



DEVELOPMENT OF A DATA BASIS FOR THE PREDICTION OF FOOTBALL BETTING

PROJECT OVERVIEW

Project-Scope	Data Understanding	Data Model/ ETL Process	Use Case	Communication
<ul style="list-style-type: none">• Development ETL process as basis for soccer match forecasts, which users can use against payment• Goal: Short-term liquidity protection of the company• Period of time: 3 days. Due to time, project focuses on a data extract• Implementation in AWS	<ul style="list-style-type: none">• Database consisted of 7 tables, refers to 11 countries (1st league)• The project focuses on 5 tables, with emphasis on match and team tables• Within the tables the focus is set on columns that are essential for the evaluation. Reason: Time and budget constraints	<ul style="list-style-type: none">• A data vault schema is used to ensure the expandability of the database or the forecast model• Components: 1 Hub, 1 Link and 12 Satellites	<p>Use Case</p> <ul style="list-style-type: none">• Implementation of the Home Advantage Approach• Forecast for victory of the home team, because of home advantage• Result: Ranking list for clubs by league and season	<ul style="list-style-type: none">• Presentation within the BDE course <p>Outlook:</p> <ul style="list-style-type: none">• Completion of data model• Extension of the model by e.g. detailed attributes on player level• Evaluation of the forecast model during operation

PROJECT SCOPE



Customer Requirements

- **Development of ETL process** as basis for soccer match forecasts
- **Users** should be able to **use the forecast model against payment**
- **Goal:** Ensure Short-term liquidity of the company XYZ based on the above business model (within 6-12 months)
- **Period of time:** 3 days. Due to time constraints, project focuses on data extraction (i.e. match and team tables)
- **Next project phases:** Use more detailed attributes (e.g. player performance)
- **Implementation in AWS**

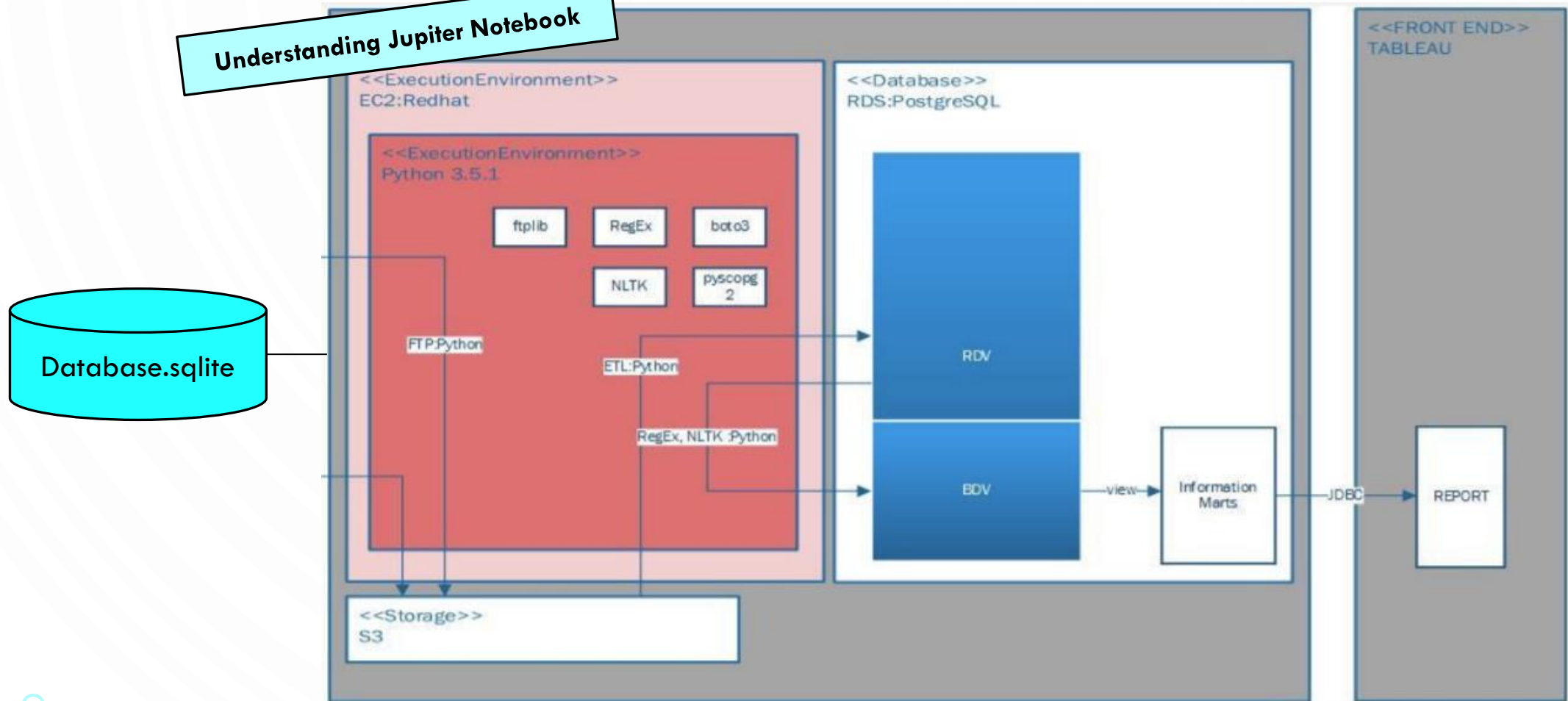
Interview with Stakeholders

- **2 interviews with head of department**
 - 1st discussion: First in-depth discussions on the project scope
 - 2nd discussion: Approval of project
- **2 Interview with Tech-Expert**
 - 1st discussion: First version of the Data Vault model agreed, first detailed questions about data model
 - 2nd discussion: Confirmation of Data Vault model. Reconciliation of hash generation and insert conditions



DATA UNDERSTANDING

Understanding Jupiter Notebook



DATA UNDERSTANDING | SOURCE DATABASE

Data Understanding

- **Database consisted of 7 tables**, refers to 11 countries (1st league)
- The **project focuses on 5 tables**, with emphasis on match and team tables
- Within the tables the **focus is set on columns that are essential for the evaluation**.
Reason: Time and budget shortage

team_attributes
id
team_fifa_api_id
team_api_id
date
buildUpPlaySpeed
buildUpPlaySpeedClass
buildUpPlayDribbling
buildUpPlayDribblingClass
buildUpPlayPassing
buildUpPlayPassingClass
buildUpPlayPositioningClass
chanceCreationPassing
chanceCreationPassingClass
chanceCreationCrossing
chanceCreationCrossingClass
chanceCreationShooting
chanceCreationShootingClass
chanceCreationPositioningClass
defencePressure
defencePressureClass
defenceAggression
defenceAggressionClass
defenceTeamWidth
defenceTeamWidthClass
defenceDefenderLineClass

team
id
team_api_id
team_fifa_api_id
team_long_name
team_short_name

League
id
country_id
name

Country
id
name

Match
id
country_id
league_id
season
stage
date
match_api_id
home_team_api_id
away_team_api_id
home_team_goal
away_team_goal
...
...
B365H = Bet365 Heimsiegchancen
B365D = Bet365-Gewinnchancen
B365A = Bet365 Auswärtsgewinnchancen
BWH = Bet & Win Heimsiegquoten
BWD = Bet & Win Draw Odds
BWA = Bet & Win Away Gewinnchancen
IWH = Interwetten Heimsiegchancen
IWD = Interwetten Draw Odds
IWA = Interwetten Auswärtsgewinnchancen
...

DATA UNDERSTANDING | SOURCE DATABASE

```
# Show existing tables with number of columns
```

```
db = sqlite3.connect('./database.sqlite')
```

```
tables = pd.read_sql("""SELECT * FROM sqlite_master WHERE type='table'""", db)
```

```
tables.head
```

```
<bound method NDFrame.head of      type      name      tbl_name  rootpage  \
0  table  sqlite_sequence  sqlite_sequence      4
1  table  Player_Attributes  Player_Attributes     11
2  table      Player      Player      14
3  table      Match      Match      18
4  table      League      League      24
5  table      Country      Country      26
6  table      Team      Team      29
7  table  Team_Attributes  Team_Attributes      2
```

```
                                sql
0      CREATE TABLE sqlite_sequence(name,seq)
1  CREATE TABLE "Player_Attributes" (\n\t`id`\tIN...
2  CREATE TABLE `Player` (\n\t`id`\tINTEGER PRIMA...
3  CREATE TABLE `Match` (\n\t`id`\tINTEGER PRIMAR...
4  CREATE TABLE `League` (\n\t`id`\tINTEGER PRIMA...
5  CREATE TABLE `Country` (\n\t`id`\tINTEGER PRIM...
6  CREATE TABLE "Team" (\n\t`id`\tINTEGER PRIMARY...
7  CREATE TABLE `Team_Attributes` (\n\t`id`\tINTE... >
```

DATA UNDERSTANDING | SOURCE DATABASE

Check for unique in columns "team_fifa_api_id" und "team_api_id"

```
df_team['team_fifa_api_id'].value_counts().head(5) # Bei gleichen "team_fifa_api_id" unterschiedliche
```

```
111429.0    2
111560.0    2
301.0       2
100879.0    1
247.0       1
Name: team_fifa_api_id, dtype: int64
```

```
# bei gleichen long_name unterschiedliche short_name vorhanden ?
```

```
df_team[df_team['team_fifa_api_id'] == 111429] # Recodr ID=31445 muss g
```

	id	team_api_id	team_fifa_api_id	team_long_name	team_short_name
182	31444	8031	111429.0	Polonia Bytom	POB
183	31445	8020	111429.0	Polonia Bytom	GOR

```
: df_team['team_short_name'].value_counts().head(5)
```

```
: MON    3
VAL     3
POR     3
BEL     3
GEN     3
Name: team_short_name, dtype: int64
```

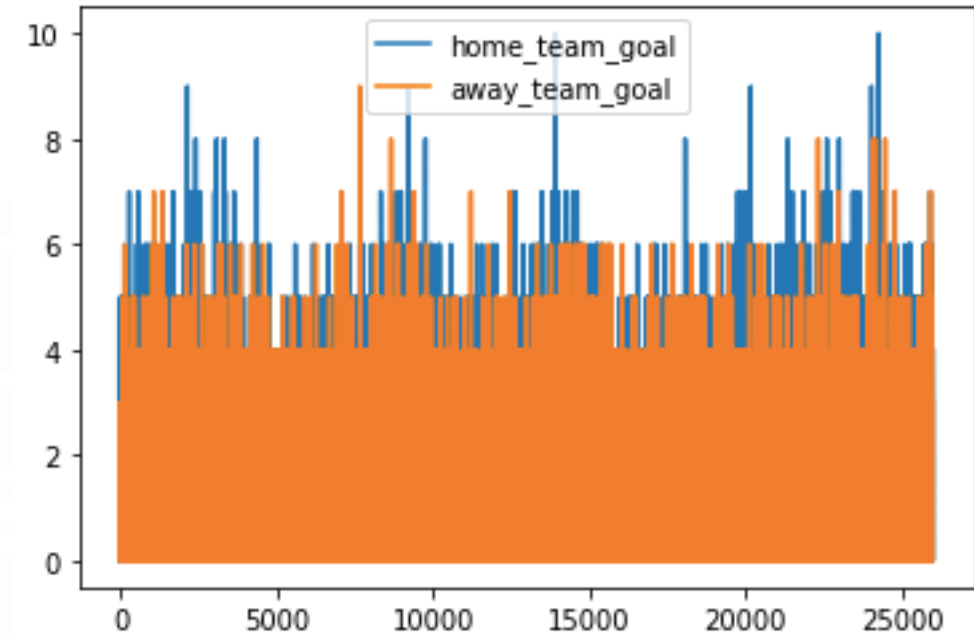
```
: df_team[df_team['team_short_name'] == 'MON']
```

	id	team_api_id	team_fifa_api_id	team_long_name	team_short_name
7	8	9998	1747.0	RAEC Mons	MON
69	9547	9829	69.0	AS Monaco	MON
80	10309	10249	70.0	Montpellier Hérault SC	MON

DATA UNDERSTANDING | SOURCE DATABASE

```
df_m = pd.read_sql_query("SELECT id,country_id,league_id,season,stage,home_team_goal,away_team_goal FROM Match", db)
df_m.head(3)
```

	id	country_id	league_id	season	stage	home_team_goal	away_team_goal
0	1	1	1	2008/2009	1	1	1
1	2	1	1	2008/2009	1	0	0
2	3	1	1	2008/2009	1	0	3



DATA UNDERSTANDING | SOURCE DATABASE

```
df_m.groupby('season')['home_team_goal'].mean()
```

season	
2008/2009	1.505412
2009/2010	1.541176
2010/2011	1.548466
2011/2012	1.572671
2012/2013	1.550000
2013/2014	1.578826
2014/2015	1.520301
2015/2016	1.543897

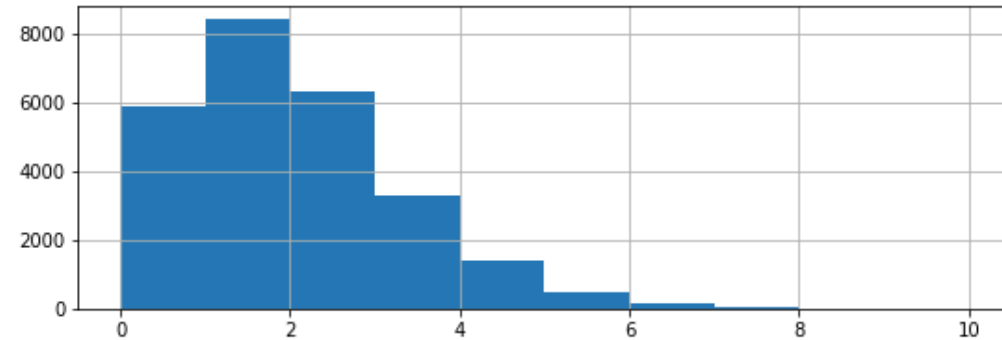
Name: home_team_goal, dtype: float64

```
df_m.groupby('season')['away_team_goal'].mean()
```

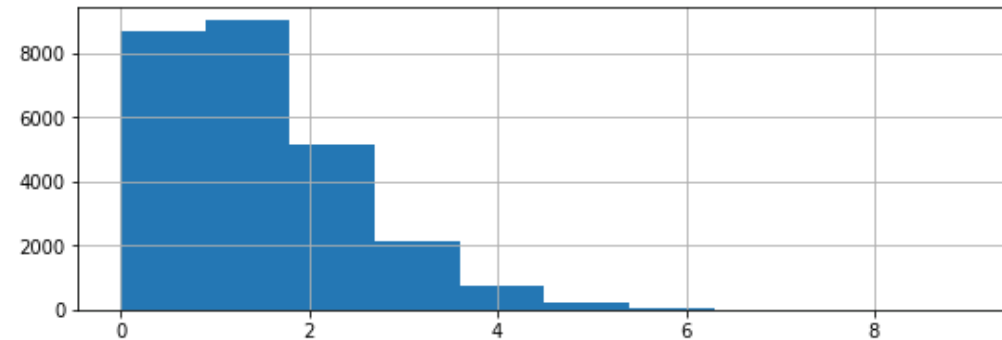
season	
2008/2009	1.101924
2009/2010	1.131269
2010/2011	1.135276
2011/2012	1.143789
2012/2013	1.222699
2013/2014	1.187995
2014/2015	1.155489
2015/2016	1.210764

Name: away_team_goal, dtype: float64

```
df_m['home_team_goal'].hist(figsize=(9,3));
```

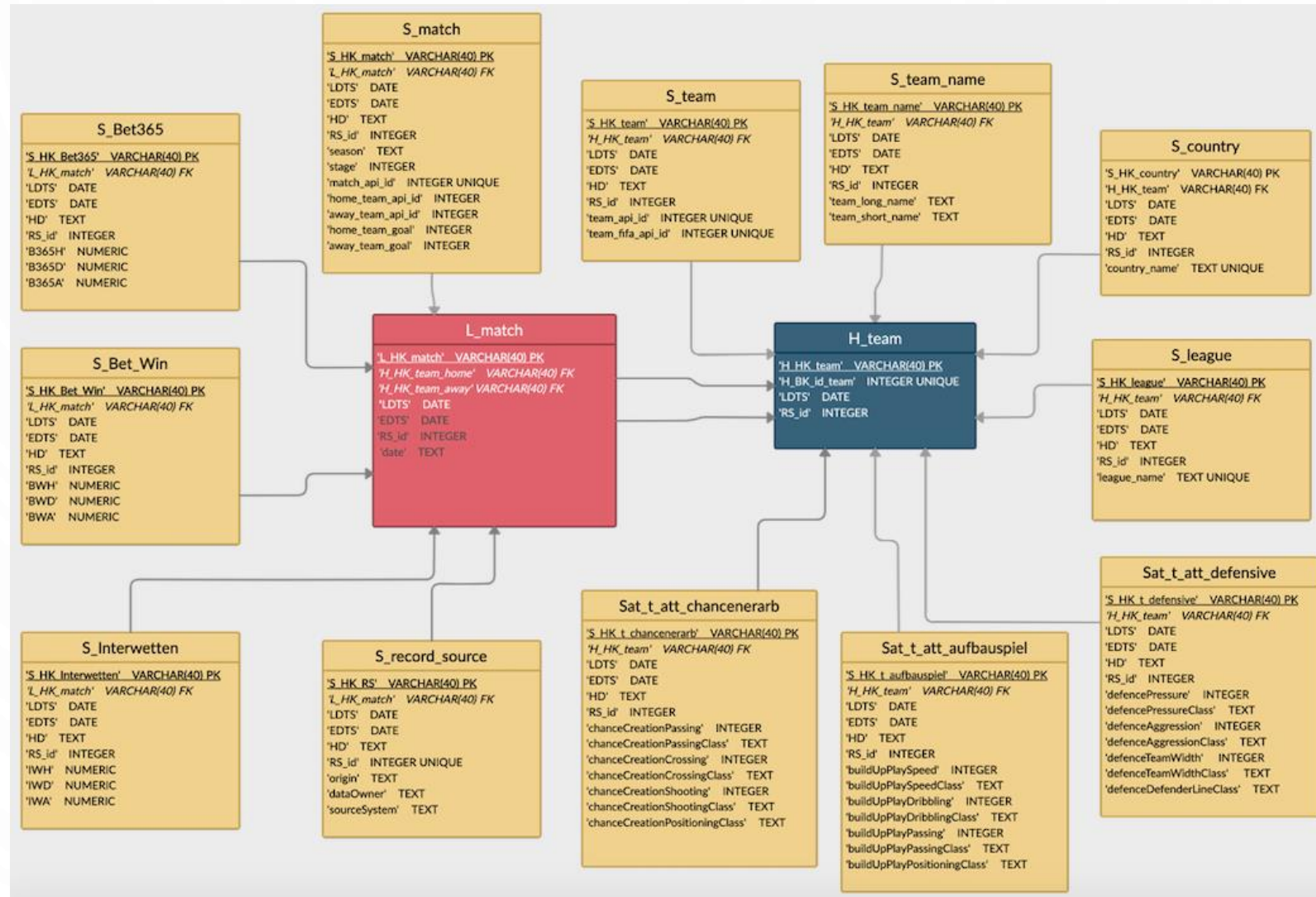


```
df_m['away_team_goal'].hist(figsize=(9,3));
```



DATA VAULT MODELLING

Based on our approach,
we keep the history of
the data. Moreover, all
data up to its source
system are
traceable.



ETL-PROCESS | PREPARATION

Login EC2

```
ec2-user@ip-172-31-29-12:~ — Python — 111x25
Last login: Wed Oct 14 20:00:02 on ttys002
[[Fatimas-Air:~] fatimaborn% cd Downloads
[[Fatimas-Air:~/Downloads] fatimaborn% ssh -i "Key_BDA_Kurs.pem" ec2-user@ec2-3-124-1-219.eu-central-1.compute.amazonaws.com
Last login: Wed Oct 14 18:00:34 2020 from 036-057-210-188.ip-addr.inexio.net

  _ _ | _ _ | _ )
 _ | ( _ _ /   Amazon Linux AMI
 _ _ | \ _ _ | _ _ |
```

ETL-PROCESS | PREPARATION

Python 2.7

ec2-user@ip-172-31-29-12:~ — Python — 111x25

```
https://aws.amazon.com/amazon-linux-ami/2018.03-release-notes/  
[ec2-user@ip-172-31-29-12 ~]$ python  
Python 2.7.18 (default, Aug 7 2020, 22:26:20)  
[GCC 4.8.5 20150623 (Red Hat 4.8.5-28)] on linux2  
Type "help", "copyright", "credits" or "license" for more information.  
>>> import sqlite3  
>>> import pandas as pd  
>>> import csv  
>>> import time  
>>> import datetime  
>>> import sqlalchemy  
>>> import psycopg2  
>>> from sqlalchemy import create_engine  
>>> import boto3  
>>>  
>>> sql_connect = 'postgres://postgres:LPbdBDAKursunAWS2020@database-1.censudrllrs4.eu-central-1.rds.amazonaws.c  
om:5432/postgres'  
>>> rdv = create_engine(sql_connect, echo=True)  
>>>
```

Necessary Libraries

Connection to SQLPostgres and
Creation of a Database

ETL-PROCESS | PREPARATION

Load Data into S3

```
ec2-user@ip-172-31-29-12:~ — ssh -i Key_BDA_Kurs.pem ec2-user@ec2-3-122-247-28.eu-central-1.compute.amazonaws.com  
[>>> import boto3  
[>>> s3 = boto3.client('s3')  
[>>> response = s3.list_buckets()  
[>>> for bucket in response['Buckets']:  
...     print(bucket)  
[...  
{u'CreationDate': datetime.datetime(2020, 10, 8, 7, 2, 38, tzinfo=tzlocal()), u'Name': 'bucketbdakurs2020'}  
>>> s3.download_file('bucketbdakurs2020','database.sqlite', ' database.sqlite ')  
>>> █
```

ETL-PROCESS | DATA CLEANSING

Show Data Frames

```
db = sqlite3.connect('./database.sqlite')

df_team = pd.read_sql_query("SELECT * FROM Team", db)
print(df_team.head())

db = sqlite3.connect('./database.sqlite')

df_team_attributes = pd.read_sql_query("SELECT * FROM Team_Attributes", db)
print(df_team_attributes.head())

db = sqlite3.connect('./database.sqlite')

df_match = pd.read_sql_query("SELECT * FROM Match WHERE season='2015/2016'", db)
print(df_match.head())

db = sqlite3.connect('./database.sqlite')

df_country = pd.read_sql_query("SELECT * FROM Country", db)
print(df_country.head())

db = sqlite3.connect('./database.sqlite')

df_league = pd.read_sql_query("SELECT * FROM League", db)
print(df_league.head())
```

Replace Null Values

```
db = sqlite3.connect('./database.sqlite')
df_team = pd.read_sql_query("SELECT * FROM Team", db)
print(df_team.head())

# 1. CODE fuer Tabelle TEAM
df_team["team_fifa_api_id"] = df_team["team_fifa_api_id"].fillna(0)

# 2. CODE fuer Tabelle Team_Attributes
df_team_attributes["buildUpPlayDribbling"] = df_team_attributes["buildUpPlayDribbling"].fillna(9999)

# 3. CODE fuer Tabelle Match
df_match["B365H"].isna().sum()
df_match["B365H"] = df_match["B365H"].fillna(9999)

df_match["B365D"].isna().sum()
df_match["B365D"] = df_match["B365D"].fillna(9999)

df_match["B365A"].isna().sum()
df_match["B365A"] = df_match["B365A"].fillna(9999)

df_match["BWH"].isna().sum()
df_match["BWH"] = df_match["BWH"].fillna(9999)

df_match["BWD"].isna().sum()
df_match["BWD"] = df_match["BWD"].fillna(9999)

df_match["IWH"].isna().sum()
df_match["IWH"] = df_match["IWH"].fillna(9999)

df_match["IWD"].isna().sum()
df_match["IWD"] = df_match["IWD"].fillna(9999)

df_match["IWA"].isna().sum()
```


ETL-PROCESS | CREATE DATA VAULT

Create Data Vault Scheme

```
import sqlite3
import pandas as pd
import csv
import time
import datetime
import sqlalchemy
import psycopg2
from sqlalchemy import create_engine
import boto3

sql_connect = 'postgres://postgres:LPbdBDaKursunAWS2020@database-1.censudrllrs4.eu-central-1.rds.amazonaws.com:5432/postgres'
rdv = create_engine(sql_connect, echo=True)

# DATAVAULT ERSTELLEN
# Hub Team
rdv.execute("""DROP TABLE IF EXISTS HUB_Team; CREATE TABLE HUB_Team (

    HK_Hub_Team varchar(100) NOT NULL, H_BK_id_team INTEGER, LDTS varchar(20), record_source varchar(50), PRIMARY KEY (HK_Hub_Team)

) """)

# Satellite Team
rdv.execute("""DROP TABLE IF EXISTS Link_Sales; CREATE TABLE Link_Sales (

    S_HK_team varchar(100) NOT NULL, H_HK_team varchar(100), LDTS varchar(100), EDTS varchar(100), HD varchar(100), record_source varchar(50),

) """)
```

ETL-PROCESS | FILLING DATA VAULT

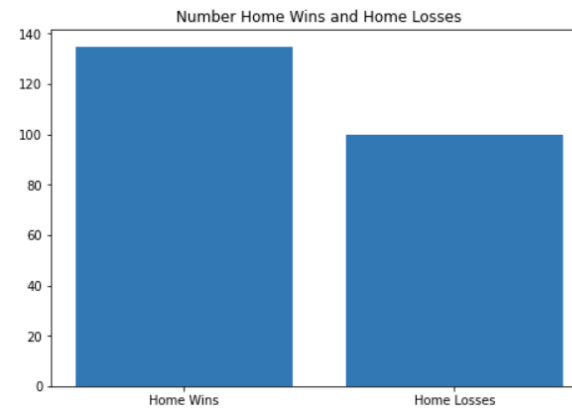
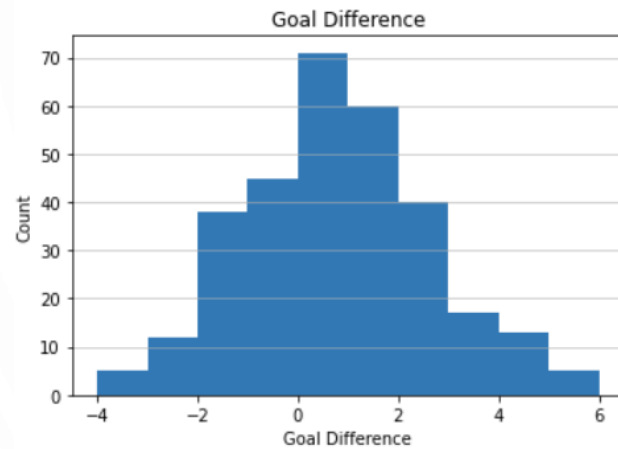
Create Hash Function

```
def create_hash(key_to_convert):  
    seperator = ", "  
    key_to_convert = seperator.join(map(str, key_to_convert))  
  
    if key_to_convert == None: # Change NULLS to empty strings  
        return("")  
    else:  
        key_to_convert_str = str(key_to_convert) # Convert all to String data type  
        key_to_convert_no_spaces = key_to_convert_str.replace(' ', '') # Trim all Fields, NON-Space delimiter between fields  
        key_to_convert_capital_letters = key_to_convert_no_spaces.upper() # UPPERCASE the string  
        hash_object = hashlib.md5(key_to_convert_capital_letters.encode('utf-8'))  
        #print(key_to_convert_capital_letters)  
        #print(hash_object.hexdigest())  
  
    return hash_object.hexdigest()
```

Filling Data Vault

```
HK_raw = []  
for row in range(len(df_team)):  
    RS = "1"  
    HK_raw.append(df_team.loc[row,"id"])  
    HK_raw.append(RS)  
    HK = create_hash(HK_raw)  
    BK = df_team.loc[row,"id"]  
    ts = time.time()  
    LDTS = datetime.datetime.fromtimestamp(ts).strftime('%Y-%m-%d %H:%M:%S')  
  
    insert = "INSERT INTO HUB_Team(HK_Hub_Team,H_BK_id_team,LDTS,record_source) SELECT ('"+ str(HK)+ "' )"  
    rdv.execute(insert)  
    HK_raw = []
```

PREDICTION: HOME ADVANTAGE APPROACH



HEIMTABELLE									
PL. ^	VEREIN		SP.	S	U	N	TORE	DIFF.	PUNKTE
1	—	Bayern München (M)	17	15	1	1	51:8	43	46
2	—	Borussia Dortmund	17	14	3	0	49:14	35	45
3	—	Bor. Mönchengladbach	17	13	1	3	42:18	24	40
4	—	Bayer 04 Leverkusen	17	10	3	4	31:17	14	33
5	—	VfL Wolfsburg (P)	17	9	5	3	32:17	15	32
6	—	Hertha BSC	17	9	5	3	24:15	9	32

	Team	Rating
0	1. FC Köln	-0.111108
1	1. FSV Mainz 05	0.111108
2	Bayer 04 Leverkusen	0.444432
3	Borussia Dortmund	1.3333
4	Borussia Mönchengladbach	0.472209
5	Eintracht Frankfurt	-0.499986
6	FC Augsburg	-0.27777
7	FC Bayern Munich	1.74995
8	FC Ingolstadt 04	-0.249993
9	FC Schalke 04	0.055554
10	Hamburger SV	-0.166662
11	Hannover 96	-0.861087
12	Hertha BSC Berlin	3.51989e-13
13	SV Darmstadt 98	-0.416655
14	SV Werder Bremen	-0.416655
15	TSG 1899 Hoffenheim	-0.416655
16	VfB Stuttgart	-0.694425
17	VfL Wolfsburg	-0.055554

CONCLUSION

Ambitious Real World Project

Goal:

- Short-term liquidity protection of the company XYZ based on identified business model (i.e. providing betting tool against payment). Planned ROI within 6-12 months

Challenge:

- Identify business case and set scope (i.e. focus on part of the data)

Outlook:

- Completion of the Data Vault Model
- Extension of the model by e.g. detailed attributes on player level
- Evaluation of the forecast model during operation