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**BAN-502**

**Module 1: Assignment 1 -- Predictive Analytics Applications**

I found this article from Forbes Magazine entitled: [2018 Kentucky Derby: How Analytics Are Transforming The Art Of Handicapping In Horse Racing](https://www.forbes.com/sites/mattrybaltowski/2018/05/05/2018-kentucky-derby-how-analytics-are-transforming-the-art-of-handicapping-in-horse-racing/#37b851573fa1). I have taken a small interest in horse racing over the past couple of years, mostly for the thrill of possibly watching my horse win. It fascinates me how odds are calculated. This sport has become increasingly more reliant on data and forecasting to determine a horse’s potential to win a given race on a given day. Data surrounding the horse’s speed, stamina and size, weather-related performance, the jockey’s success rates, all can help determine odds of winning and can make or break a number of those wagering on the outcome of the race. As the article indicates, horses are now essentially tracked from birth. All details of their lives and anything that could affect their performance is analyzed.

Several platforms exist to help predict odds of winning. Once seen as an artform, handicappers are becoming more science-based, some making predictions without ever having actually seen the horse. While unforeseen events can occur to influence a horse’s performance in a race, it seems the data is making it less likely for an unknown “long shot” to pay out big.

Source: <https://bit.ly/2FS9Al4>