

# DeepOdds Future of Online Betting

## Team Members and Roles

- Bingyi Li

**Data Scientist and Market Researcher**

Responsible for understanding the statistics behind calculation of odds and doing market research

- Sri Santosh Hari

**Backend and Integration**

Responsible for development of the backend infrastructure and integrating it with web interface

- Kerem Turgutlu

**Shikhar Gupta**

**Prince Grover**

**Machine Learning**

- Responsible for data cleaning, feature engineering, model selection and evaluation

- Jose A. Rodilla

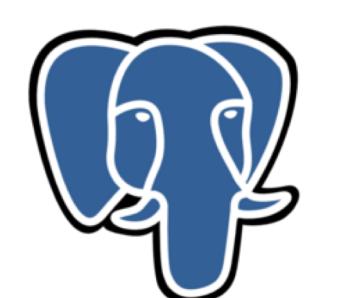
**Product Manager; Web design**

- Responsible for frontend development, user experience and product management



## Technologies Used

Analysis done on FIFA stats data available on Kaggle



PostgreSQL

PostgreSQL use as backend database to store all FIFA data and bet suggestions



python™

Modeling and recommendation simulations done using Python. Utilized Pandas, Numpy, Sklearn, Flask libraries



The front end app (website) is Flask application built on an AWS server

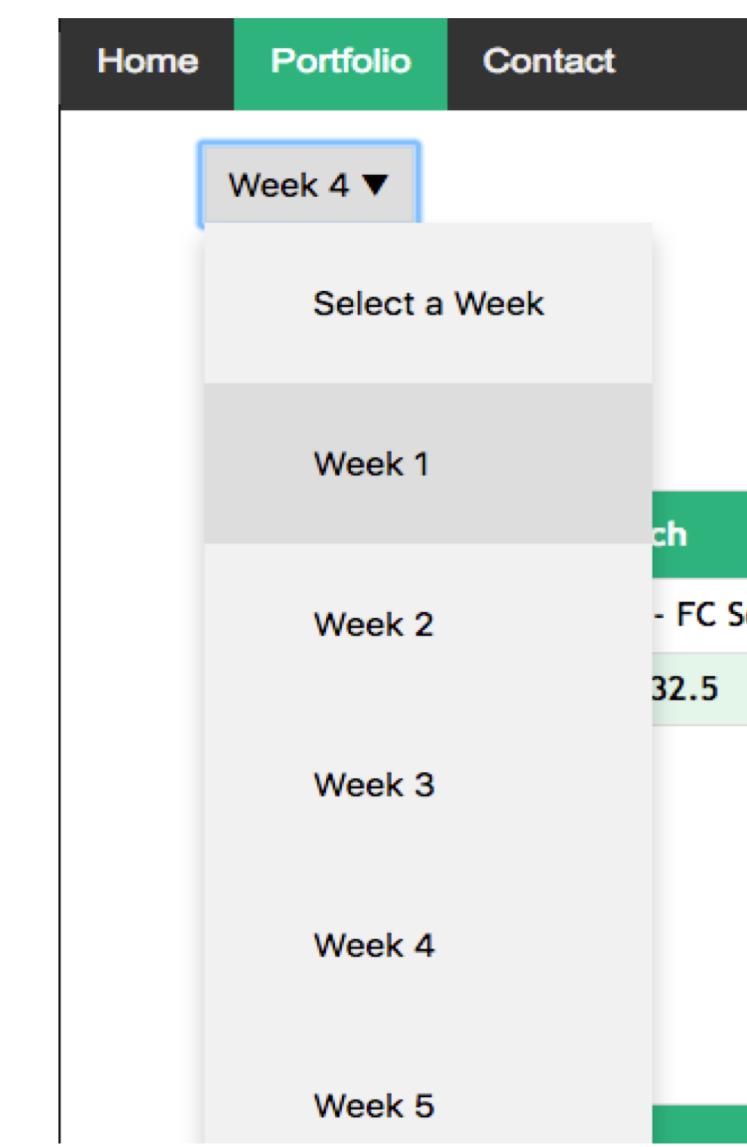


Flask application for web development

## Current Product

The current version of our product gives best betting suggestions to logged in user for all weeks of the season

- Choose the “week of season” and “League” in which the user wants to put money



The current version predicts the winning team for whole season of 3 Premier Leagues:  
**La Liga, English Premier League and Bundesliga**

The users have option to chose when and for which league they want to play the bet and our app will give predicted outcome of all matches during that time, sorted by most suggested match to play bet against. The users can then select a betting company in which they want to place the bet.

Once users select the matches they want to bet on, they have option to check the “expected profit” of their overall betting portfolio.

- Choose the “Matches” and “Bookmaker” and add to portfolio

Match	Outcome	DeepOdds	Bookmaker Odds	Bookmaker	Add
FC Barcelona - Atlético Madrid	home	1.41	1.6	interwetten	<input checked="" type="checkbox"/> ADD
FC Barcelona - Atlético Madrid	home	1.41	1.53	betway	<input type="checkbox"/> ADD
FC Barcelona - Atlético Madrid	home	1.41	1.5	bet365	<input type="checkbox"/> ADD
VfL Wolfsburg - 1. FC Köln	home	1.44	1.62	betway	<input type="checkbox"/> ADD
VfL Wolfsburg - 1. FC Köln	home	1.44	1.6	interwetten	<input type="checkbox"/> ADD
VfL Wolfsburg - 1. FC Köln	home	1.44	1.57	bet365	<input type="checkbox"/> ADD
Levante UD - UD Las Palmas	home	1.83	2.4	interwetten	<input checked="" type="checkbox"/> ADD
Levante UD - UD Las Palmas	home	1.83	2.38	bet365	<input type="checkbox"/> ADD

Match	Outcome	DeepOdds	Bookmaker Odds	Bookmaker	Money	Refresh portfolio
FC Barcelona - Atlético Madrid	home	1.41	1.6	Interwetten	100.0	<input type="checkbox"/> DROP
Levante UD - UD Las Palmas	home	1.83	2.4	Interwetten	100.0	<input type="checkbox"/> DROP
Best: 200.0 Worst: -200.0 Expected Profit: 44.62						

## Future Extensions



- Real time data ingestion to predict outcomes for this year’s FIFA World Cup, Russia
- Predict number of goals to be scored each team, together with final outcome
- Train “Player2Vec” that can help in team selection and lineups



## Market Analysis (Pitch)

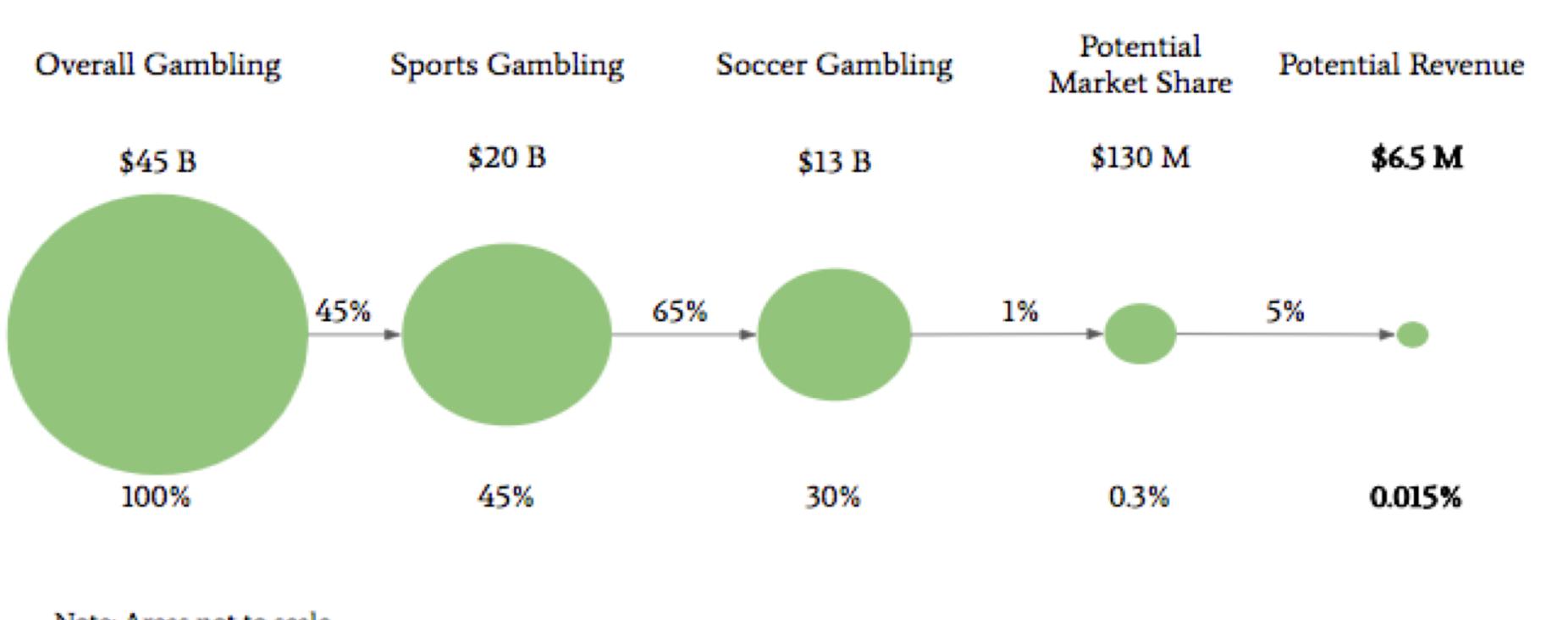
### **Mission:**

Combining machine learning and real-time odds to offer lucrative betting opportunities across multiple betting sites

### **Facts:**

- True outcome of the game only depends on teams
- Bookmaker odds change dynamically depending on market and external effects

### **Market Size for Online Gambling**



### **Our value proposition:**

- Unbiased and accurate odds
- Real time comparison of odds against the betting houses
- Intelligent recommendations for betting opportunities
- Recommendations tailored to risk appetite of the user

### **Target Customers:**

- **Informed bettors** for soccer matches, that is, bettors who gamble habitually, follow the sport closely and aid their gambling activity by consulting stats and other sources of information
- Users visiting sports and betting websites

### **Competition Analysis:**

#### **Betting Services:**

Matched  
betting  
service

Arbitrage  
betting

AI betting