:** Scottish and English football pyramids; broad multi-league knowledge across men's and women's football; talent identification

Education

MSc Sport Data Analytics - University of Strathclyde *Grade: Distinction*

- Focused on football data analysis, performance analysis, applied statistics, and reporting workflows in sport.
- Applied R, Python, and SQL to player and team analysis, dashboard development, and football-specific tools including Nacsport and Hudl Sportscode.
- Placement with professional football club, Dundee United FC, working directly in the recruitment department.

Availability & Additional Information

- Glasgow-based and available to start immediately.
- Full, clean UK driving licence.
- Scottish FA Introduction to Talent Identification 1.1, 1.2 & 1.3 - booked, November 2026.
- ISAK Level 1 Kinanthropometry.
- Information on references is [available here](#)
- Full portfolio, including reports, dashboards, and video analysis examples, at michaelmaclean.scot