

Strategic Betting Insights Report

Project Overview

This project bridges the gap between raw football analytics and actionable business strategy for betting markets. Using Python and Pandas, I analyzed hundreds of players and teams across Europe's top leagues to uncover tactical inefficiencies, behavioral patterns, and individual performance trends. The goal: equip a sports betting company with sharp, data-backed insights that directly influence prop bet offerings, market modeling, and risk mitigation.

The final deliverable is a boardroom-style presentation summarizing four core business questions. It reveals underperforming teams with poor finishing despite high chance creation, identifies card-prone player profiles by role and nationality, highlights reliable penalty takers with consistent playtime, and selects all-rounded players for low-risk, high-reward betting props. This work exemplifies how advanced football data can power smarter odds, sharper props, and more profitable strategies.