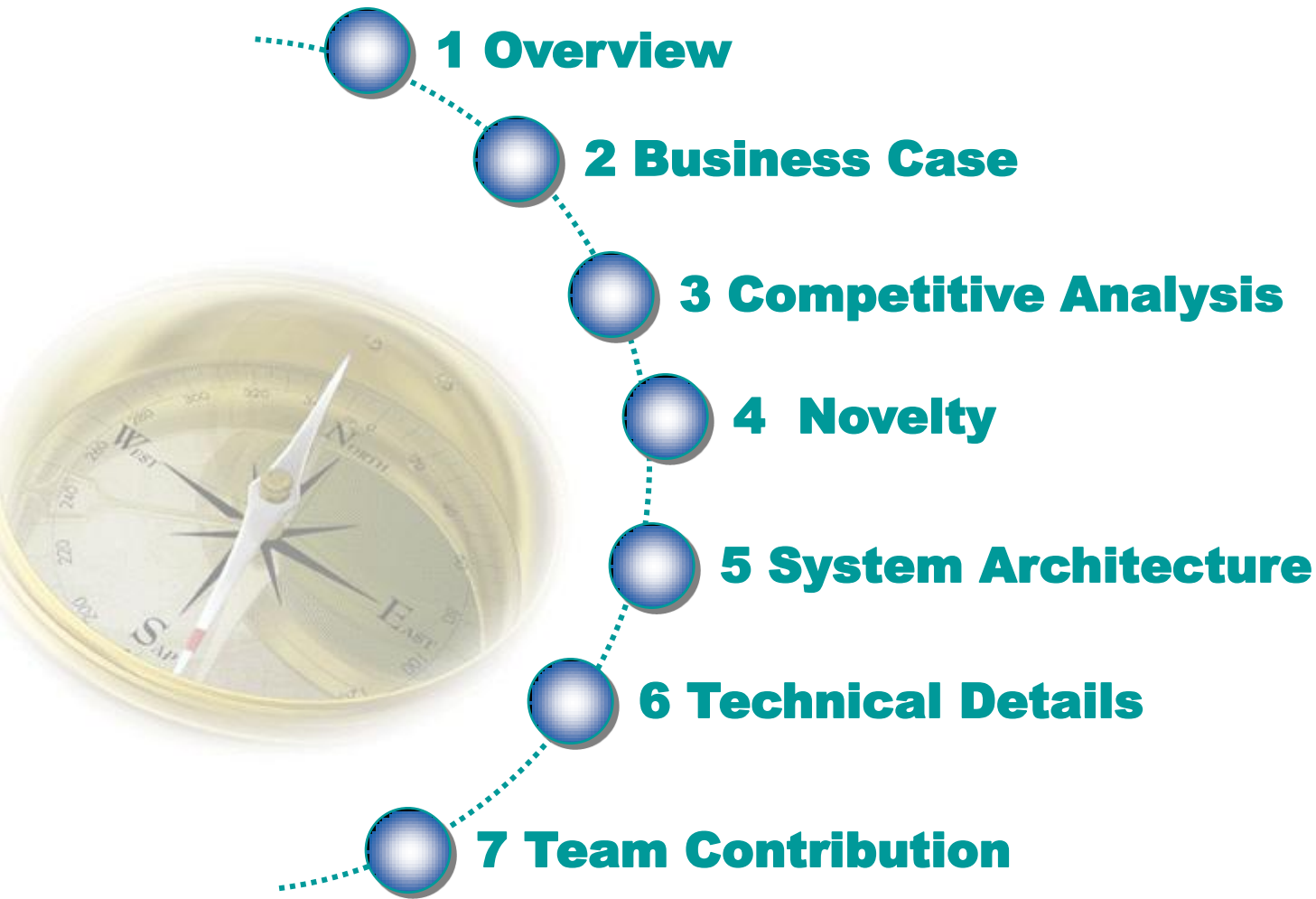


100Yards.com



Chandrasekhar Manda , Rahul Chahar, Karishma Khalsa

Agenda



Overview

- Divided into 2 leagues
 - American Football Conference (AFC)
 - National Football Conference (NFC)
- 32 teams play every year
- Generates more than \$5.2 billion

Business Case

- Commercial necessity for all the information at one place
- Competitors doesn't not provide all the features
- Business Collaboration with Amazon
- Search player and team information

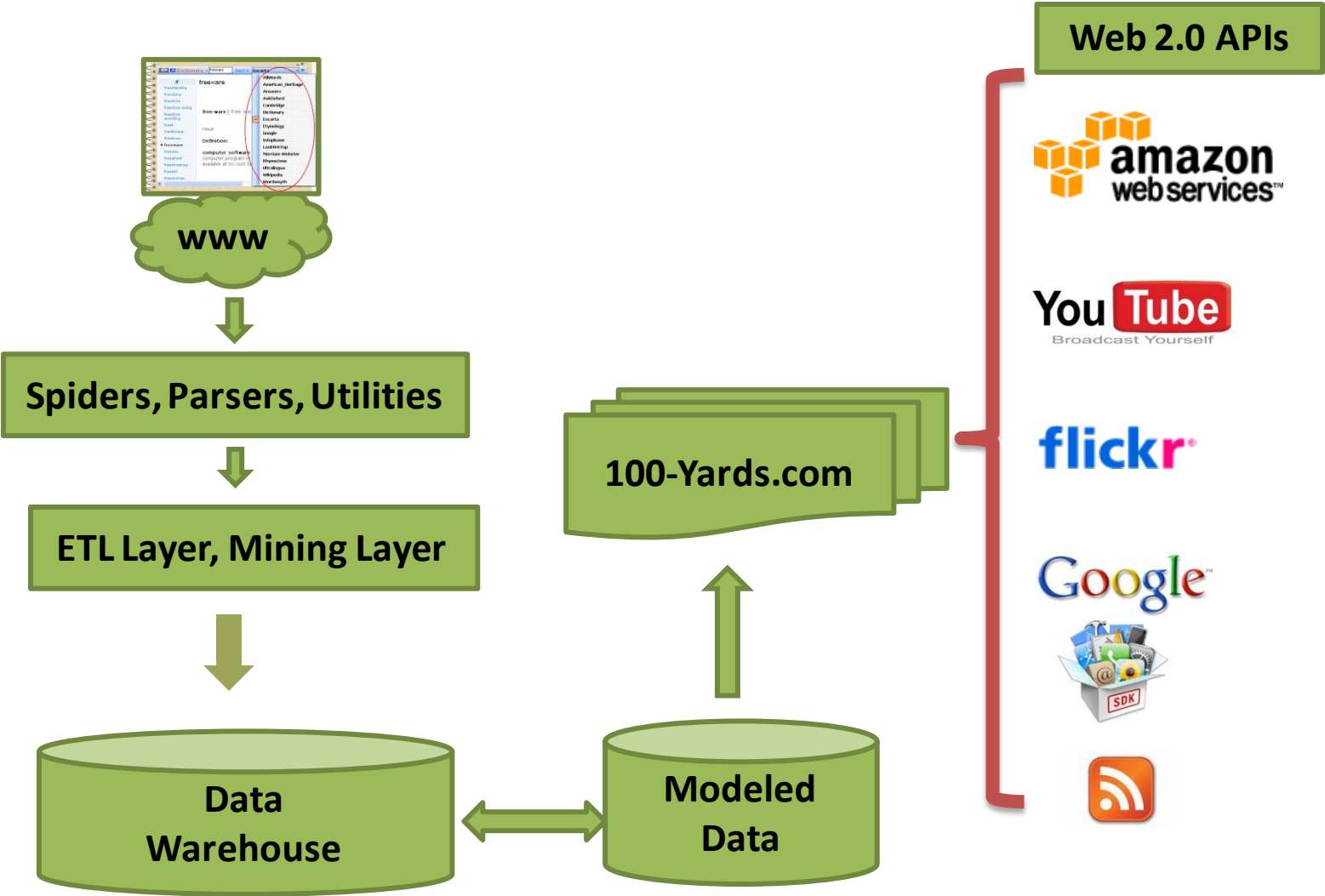
Competitive Analysis

Features/Competitors	Yahoo! Sports	espn.com	100Yards.com
Teams	X	X	X
Players	X	X	X
Videos	X	X	X
Photos	X	X	X
Search	X	X	X
Team Performances	-	-	X
Player Performances	-	-	X
Merchandising	X	-	X

Business Novelty

- Idea : Using Web 2.0 technology to create mashups of all the football related information. API's used are Amazon, Flickr, YouTube, GoogleMaps, RSS feeds
- Player Performance: Clustering of players based on variables

System Architecture



Technical Details

Data Sources

- Pro-Football.com, Fantasy Football Nerd

Technologies

- Database – SQL Server 2005
- Data mining Tools – SPSS Clementine, SQL Server BI Suite
- GUI – Java/J2EE, JavaScript, CSS, Flash
- APIs – REST, SOAP and Ajax

Team Performance

- Chandrasekhar Manda
Architecture, Spidering, GUI, Amazon API
- Rahul Chahar
Information gathering, Database design, ETL layer,
DM, Flickr API
- Karishma Khalsa
Database design, Data Mining, YouTube API

Questions

