The project you're embarking on is complex and requires a structured approach to model development, validation, and optimization. Given the specifications and the data available, we can outline a strategy to approach this task.

Here’s a general roadmap based on the objectives and technical requirements you’ve provided:

1. **Exploratory Data Analysis (EDA)**:
   * Initial data assessment: distribution of variables, summary statistics, missing values.
   * Visualization: Use histograms, boxplots, and scatter plots to understand the distribution of key metrics.
   * Correlation analysis: Identify relationships between different variables, especially those related to betting odds and match outcomes.
2. **Feature Engineering**:
   * Create new features that may have predictive power (e.g., team form, goal differentials, ELO ratings).
   * Feature selection: Use techniques such as Recursive Feature Elimination (RFE), feature importance from tree-based models, or L1 regularization to select a subset of features.
   * Data transformation: Normalize or scale features if necessary.
3. **Model Construction and Validation**:
   * Split the dataset into a training set (70%) and a test set (30%).
   * Construct different models: logistic regression, decision trees, random forests, gradient boosting machines, neural networks.
   * Cross-validation: Implement k-fold cross-validation to evaluate model performance.
4. **Optimization and Tuning**:
   * Hyperparameter tuning: Use grid search or random search to find the optimal model parameters.
   * Model evaluation: Assess models based on accuracy, precision, recall, F1 score, ROC-AUC, etc.
5. **Results Interpretation**:
   * Analyze the model coefficients or feature importance’s to understand which factors are driving predictions.
   * Calculate the expected value for each betting decision to interpret the profitability of the model.
6. **Strategic Recommendations**:
   * Develop a betting strategy based on model probabilities and expected values.
   * Back test the strategy on historical data to assess its performance.
   * Provide a risk assessment and suggest bet sizing based on the Kelly criterion or another risk management strategy.
7. **Reporting and Iteration**:
   * Prepare detailed reports on model performance and betting strategy outcomes.
   * Iteratively refine models and strategies based on performance.
8. **Implementation and Monitoring**:
   * Implement the models and strategies in a live environment, with careful monitoring and adjustments as needed.
   * Develop a dashboard or reporting system for ongoing analysis of results.