

Product Overview

Opta's collection systems and methodologies have enabled us to build the most comprehensive and high definition database in the industry, with all match actions from all major football leagues analysed and recorded. The QueryTool is a powerful online propriety application which provides sports book marketers, quants teams and traders with direct access to the Opta database allowing them to interrogate datasets in an insightful and meaningful manner.

The QueryTool permits users to select from a range of competitions followed by specific teams, players or positions and create multivariate ranking tables.

The rankings are customisable based on over 120 different performance variables across single or multiple seasons. The tool provides a simple yet effective way to compare teams and players and extract bespoke data outputs.

The QueryTool permits marketing teams to offer unique, quirky and targeted promotional campaigns with complementary odds deduced from accurate historical datasets and trends. Trading and quants teams can utilise the QueryTool to develop innovative products and special markets differentiating brands in a crowded market place.

The screenshot shows the QueryTool interface with various search filters and a results table. The filters include Competition (English Barclays Premier League), Season ID (Season 2011 / 2012), Game System ID (SSTZ (350 Games)), Team, Opposition, Player, Player Participation, Player Status, Player Age Range, Player Position, Only Last Games, Venue, Result, From, To, Referees, and Outputs. The results table shows the following data:

Player	Goals	Minutes Played	Total Shots	Shooting Accuracy
Lampard, Frank	9	1391	26	61.53
Sturridge, Daniel	9	1115	42	47.61
Terry, John	4	1890	13	50.00
Ramires	4	1536	32	46.42
Mata, Juan	4	1458	28	32.35
Drogba, Didier	3	955	34	36.00
Torres, Fernando	2	850	25	50.00

Product Detail

- Powered by industry leading Opta data.
- All major International football leagues and competitions are available.
- Entirely online solution accessed via any platform including iPhone and iPad.
- Export datasets for further analysis.
- Fully customisable searches and outputs.
- Multi-season searches and rankings.

Coverage

- Premier League
- Champions League
- Europa League
- La Liga
- Serie A
- Bundesliga
- 2. Bundesliga
- Ligue 1
- Eredivisie
- MLS
- Copa Libertadores
- Mexican Primera
- Spanish Segunda
- Russian Premier League
- Norwegian Tippeligaen
- Portuguese Primeira Liga

Features & Benefits

- Simple and intuitive application.
- Innovative market leading product.
- Offers the ability to offer innovative new products and markets differentiating brands.
- No need to integrate XML feeds or develop in house databases and interrogation tools.
- Full training and ongoing support provided.

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