

# Predicting Formula One Speed

# What is Formula One?

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# What is Formula One?

- Highest class auto racing by FIA
  - (Federation Internationale de l'Automobile)
- 0 to 160 kph (100mph) back to 0 in 4 seconds
- Top speed over 370 kph (230 mph)





# Why Are We Interested?

- One of the most watched sports in the world
- Billions of dollars at stake
- Potential for:
  - Sponsoring
  - Advertising
  - Betting



# DATA

# Speed Predictors: Driver Attributes

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- Driver attributes
  - Age
  - Weight
  - Height
  - Nationality
  - Dependents
  - Qualifying position
  - Rank before the race

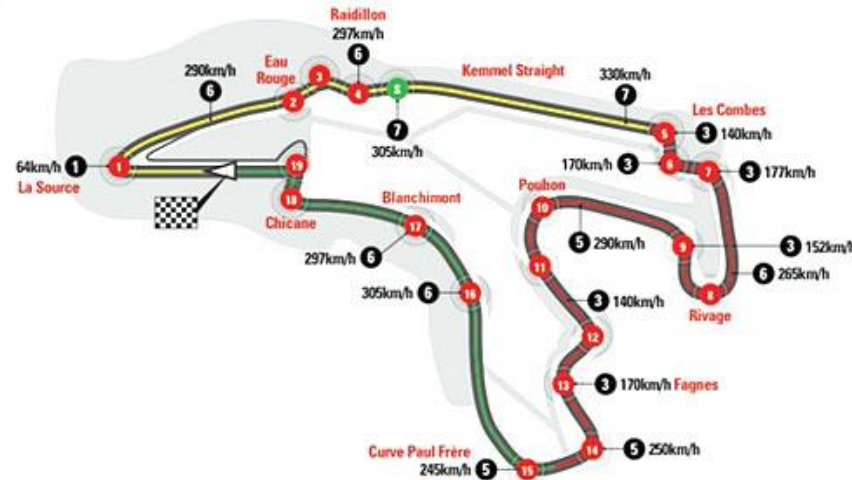


# Speed Predictors: Race Track and Team Attributes

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- Track
  - Location
  - Difficulty
- Team
  - Car manufacturer
  - Score



# ANALYSIS RESULTS



# Relevant Speed Predictors



- Number of turns
  - 0.08 kph for each +1 turn

- Track Location
  - North America is the fastest



# Relevant Speed Predictors

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- Driver Grid position



- Team previous year performance



# FINAL CONCLUSION

# Conclusion

Businesses that want to associate itself with speed now can make data driven decisions while investing in F1



Sponsoring



Advertising

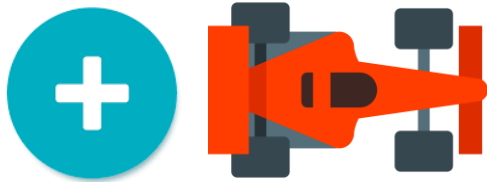


Betting

# Limitations

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New Drivers



New Continents



Change of Rules



Extreme track  
modification



# References

- <https://www.formula1.com/>