



Case Study: Scoutify

Revolutionizing Football Scouting with AI

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Company Overview

Growth Loop Technologies (GLT) is a next-generation digital solutions company specializing in AI, custom software, and product development. With a team of 35+ professionals, we empower startups and enterprises to scale faster by transforming complex challenges into intelligent, user-friendly solutions.

<https://www.growthloopstechnology.com/>



Client Vision

The client envisioned a cutting-edge platform that:

- Consolidates fragmented football data into one place.
- Empowers teams, scouts, and analysts with AI-driven insights.
- Offers predictive career trajectories & market trend analysis.
- Delivers a simple, engaging, gamified user experience.

Problem Statement



Despite the increasing importance of analytics in football, many clubs, scouts, and agents lack access to an affordable, comprehensive platform that **unifies all relevant data**, delivers reliable predictive insights, and is easy to use, especially for non-elite users. Existing tools tend to be expensive, specialized, and difficult to adopt, leaving a gap in both accessibility and actionable intelligence.

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Strengths

- Strong tech stack (Django, Next JS, Pinecone, etc.) enabling real-time analytics.
- Gamified UX makes complex data accessible.
- Collaboration tools foster industry-wide insights sharing.
- Predictive analytics capability—forward looking, not just historical.

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Weaknesses

- Data licensing challenges (getting all required data legally & in time).
- High cost of maintaining real-time pipelines.
- Limited brand recognition vs incumbents.
- Risk of model inaccuracies (hallucinations, predictions failing).

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Opportunities

- Growing sports analytics market (globally expanding)
Rising demand from smaller clubs and agents who want affordable, powerful tools.
- Potential for partnerships with leagues, federations, media.

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Threats

- Existing large players like Wyscout, Opta/StatsPerform, SciSports, Driblab – established trust and coverage.
- Regulatory / licensing constraints around data usage.
- Cost of acquiring and cleaning data.



Proposed Solutions

Scoutify, developed by Growth Loop Technologies, addresses this gap by offering:

- A single platform consolidating performance stats, injury history, market value, and contract data with normalized metrics.
- AI/ML models to project player trajectories, predict market trends, detect promising talent early.
- A gamified, intuitive UX with comparison tools (players, clubs), trending dashboards, and collaboration features for sharing insights.
- Flexible pricing tiers (free + premium) to serve both smaller users and professional clu

Industry Analysis

● Market Growth & Size

The global sports analytics market was ~\$USD 4–5 billion in 2024–25 and projected to reach USD 14+ billion by 2030 with a CAGR ~20-20.6%.

● Trends Shaping the Industry

- Use of predictive analytics in player performance and injury prevention.
- Real-time data visualization and streaming dashboards.

● Regulatory / Data Licensing Factors

Data privacy, ownership of player data, licensing costs for footage or match data can be complex, varying by country.

● Customer Segments

Professional clubs (top leagues), Lower / mid-division clubs, Scouts / agents, Media / broadcasters, Enthusiasts, fantasy sports

Scope of Work

- **Data Integration** – Unified player performance, injury history & contracts.
- **UI/UX Design** – Gamified dashboards inspired by football stats sites.
- **Collaboration Tools** – Insight sharing & report generation.
- **Collaboration & Deployment** – Insight sharing, reporting, and secure, scalable performance.



Process

- Discover – Market research, workshops, user journeys
- Design – High-fidelity mockups, user flows, gamified visuals.
- Development – Frontend (Next.js, Tailwind), Backend (Django, PostgreSQL), AI (OpenAI, Pinecone, LangGraph).
- Testing – Automation, QA, optimization.
- Deployment – Cloud-hosted, secure, scalable platform

Tech Stack

- **Frontend:** Next.js, Tailwind, TypeScript
- **Backend:** Django, PostgreSQL
- **AI/ML:** Python, OpenAI, Pinecone, LangGraph
- **Frontend:** Next.js, Tailwind, TypeScript
- **Infrastructure:** Scalable cloud-based deployment



Our Execution

Growth Loop Technologies developed a next-gen analytics platform with:

- AI & ML algorithms for predictive analysis and recommendations.
- A scalable backend capable of handling real-time football data.
- Gamified UI/UX for seamless adoption.
- Collaboration features for knowledge sharing & reporting.

Key Features

Growth Loop Technologies developed a next-gen analytics platform with:

- **Player Comparator Tool** – Compare performance across leagues/seasons.
- **Club Comparator Tool** – Analyze market values, wages & trophies.
- **AI Scouting Page** – LLM-powered insights for smarter decisions.
- **Real-time Analytics** – Live updates with predictive evaluations.
- **Gamified UX** – Engaging, intuitive, and interactive dashboards.

Process

01 Discover : Market research, workshops.

02 Design – User flows, wireframes, gamified UI.

03 Development : Frontend + Backend + AI.

04 Testing: Automation, QA.

05 Deployment: Cloud-hosted, scalable.

Product & Feature Deep Dive

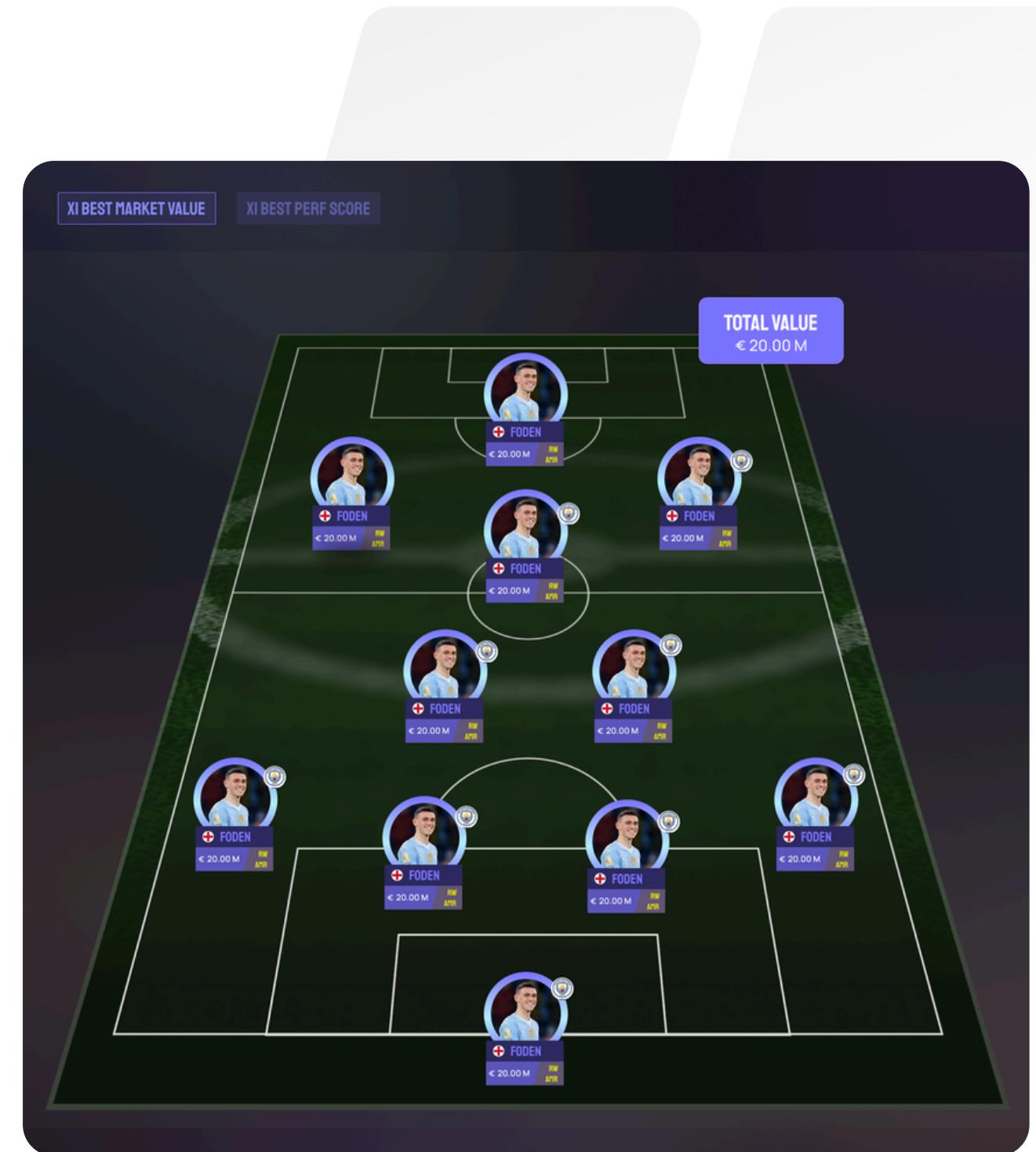
1. Search and Compare

- Player search: Filter by league, position, performance metrics, etc.
- Club search: Market value, historical performance, squad comparison.
- Player Comparison: Compare two players side-by-side on key stats (goals/assists, pass accuracy, etc.).
- Club Comparison: Compare clubs on financials, trophies/wins, squad quality.

Product & Feature Deep Dive

2. XI Showcase

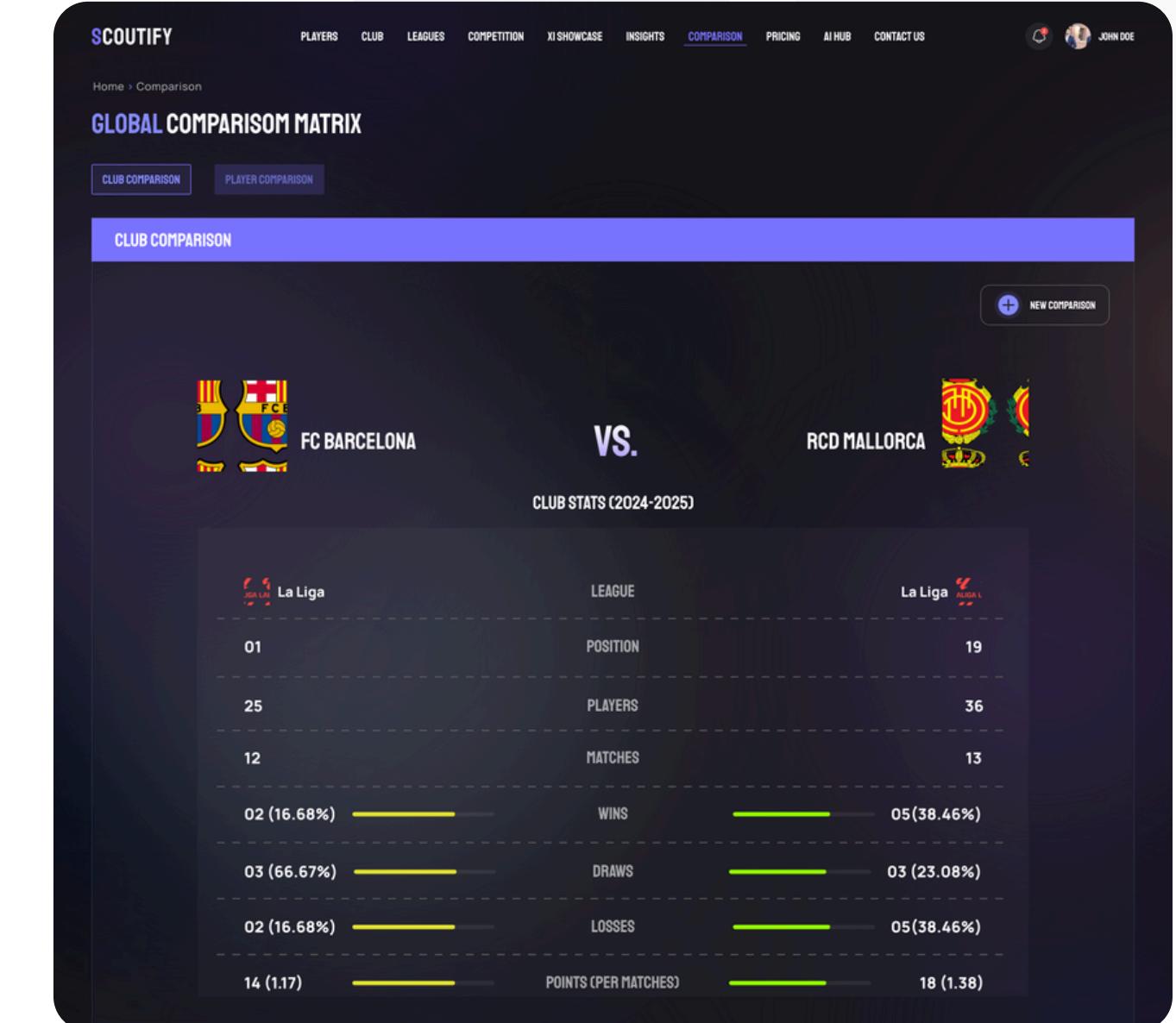
- A curated feature showing an “ideal XI” based on trending players.
- Users can see which players are rising stars, trending in performance.



Product & Feature Deep Dive

3. Insights & AI Hub

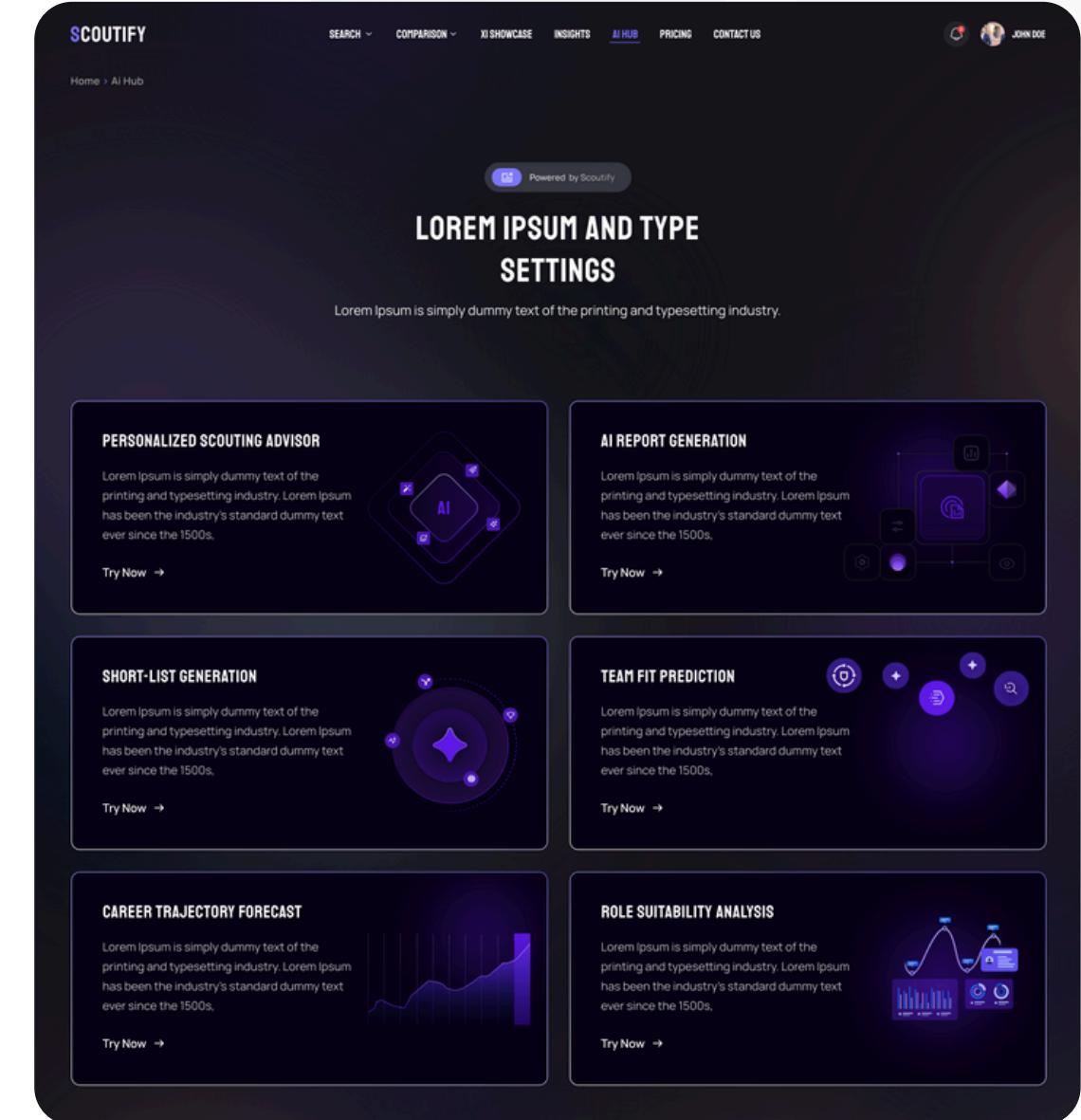
- Insights: Data-driven articles or dashboards: trending players, performance stories, deep-dives.
- AI Hub: AI-powered analysis tools: predictions, projections, possibly suggested players to watch.



Product & Feature Deep Dive

4. Real Metrics on Interface

- Real-time performance metrics (e.g. PGP, PAP, PCP, TSP, TIP, ADP) visible in trending players list. beta.scoutify.gg
- These metrics allow quantifiable tracking of performance, popularity, potential.



User Experience & Design Details

Visual & Interaction Design

- Clean, modern UI emphasizing clarity: trending players with cards showing metric scores. beta.scoutify.gg
- Navigation menu includes Search, Comparison, XI Showcase, Insights, AI Hub, Pricing, Contact Us. beta.scoutify.gg

01



User Experience & Design Details

Gamification / Engagement Hooks

- Trending players offers dynamic updates (people want to check who's hot).
- “Compare” features allow users to test hypotheses (e.g. “Is player A better than player B?”).

02



User Experience & Design Details

Accessibility & Usage

- Likely to have responsive design (mobile + desktop).
- CTA for "Login", "Subscribe to Newsletter", implying both free and premium access tiers. beta.scoutify.gg

03



Impact & Metrics

01

67% Customer Satisfaction



02

81% User Growth



03

85% Engagement



04

90% Conversion





Results

Scoutify revolutionized football scouting by delivering AI-powered, real-time, predictive insights. It enabled scouts, analysts, and clubs to make data-driven decisions, discover rising talent faster, and stay ahead in the football market.

Recommendations



Strengthen Data Partnerships & Licensing

Secure agreements with leagues, clubs, and data providers to get rich, consistent, and exclusive data where possible.



Focus On Predictive Accuracy & Explainability

Build transparent AI models so users trust predictions. Offer clarity on how predictions are made (feature contributions, uncertainty metrics).



Enhance User Engagement Through Gamification & Community

Features like trending players, leaderboards, "challenge your scout", peer comparison, shared reports will increase stickiness.

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Thank You

Your vision, powered by our AI expertise.

We work closely with you to ensure our solutions align with your vision and objectives.

Let's build the future together.

👉 Book a free consultation today.

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