Bettinglytical

Business Intelligence Project

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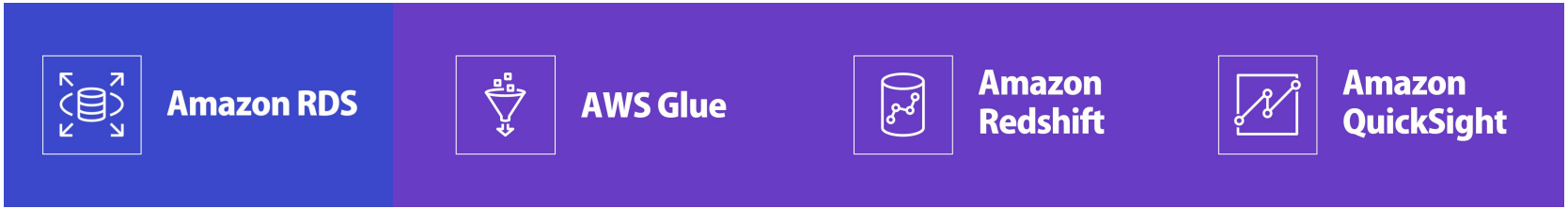
Context

- Betting exchange that accepts users from multiple countries;
- Users need to submit KYC documentation in order to be approved to bet. Only people over 18 years of age are eligible. People can also be excluded from betting;
- Users can select events to bet on;
- Each event contains multiple markets for users to bet on. The Match Winner and the Correct Score are examples of markets;
- A market is composed of multiple contracts, where 1 will be the winner;
- Unlike what happens in bookmakers, in betting exchanges, each contract has two available sides to bet on: buy and sell. It is the exchange's role to match buyers and sellers.

Tools



Relational DB

Amazon RDS + Microsoft SQL Server

ETL Pipeline

AWS Glue

Data Warehouse

Amazon Redshift

Front-End

Amazon QuickSight

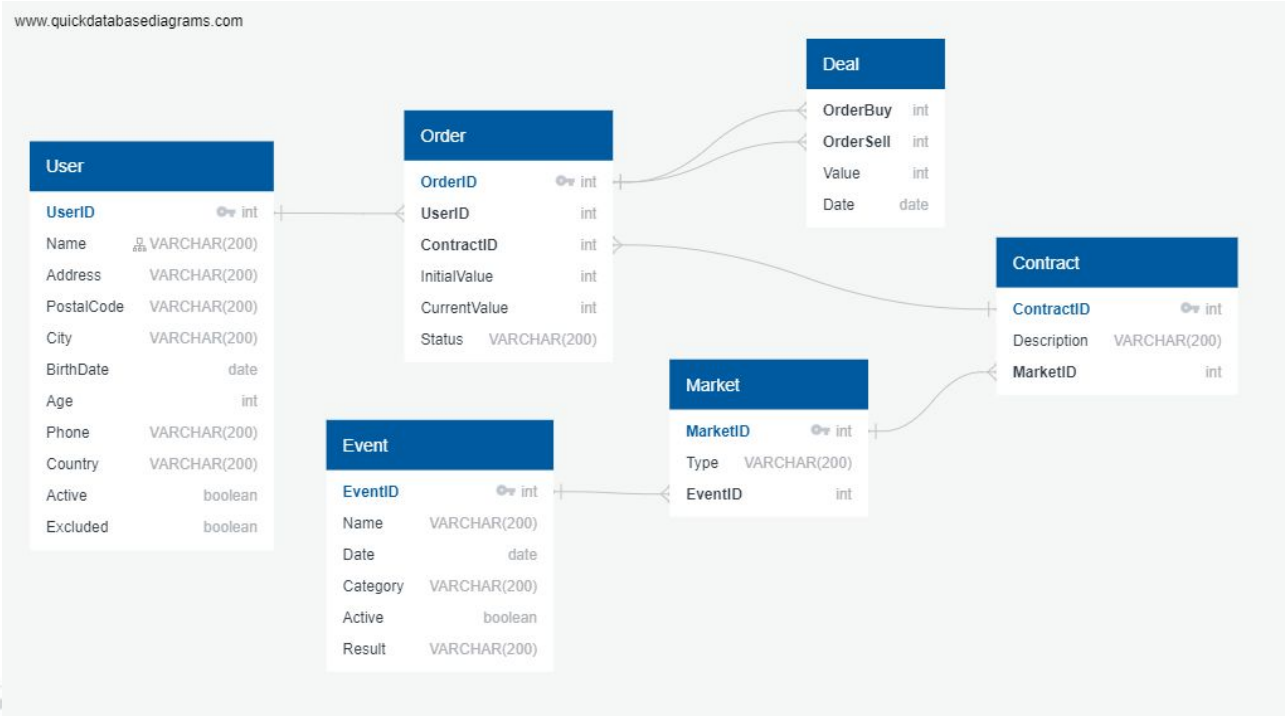
Data

- Web scraping for real event data (zerozero.pt and sports-reference.com)
- Random user data generation (Mockaroo)
- Python was used for data cleaning and SQL file generation

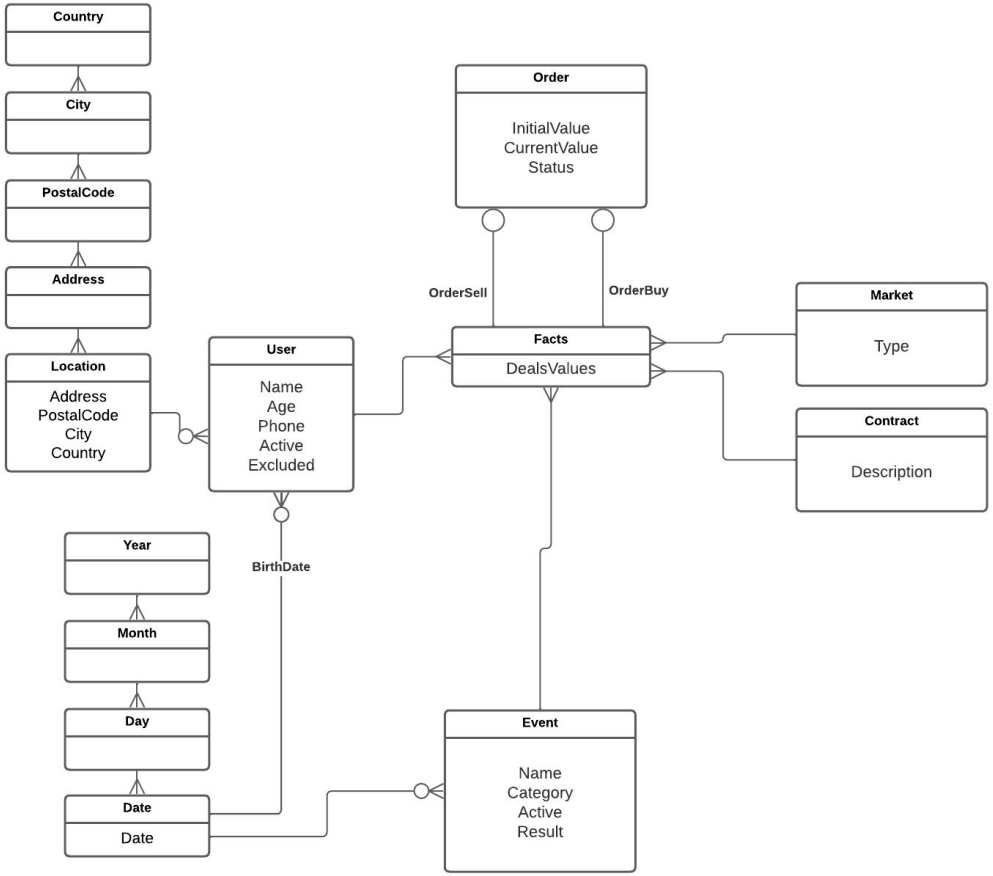
Some numbers:

- 4667 Events of 4 different types (Football, Hockey, Basketball, American Football)
- 1000 Users
- 3000 Deals
- 6000 Orders

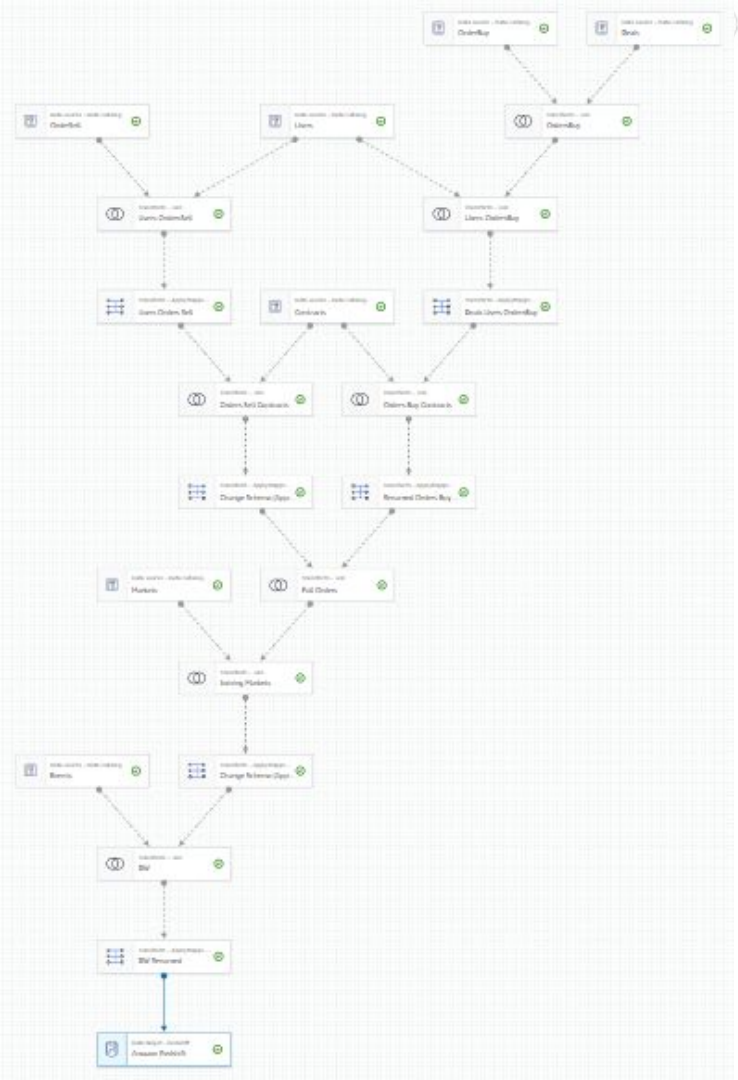
Relational Database



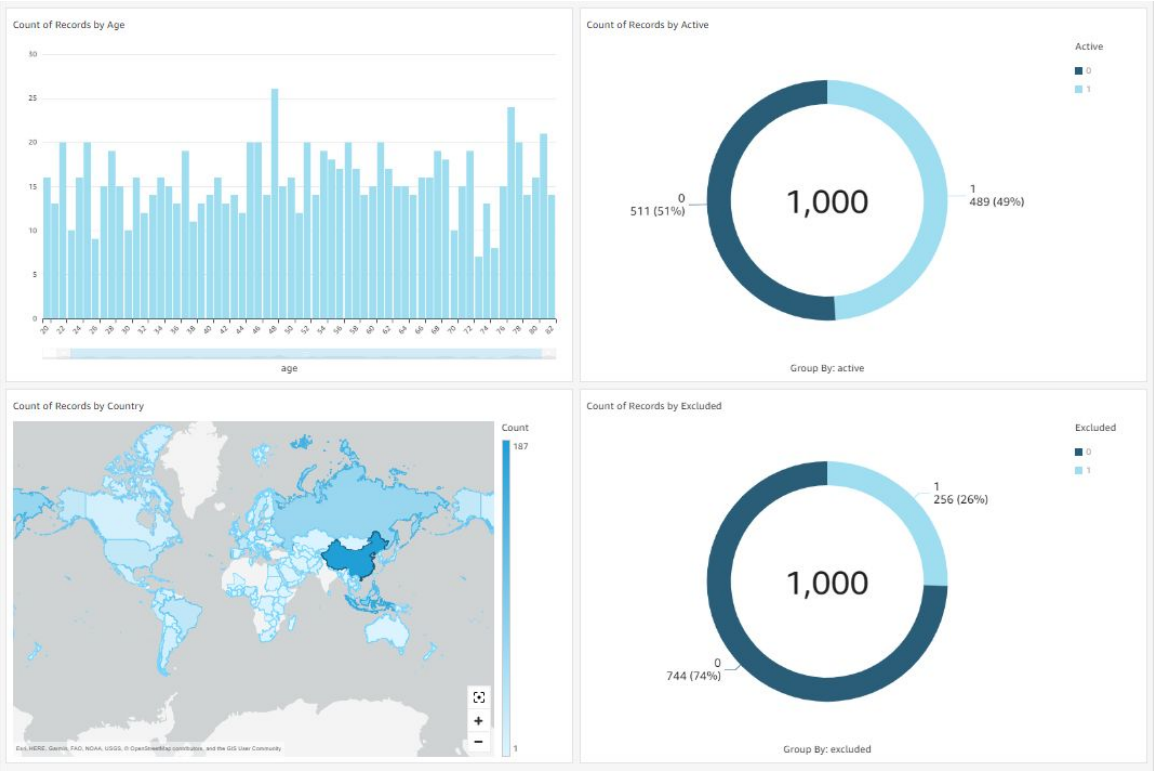
Data Warehouse



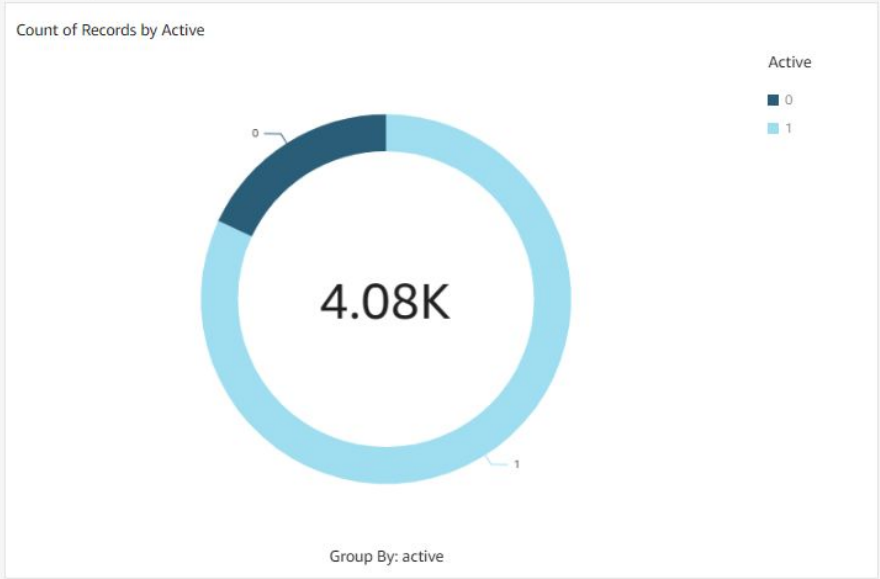
ETL Pipeline

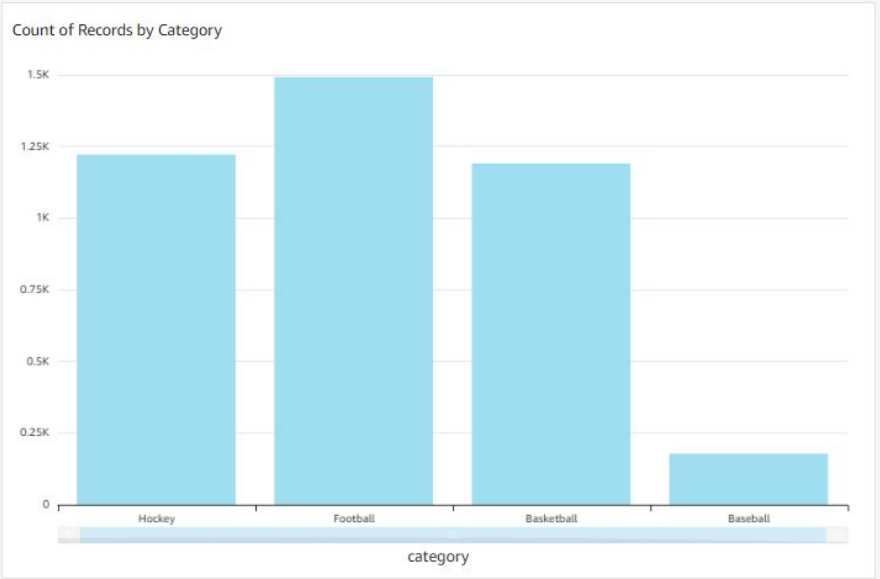


Dashboards - Users

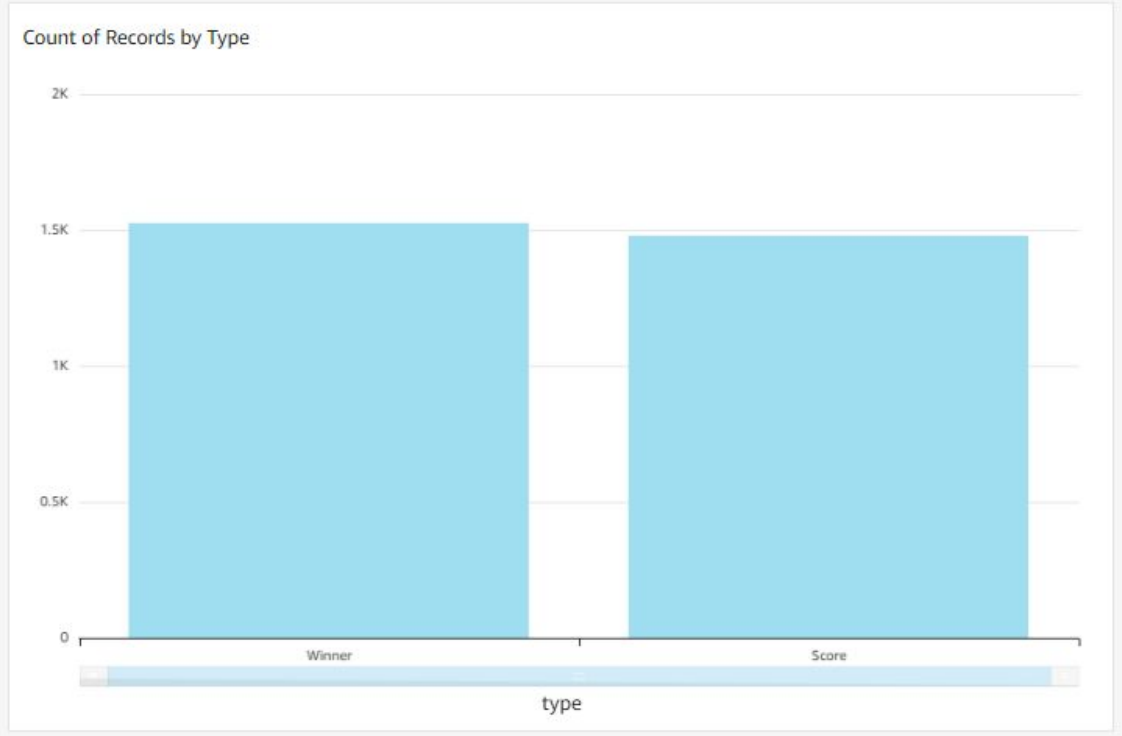


Dashboards - Events



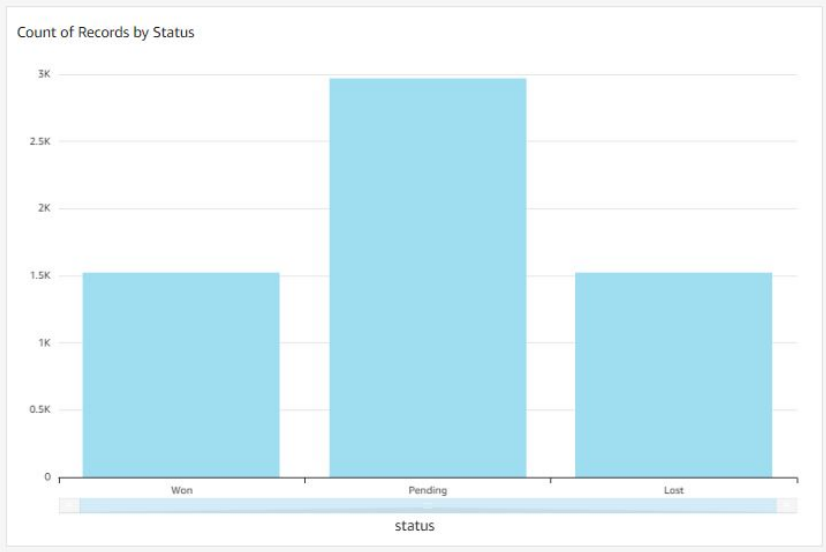


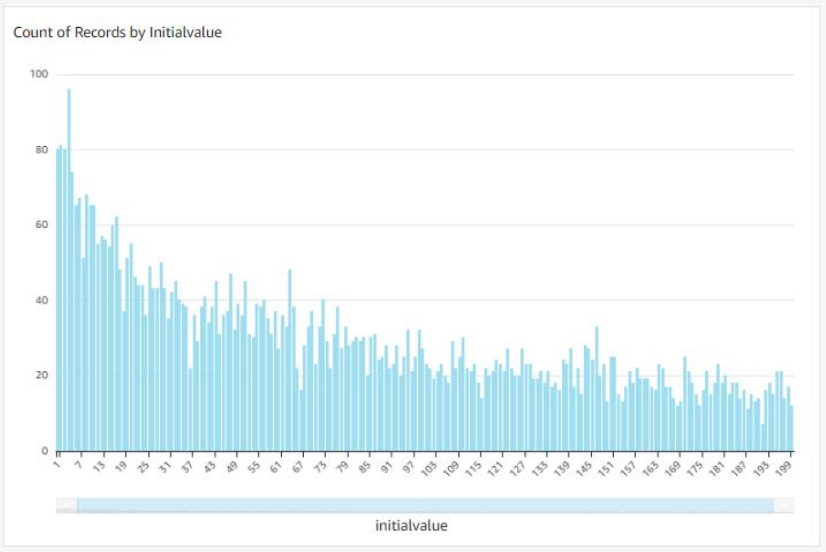
Dashboards - Markets



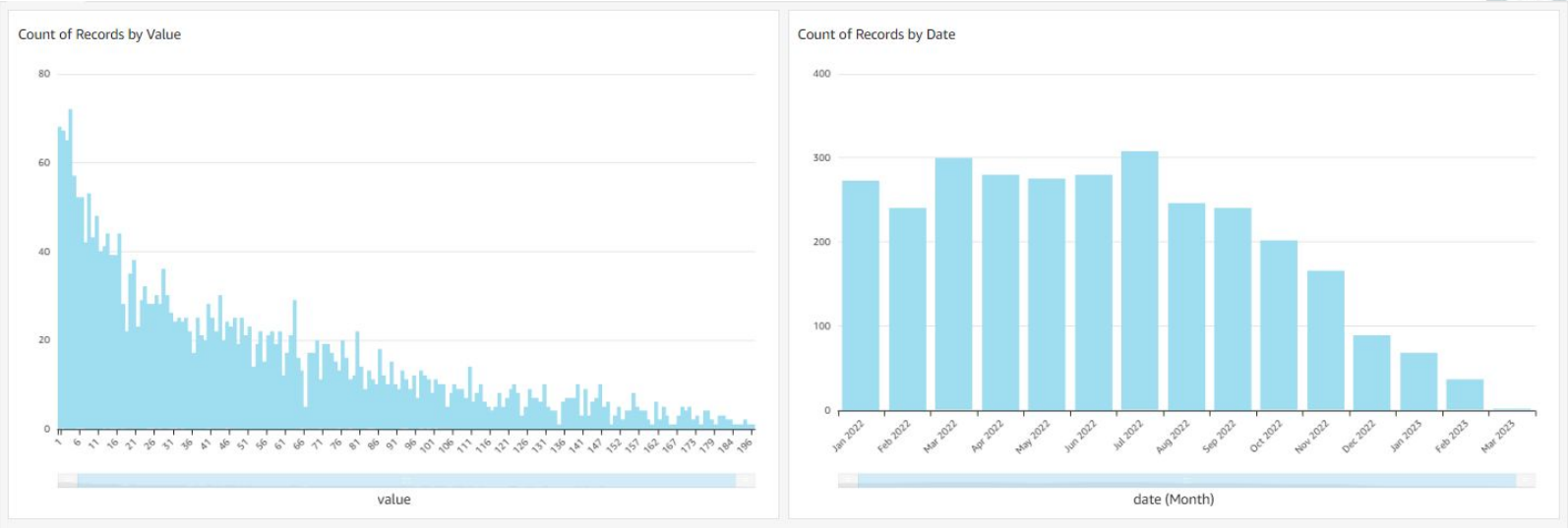
Dashboards - Contracts

Dashboards - Orders





Dashboards - Deals



The End :)