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Since January 1996

The World Cup is over. Both hearts and records were broken in the matches that brought out the best footballers from all over the world.

Kudos to host country Brazil for showing the world how to throw a party and removing all doubts about their readiness as global fans descended upon their country. Whatever went unfinished can certainly be completed over the next two years in time for the Olympics.

Congratulations to Germany for their epic win: the first European country to triumph in the Americas and in doing so secured World Cup championship number four.

Throughout the World Cup analysis by sport broadcasters and the like the German team was continually compared to that of a machine (though I am thinking more specifically of a comparison to some of their finely crafted automobiles): the whole team played as a single aligned unit in unison with each other.

As reported by the Miami Herald newspaper just before the weekend third place and championship matches, Germany might be thanking more than just goal points for its sensational play during the World Cup: data points may have played an equally important, or at least statistically significant, role in their road to the championship.

The German soccer federation has studied data on climate and player fitness using a computer program by German software giant SAP AG that can instantly refine seven million data points generated by three players. Forty sports scientists are employed by the German soccer federation compared to just two employed by the Brazil soccer federation.

It means "finding a one percent margin for improvement in everything you do" stated David Brailsford, the general manager of the Sky cycling team, winner of two of the last four Tour de France titles. Brailsford's "aggression of marginal gains" approach was mimicked by the German soccer federation in their preparation for the World Cup.

Delving deep into the data to drive out even just a percentage point or two may be just the critical difference needed to produce a profit, justify an investment, secure an acquisition, or perhaps even produce a winning championship team.

Whether you know what you are looking for or have data to be mined for hidden treasures, consider Katzscan as the company that sees things differently to provide you the analysis and perspectives to transform your data into meaningful information.

And we can all yell GOOOOAL together when the win is scored.

Thanks.

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