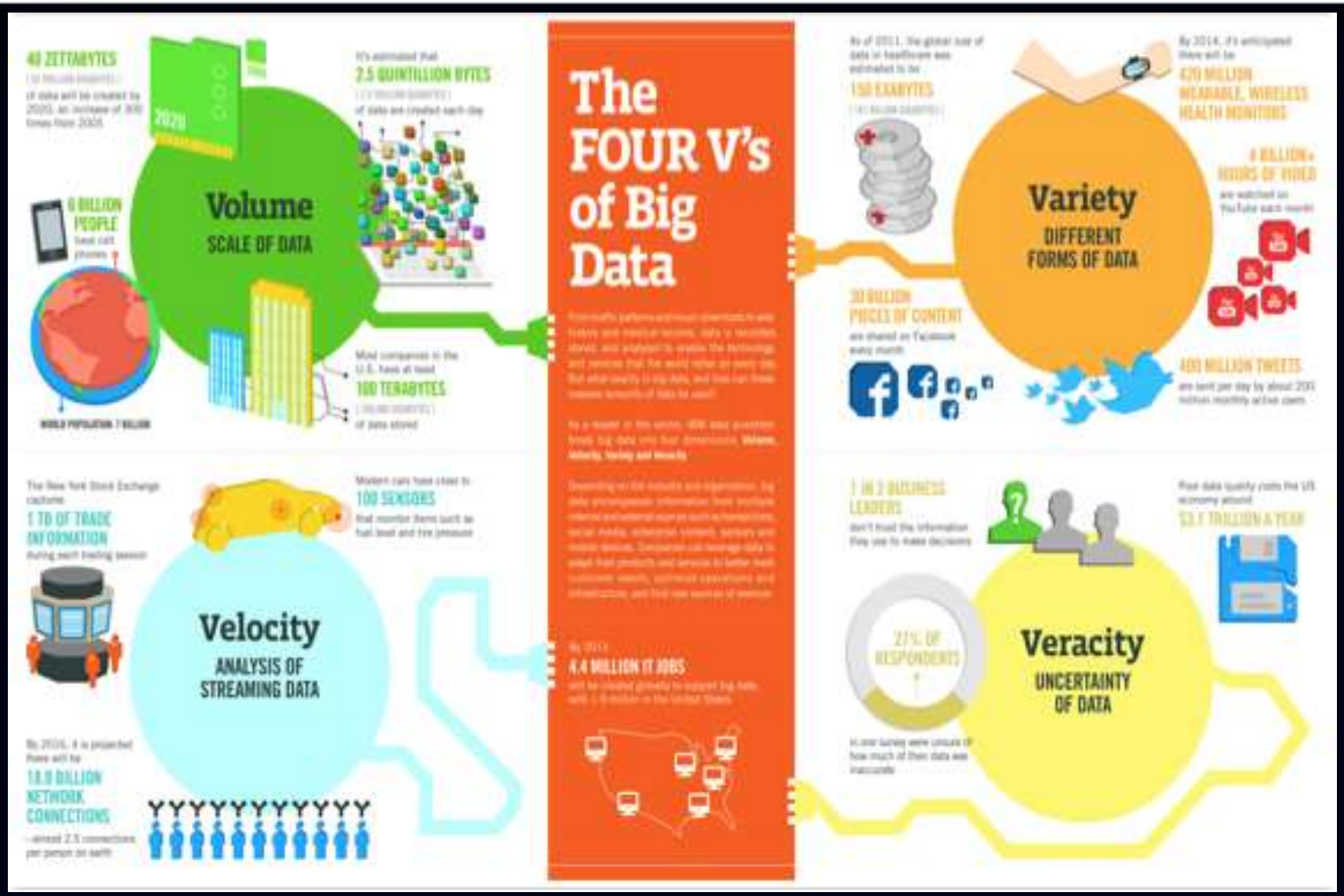
Big Data

What is Big Data ?

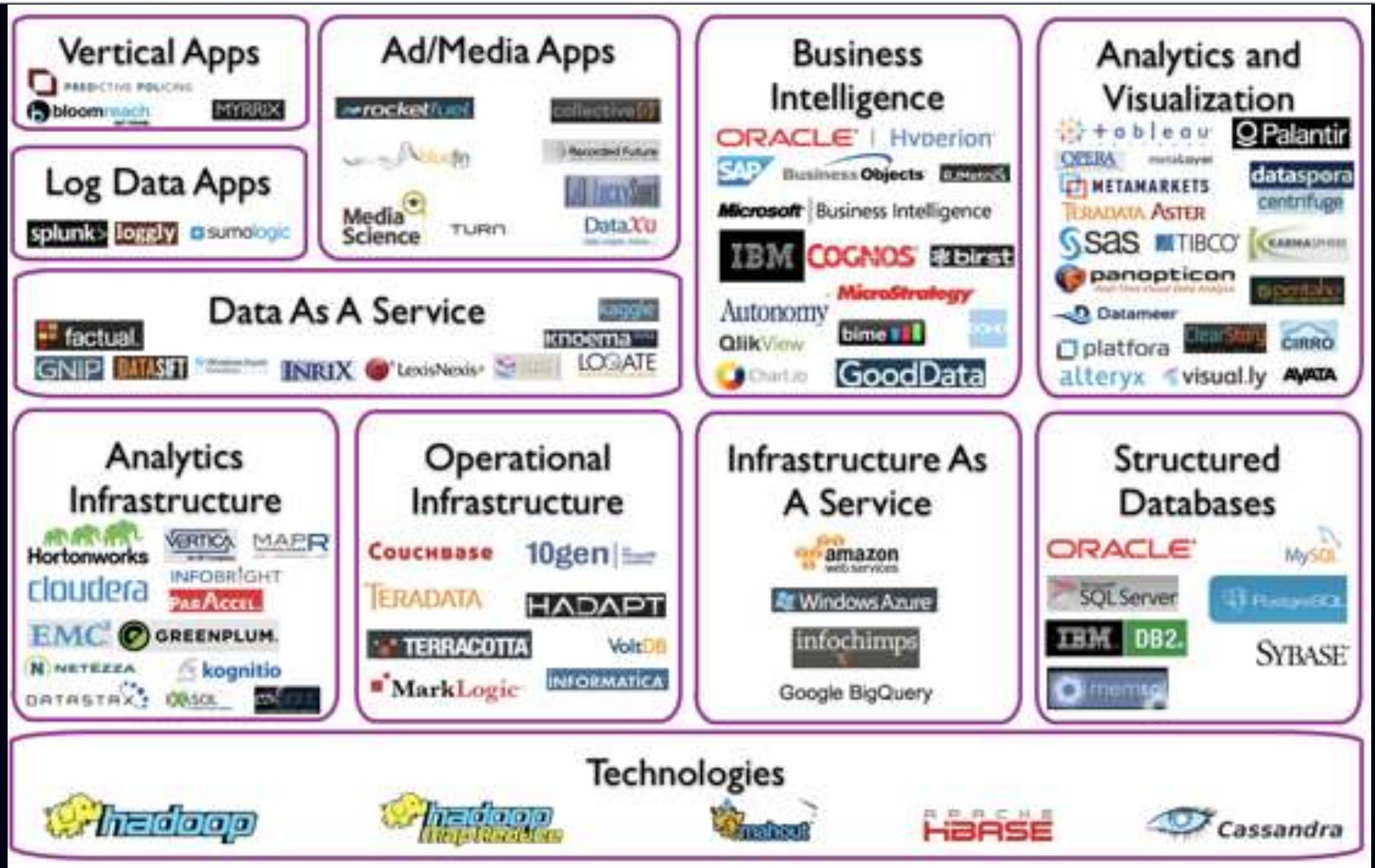


The Four V's of Big Data

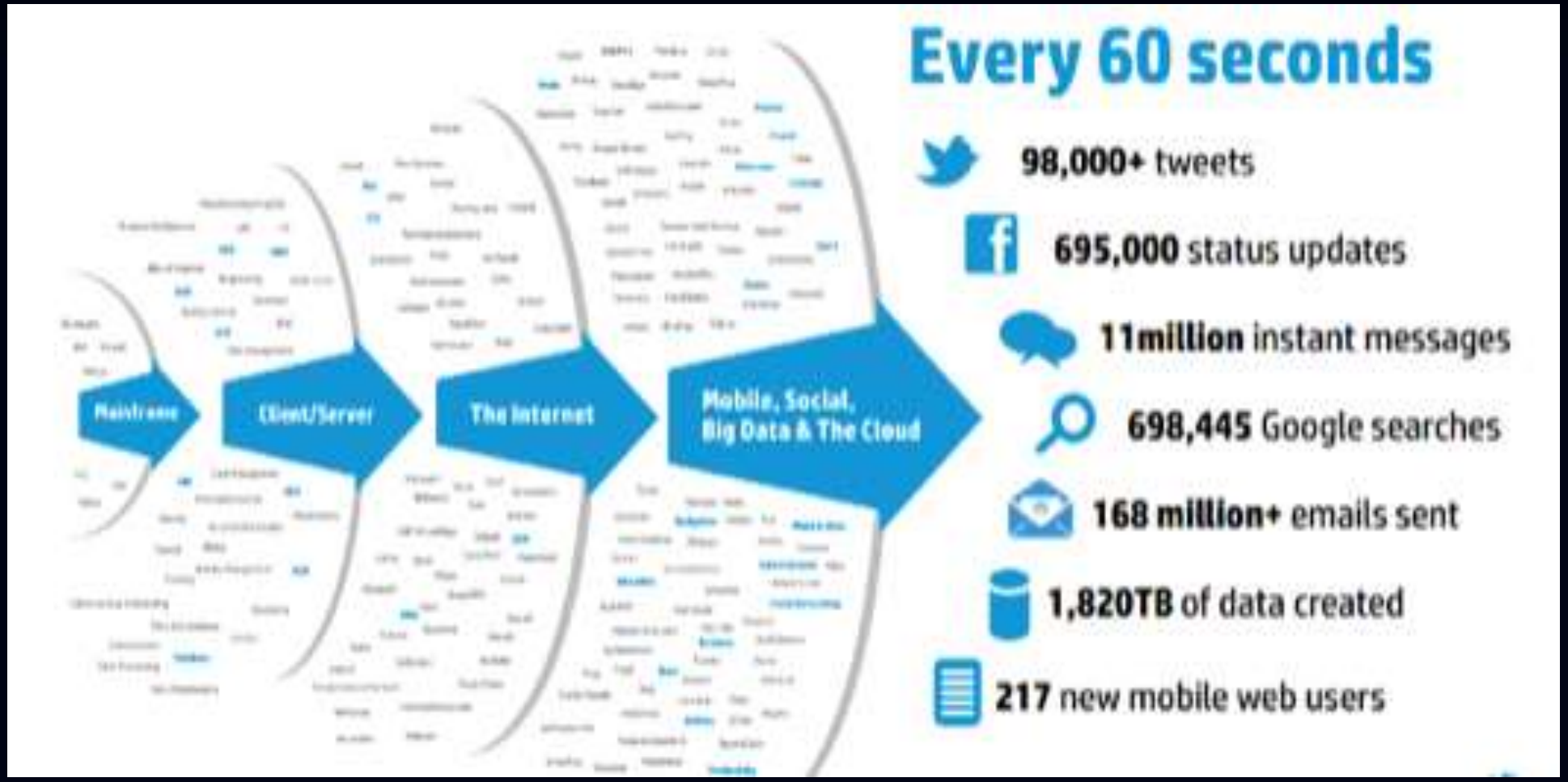
- Volume – Yottabyte, Zettabyte, Petabyte, Terabyte, Gigabyte, Megabyte
- Velocity – Real Time, Near Real Time, Periodic, Batch
- Veracity – Anomaly, Biased, Incomplete, Noise
- Variety – Unstructured, Social, Sensor, Mobile, Video, Photo, Audio, Database, Table

Use Cases of Big Data

Big Data Landscape



How fast is data growing ?



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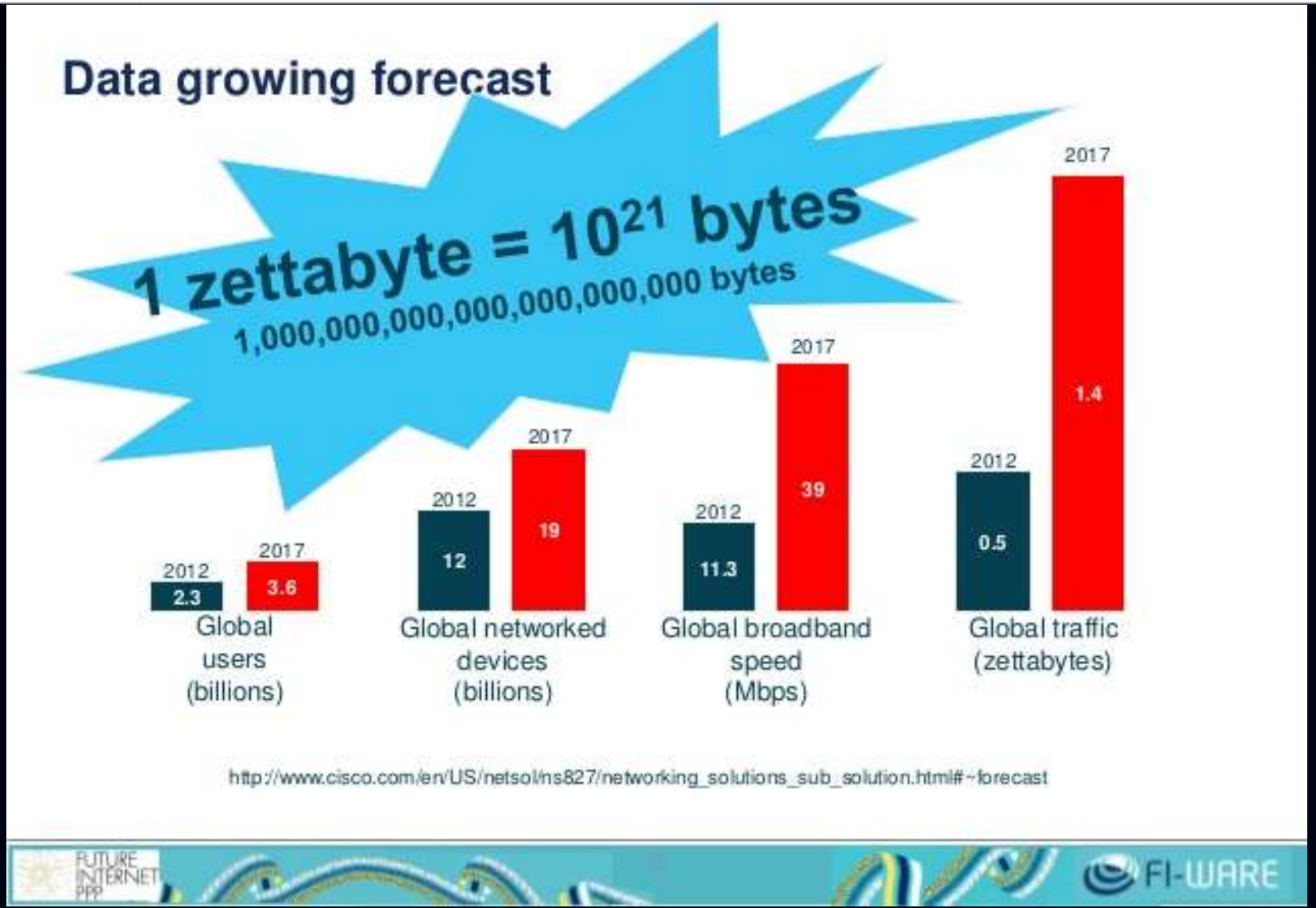


What Devices / Application generate data ?

Top Big Data Use Cases

Big Data and Horse Racing

Volume – Velocity – Veracity – Variety

- Tote companies
- Equibase
- TrackMaster
- Jockey Club
- Daily Racing Form
- Brisnet
- InCompass

- Equineline
- CHRIMS \ PGSI
- Regulators
- RCN
- Video

Universities and Colleges

Data Touch Points

- Past Performances – Coupled with wagering data
- Weather – Track conditions and speed related to weather conditions
- Track conditions – Temperature and moisture throughout day
- Morning workouts – Real time results from tracks and training centers
- Scratches – Analysis of scratches per horse
- Equipment changes – Analysis of equipment changes
- Jockey changes – Analysis of Jockey changes

Data Touch Points

- Advanced Deposit Wagering – Segment where and how wagers are being placed
- Morning Line odds – Overlay over MLO to Opening and Current
- Stop betting times – Histories and analysis of wagering cycles by horse and pool
- Race times by horse - Comparing race times by horse, track, conditions, etc.
- Odds changes – Timing intervals of odds changes by race, horse, pool, conditions etc.
- Over Lays - That novices can understand

Data Touch Points

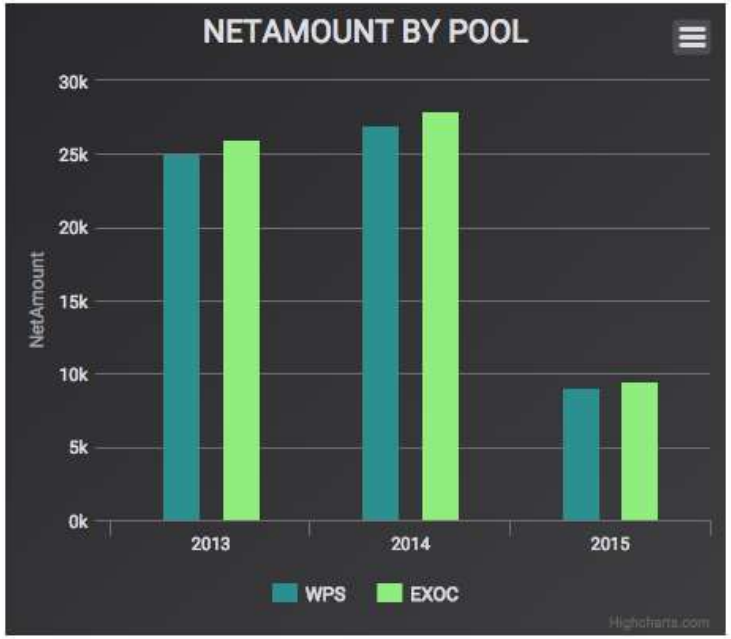
- Percentage odds – Graphics that show both
- Analysis of betting patterns – Analysis of wagering patterns
- Horse imaging – Workout, Paddock, Post Parade, Race
- Paddock – Temp., Humidity, Horse's Condition
- Horses' Running Analysis - Overlays of horses running styles
- Jockeys' Ridding Analysis - Overlays of Jockeys' ridding styles

BIGDATA - LIVE REPORTING

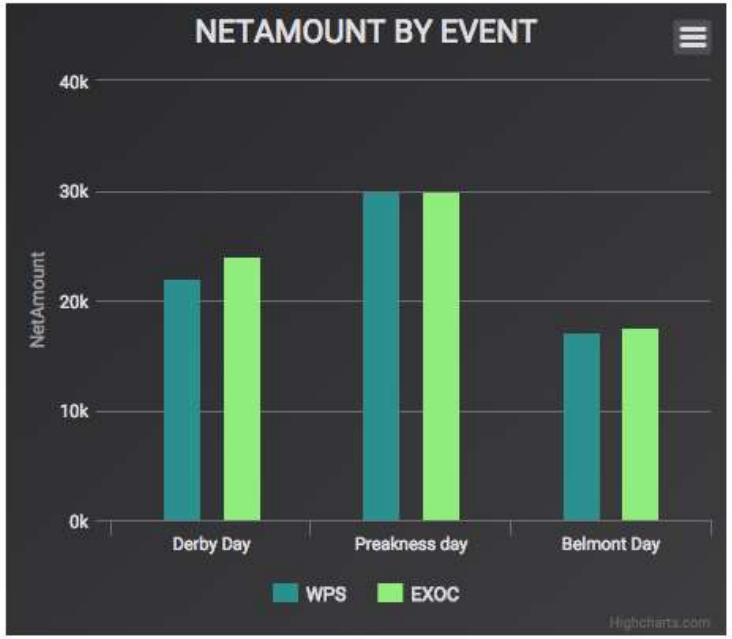
RACE 1 STOP

Total Handle $ 1,167,432,027

NETAMOUNT BY POOL



NETAMOUNT BY EVENT

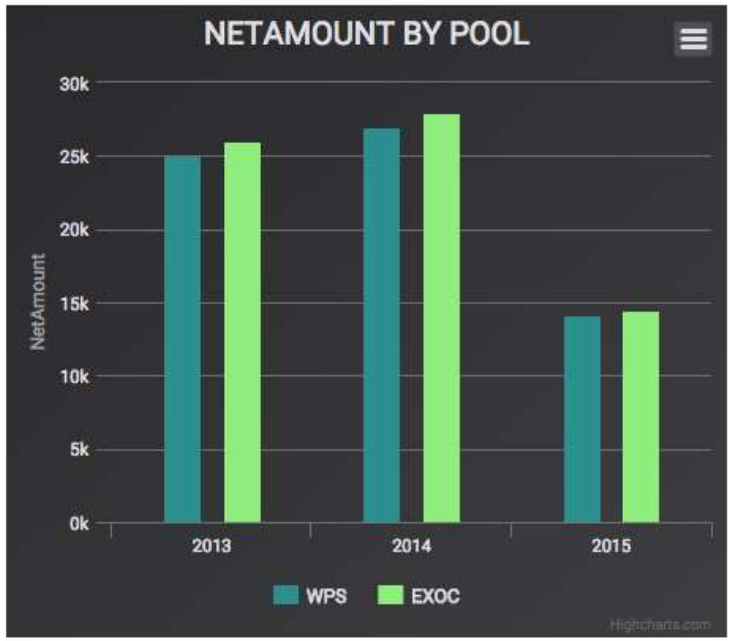


BIGDATA - LIVE REPORTING

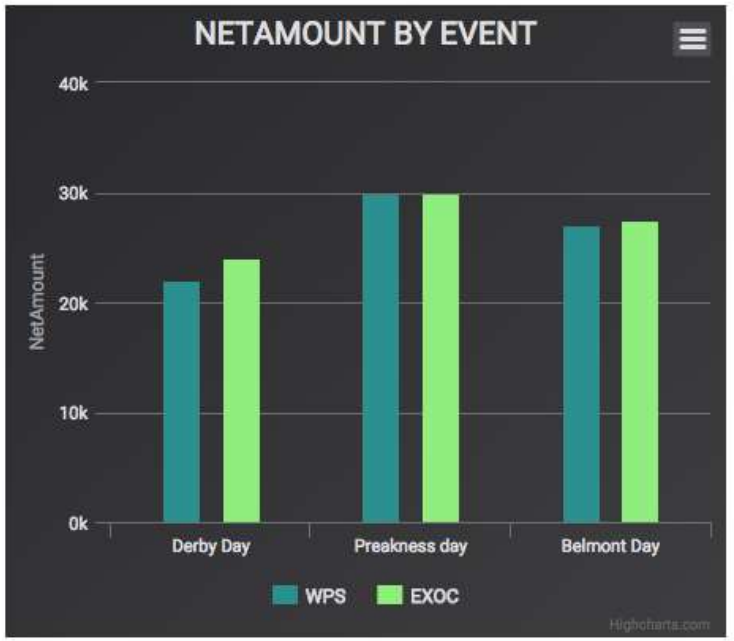
RACE 1 STOP

Total Handle $ 1,315,587,302

NETAMOUNT BY POOL



NETAMOUNT BY EVENT



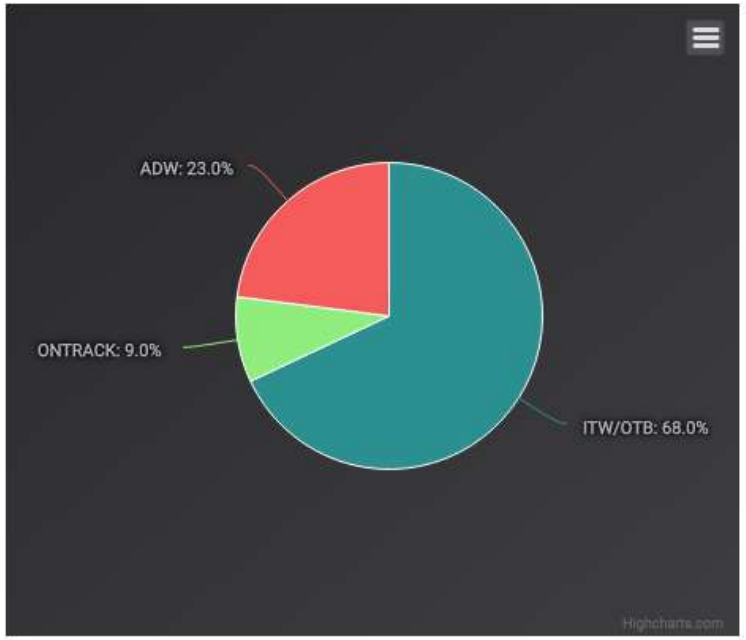
BIGDATA - LIVE REPORTING

RACE 1 STOP

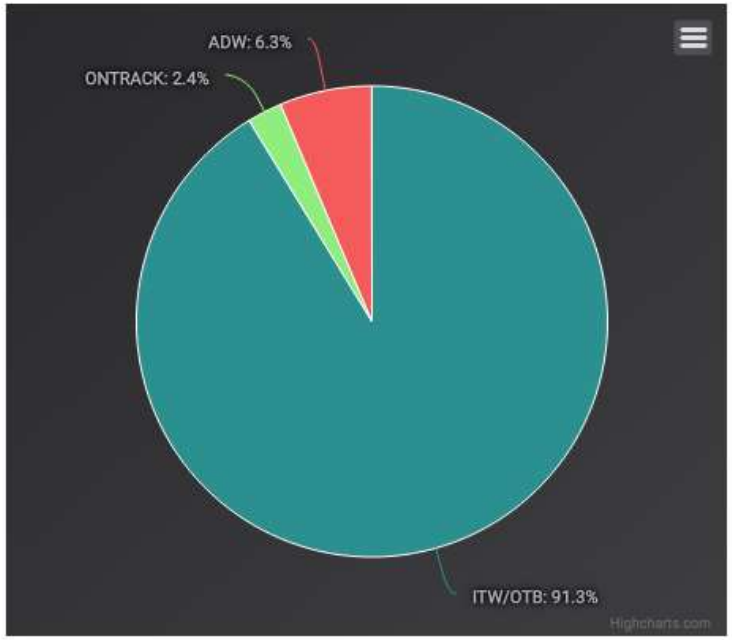
2014 **Total Handle $** 3,812,271,285

2015 - LIVE **Total Handle $** 1,027,466,521

HANDLE BY SOURCE SUMMARY



YEAR TO DATE HANDLE SUMMARY



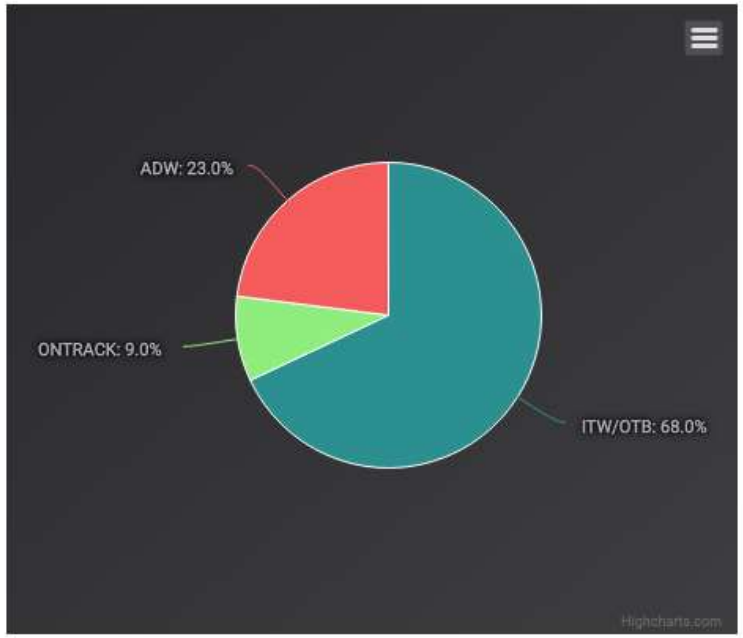
BIGDATA - LIVE REPORTING

RACE 1 START

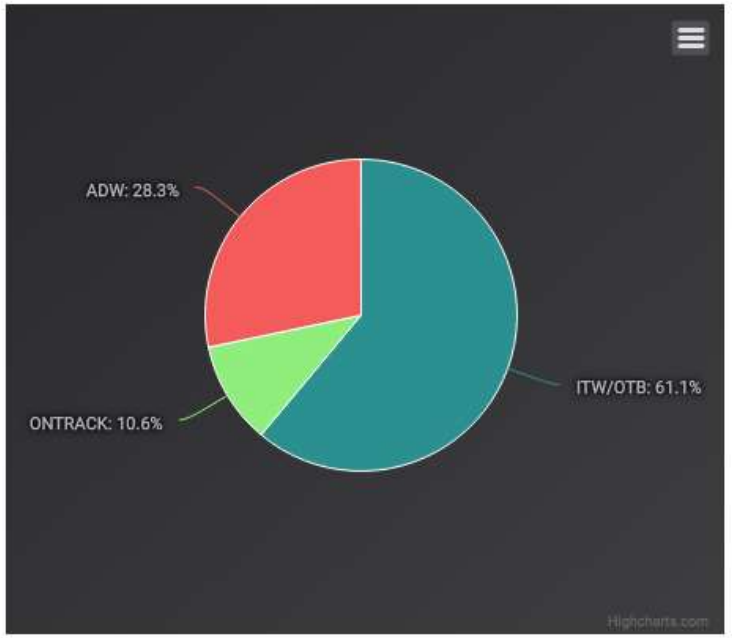
2014 **Total Handle $** 3,812,271,285

2015 - LIVE **Total Handle $** 1,556,883,313

HANDLE BY SOURCE SUMMARY



YEAR TO DATE HANDLE SUMMARY



THANK YOU!