

Included are two figures:

1. The first figure gives the incentive for the project and shows that there is a large market for it. This figure includes sports betting data from the state of Nevada and estimates of the projected value of sports betting. As can be seen from the figure, there is a fast increase in sports gambling. In Nevada, the states win share last year was estimated at 500 million dollars. The estimated value of sports betting was over 40 billion dollars last year. With the possibility that online gambling is going to be legal and that Fantasy sports is gaining popularity fast there is a great potential for this market to grow much further.
2. The second figure includes some predictive parameters using data available on the NBA API. I searched for strong game predictors in all the NBA games in the past 10 years. The five standouts were – home court advantage, team with better record, team playing an opponent with one day of rest, teams with higher scoring margin (i.e. points differential) and teams that shoot at higher field goal % (FG%). As part of the data mining I checked the correlation of certain statistics with the chances of winning. There is a very strong correlation between shooting at a high FG% and winning. In fact, over 80% of the teams that shoot at higher FG% than their opponent win the game.