

## **Betting Against Sports Betting Case Study**

You are a student with expertise in stock markets and often invest small sums into promising companies, earning you a reasonable income during school. Your friend, an avid sports gambler on DraftKings, claims that there's no way to predict stock prices, so you're better off spending your time betting on sports. You strongly feel that sports gambling is irresponsible and rigged against the user. Irritated, you decide to make a bet: over the course of a year, you can make more money off of DraftKings in the stock market than your friend can by betting on the DraftKings app.

### **Motivation:**

In order to make money off of the DraftKings stock, you want to know when the optimal time is to buy and sell the stock. You have some knowledge of sports, and you know that sports are seasonal events. There are large sporting events at different times in the year, and these fluctuations may impact how users interact with the DraftKings app. Large national events like the Super Bowl and March Madness might incentivize users to bet more, potentially increasing DraftKings's profit along with their stock price. The seasonal nature of sports and possible impact on sports betting may allow you to better predict the DraftKings stock price, informing you when you should invest in the stock and allowing you to win the bet. Thus, you will investigate how the DraftKings stock has interacted with sporting events over time and build a seasonal model that allows you to predict future stock price.

### **Deliverable:**

1. A Github repository containing scripts, output, data, and more. Upload the link to finalized repo to Canvas. Further information is available in the rubric.

Link to GitHub repo: [https://github.com/annacfisher/Gambling\\_Case\\_Study](https://github.com/annacfisher/Gambling_Case_Study)