

Opponent Analysis Automation Framework

Go from your current setup to
a sharper, faster game plan.



MyGamePlan 

THE STARTING POINT



Start from your current setup

The structure is rarely the problem

Most analysts already tag their games in an XML, and that structure is already split into phases. The bottleneck is depth. Manual tagging is slow, so the tags stay shallow.

MANUAL TAGGING

One flat label

Goal kick

Shallow. Slow. 2 to 3 games max.

AUTOMATED TAGGING

Type: short then long

Success: second ball won

Progression: into final third

Go deep, in every game.

Automation removes the constraint. The same phase is now broken down in multiple ways for greater depth.

The time you spent tagging goes back into analysis. It doesn't replace the analyst, it lets them go deeper, faster, and across more games.



What automated tagging enables

Time saved is the obvious win. What you do with it matters

1

More analysis in less time

The hours spent scrubbing and labelling clips go straight back into watching and thinking.

2

More games covered

You're no longer limited to the two or three games you had time to tag by hand.

3

Better game selection

Verify which games are actually worth a full watch before you commit to analyzing them.

4

Fewer recency-bias decisions

A plan built on patterns across games holds up. One built on the last game you watched is fragile.

5

More individual detail

Go down to how specific opponent players behave, not only the team shape.

One thing this does not change

Coaches and analysts will still watch full games. Automated tagging tells you which games to watch and what to look for. It does not watch them for you.



Five steps for each game

- 1 Split the game into phases**
Break the match into in-possession, out-of-possession, transition and set-piece moments.
- 2 Define what matters in each phase**
Type, success level and outcome, defined phase by phase.
- 3 Confirm the patterns**
What they do most, how often, and whether it is changing over recent games.
- 4 Assemble the clips**
Selected by recency and matchup, built for staff first, then players.
- 5 Then go individual**
From team patterns down to the specific players you target.

Automated tagging is what makes this realistic

Doing this for every game seems like a lot of work, but with automation you only need to build it once, and the process runs automatically in the same depth forever.

STEP 1



Split the game into phases

Every in-possession phase has an out-of-possession mirror

Opponent analysis falls apart when everything is one big “attack” and “defence” bucket, because the patterns inside each phase are completely different. We split them like this.



Why keep transitions separate?

Mix them into open-play attack or defence and the patterns become very hard to pull back apart.

STEP 2



Define what matters per phase

This is where the depth lives

For every phase you define the type, the success level and the outcome that matter for that specific moment.

Let's take look at an example.

In this framework, we have used goal kicks as an example. Every phase deserves the same treatment, so you read the whole game with the same depth.

GOAK KICKS

TYPE

short

short then long

long

SUCCESS LEVEL

complete

incomplete

incomplete, 2nd ball won

PROGRESSION

middle third

final third

shot

goal

STEP 3



Confirm the patterns per phase

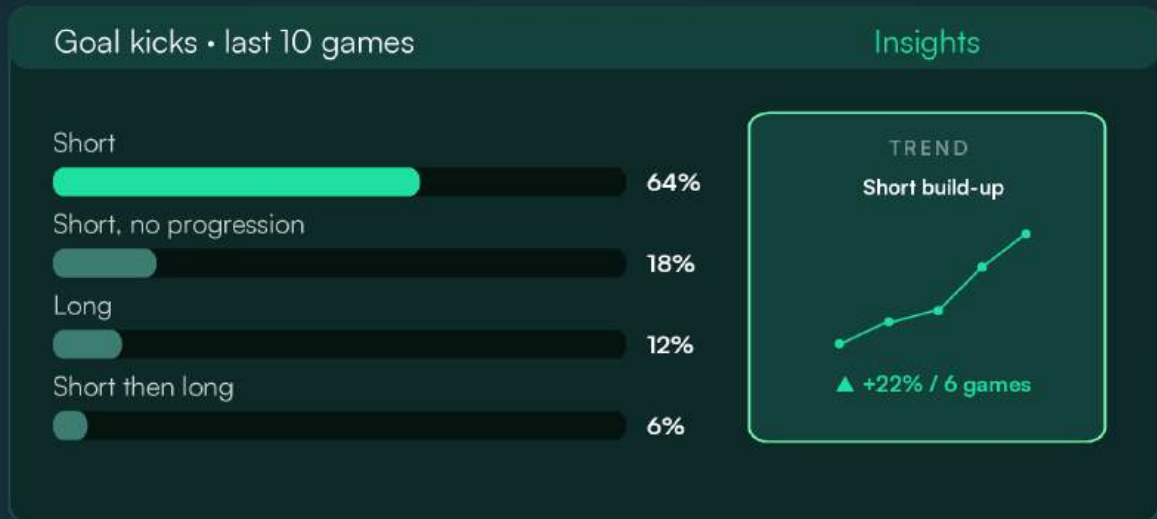
Three questions, per phase

What do they do most often?

How often?

Is it changing?

A habit and a one-off instance look identical over a single game. Across ten games they look nothing alike. This is the step that moves you from “I think they usually do this” to a number that is an actual pattern.



▲ = rising over recent games. Volume plus trend separates a real habit from a one-off.

When you can see volume and trend per category, and compare across opponents with a pressing approach like yours, it becomes easy to separate a one-off from a real habit.

STEP 4



Assemble and select the clips

Start with the right source games

With more games processed, you can choose where to look instead of defaulting to whatever you happened to watch.

PICK YOUR GAMES

- **Recent games**
so the patterns are current
- **Opponents who play like us**
they show the problems they will actually face against you, not against a team with a different idea

CHOOSE WHAT TO SHOW

- **Build for staff first, then players**
they need the full picture before the players do
- **Less is more**
players get overwhelmed fast; a handful of clear clips beats a long reel every time
Show a few clips, not 10.

THEIR STRENGTH

THEIR WEAKNESS

OUR WEAKNESS

GO DEEP

Their strength hits your weakness.
This is where they hurt you.

Lower priority
They're strong, but you cover it.

OUR STRENGTH

Lower priority
You're exposed, but they can't exploit it.

GO DEEP

Their weakness meets your strength.
This is where you hurt them.

If they are strong creating in transition, you weak in defending transitions, that is exactly where you should go deeper.

Clip selection is never neutral. Focus on clips where their strengths vs our weaknesses, and their weaknesses vs our strengths.

STEP 5



Then go to the individual

From team patterns down to specific players

Once you know, per phase and per item, where the opponent is strong and where they're weak, you have the base for the individual approach: who to target, who to avoid, who to push onto their weak foot.



AUTOMATE OPPONENT TAGGING

Start from the XML you already have

START FOR FREE

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