



ORTEC Sports Business Case – Scouting: Luuk de Jong (Sevilla)



Introduction

After the 2018-2019 season Luuk de Jong (age 28) wanted to make an international transfer after being successful at PSV for five years. The objective was to **find a top six club in one of the big five leagues** (Premier League, Ligue 1, La Liga, Serie A and Bundesliga). Being the top goal scorer of the Dutch Eredivisie in 2018/2019 with 28 goals and having impressed in the Champions League and as a Dutch International (18 caps), several clubs showed interest. It was crucial that **his next club would match his characteristic playing style** as much as possible.

As a young inexperienced talent, he moved to Borussia Mönchengladbach (BMG) (2012-2014) and Newcastle United (2014 on loan). Due to injuries and a change in BMG's play style it did not work out as expected for the tall and strong striker. It resulted in playing 48 games in 2 years and scoring 6 goals during this period, a career low.

Challenge

Learning from their earlier experiences at BMG and Newcastle, Luuk de Jong and his management team realized that one of the most important aspects of the upcoming transfer is the compatibility of Luuk's qualities with the tactics of his new team. This would enhance the chances of continuing his successful streak at PSV and keeping de Jong in the squad of the Dutch national team for EURO 2020.

Before making their decision on a transfer they requested ORTEC for a statistical analysis of the club and Luuk.



Solution

ORTEC Sports presented Luuk de Jong and his management team the following information and statistical analyses in order to find the best club:

- A statistical based profile of the strengths and weaknesses, reflecting his characteristic playing style.
- A comparison of Luuk de Jong with all the starting strikers in the big 5 leagues of Europe.
- Statistical based analysis of the playing style of PSV to identify the components that made Luuk de Jong successful.
- Comparison of the playing style of potential clubs to the playing style of PSV.
- In-depth comparison of Luuk de Jong with the strikers of a potential club

All analyses and comparisons contributed to valuable insights in both the player Luuk de Jong and the playing style of potential clubs.

Luuk de Jong transferred to Sevilla FC for a €15 million transfer fee. The decision of Luuk de Jong to move to Sevilla FC was not purely based on the reports of ORTEC Sports but the analysis supported that Sevilla FC was a good choice. Sevilla FC showed an attacking style of play that was dominated by crosses. Ideal for Luuk de Jong who is proven to be one of the best heading players of Europe.

“Choosing a new club had to be done carefully. ORTEC Sports has assisted us in the process by making tactical and play-style oriented analyses of Luuk’s potential new clubs. Of course, the data analysis does not provide any guarantees, but it is definitely a crucial part of making a well-informed decision.”

George de Jong (Luuk’s father and manager)





Facts & Figures

Luuk de Jong ranked **3rd** among **topscorers** in the **European top leagues** (2018/2019):

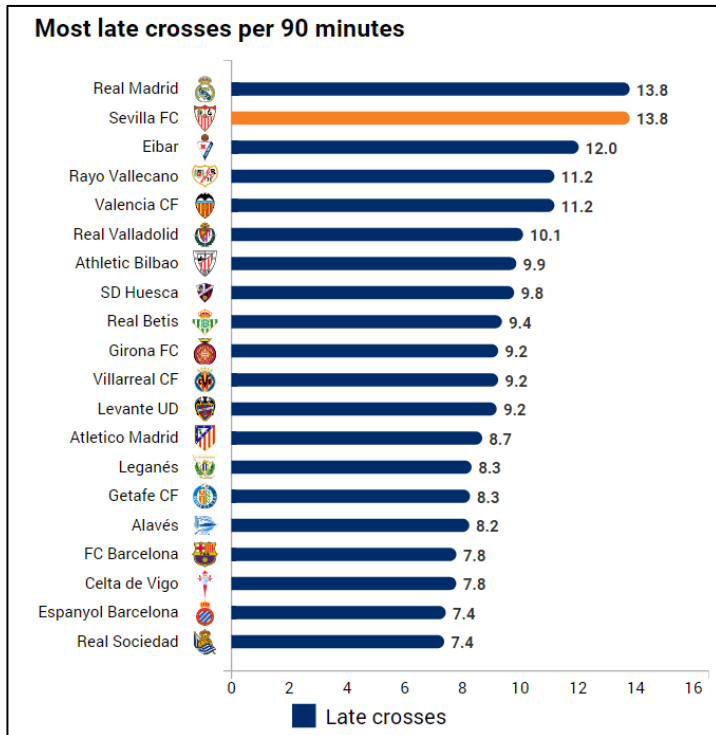
Rank	Name	Team	Matches played	Goals ▼	Penalties scored
1	Lionel Messi	FC Barcelona	33	34	4
2	Kylian Mbappe Lottin	PSG	27	30	1
3	Luuk de Jong	PSV	34	28	0
4	Dusan Tadić	Ajax	34	28	11
5	Fabio Quagliarella	Sampdoria	35	26	9
6	Pierre-Emerick Aubameyang	Arsenal	36	22	4
7	Mohamed Salah	Liverpool	38	22	3
8	Robert Lewandowski	Bayern München	32	22	3
9	Duván Zapata	Atalanta Bergamo	35	22	1
10	Sadio Mané	Liverpool	36	22	0

During the 2018/2019 season, Luuk de Jong **made 17% of his passes with his head** (22) and still **completed 68%** of those passes:

Rank	Player	Team	Passes by head	Passes by head completed (%) ▼
1	Robert Lewandowski	Bayern München	10	70%
2	Luuk de Jong	PSV	22	68%
3	Ádám Szalai	TSG Hoffenheim	9	67%
4	Mario Mandžukić	Juventus	23	65%
5	Dusan Tadić	Ajax	13	62%
6	Karim Benzema	Real Madrid	10	60%
7	Romelu Lukaku	Manchester United	11	55%
8	Edin Džeko	AS Roma	13	54%
9	Mauro Icardi	Inter Milan	10	50%
10	Harry Kane	Tottenham Hotspur	12	50%



Together with Real Madrid, **Sevilla FC** was the team which had the most late crosses per match in the 2018/2019 La Liga season:



Sevilla was also the club which scored the most from cross passes:

