**1. Win-Loss Ratios**

* **Teams or Players**: Analyze win-loss ratios of teams or players across different sports and how these influence betting odds.
* **Underdog vs. Favorite**: Study how often underdog teams or players win compared to favorites and its impact on betting patterns.

**2. Historical Odds vs. Actual Outcomes**

* **Odds Accuracy**: Compare historical betting odds with actual match outcomes to see how well betting markets predict results.
* **Line Movement**: Track how betting lines change before a game and analyze whether late movement in odds correlates with actual outcomes.

**3. Betting Volume and Public Sentiment**

* **Betting Volume by Event**: Study which sports or specific events attract the most betting activity and whether higher betting volume correlates with predictable outcomes.
* **Public vs. Sharp Money**: Compare bets placed by the public versus professional gamblers (sharp money) and how these influence the market.

**4. Betting Patterns Based on External Factors**

* **Home vs. Away Games**: Analyze how being the home or away team affects betting trends.
* **Injury Reports**: Investigate how injuries to key players impact betting odds and outcomes.
* **Weather Conditions**: For outdoor sports, examine how different weather conditions (rain, snow, etc.) affect game outcomes and betting patterns.

**5. Prop Bets and Niche Markets**

* **Player Performance**: Analyze prop bets based on individual player performance (e.g., number of goals, points, assists) and how predictive they are.
* **Special Markets**: Study niche betting markets like "first player to score" or "over/under specific stats" and their volatility.

**6. Betting on Different Sports**

* **Sport-Specific Analysis**: Compare sports like football, basketball, tennis, and horse racing to see where betting outcomes are more predictable.
* **Seasonality**: Analyze how different seasons (e.g., regular season vs. playoffs) affect betting patterns and outcomes.

**7. Live Betting Trends**

* **In-Game Betting**: Explore live betting trends and how real-time game events (e.g., a team scoring a goal) affect live odds and bettors' behavior.
* **Momentum Swings**: Analyze how momentum shifts in games affect betting decisions and payouts.

**8. Return on Investment (ROI) Analysis**

* **Betting ROI**: Calculate the average ROI for different types of bets (moneyline, spread, over/under) across various sports and events.
* **Betting Systems**: Evaluate common betting systems (e.g., Martingale, Kelly Criterion) to see their effectiveness over time.

**9. Impact of Psychological Biases**

* **Recency Bias**: Analyze if bettors place more weight on recent performances when making decisions.
* **Bandwagon Effect**: Study if betting markets are skewed by high-profile media coverage or public hype around certain teams/players.

**10. Big Data Analysis and Machine Learning**

* **Predictive Models**: Build predictive models to forecast outcomes based on past games, player statistics, team dynamics, and betting odds.
* **Sentiment Analysis**: Use sentiment analysis from social media or news to predict how public opinion affects betting trends.

Any combination of these data points could help you identify patterns in betting, improve predictions, or evaluate the behavior of the market.