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Agenda

- Introduction
- Business Case
- Functionalities
- Architecture
- Data Mining
- Novelty
- Team Contribution

Introduction

- Established team sport for hundreds of years and is thought to be the second most popular sport in the world, after football (soccer)

- Played in more than 100 countries

- Millions of audience in India alone

- Two Major forms of the game – Test , ODI

Business Case

- Competitors does not provide all the features
- Revenue generation from Advertisements
- Business collaboration with Amazon & E-Bay
- Possibility of Collaborations with team sponsors

Competitive Analysis

- Cricweb is a one stop site for all cricket enthusiasts. Cricweb targets all cricket lovers who browse the internet for cricket related information and interact with other people online. It provides rich and variety of multimedia content; combination which is not offered by any of the competitors.

- Cricinfo provides rich information about cricket news; events, player profiles etc, but it do not provide video highlights of cricket matches.

- Howstat.com proved all the information related to cricket statistics but it does not provide any kind of multimedia content

- Yahoo Cricket does not provide any videos or blogs.

Business Model

- Cricket is the second most popular game in the world and CricWeb.com can cash in the popularity of the sport to generate revenue.

- The following are some of the sources from which revenue could be generated:

❑ Google Ad Sense: CricWeb. Com will be posting targeted advertisements from Google.

❑ Amazon and EBay: Criweb can generate revenue through merchandising fees received from EBay and Amazon.

❑ Direct Advertisements: CricWeb would be posting direct advertisements on the website.

❑ Collaboration with team and events sponsors: Cricweb can collaborate with team and events sponsors for promoting a particular cricket event or team and generate revenue trough the partnership.

Functionalities

- Cricket News from Major web sites (RSS)
- Fixtures & Live Scores (RSS)
- Player Profiles
- Google Map & Weather Information
- Cricket Highlights, Videos, Pictures
- Blogs
- CricWeb Prediction System
- Players Clustering
- Cricket Shopping

CricWeb - Mash Up

10/11/2015

Architecture
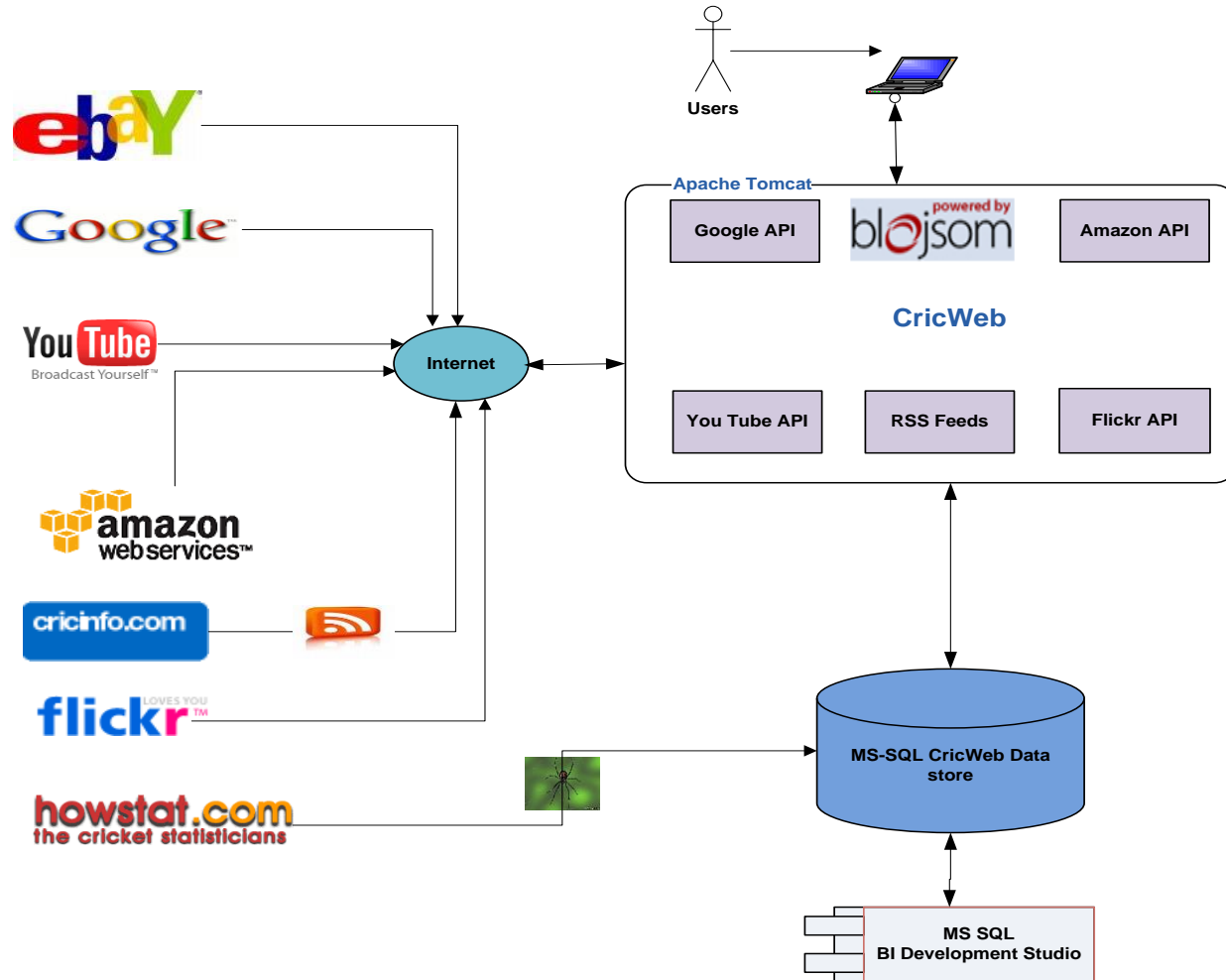
Neural Networks

Mining Model: Team Performance ▼   Viewer: Microsoft Neural Network Viewer ▼   🖼

Input:

Attribute	Value
<All>	

Output

Output Attribute:	Result ▼
Value 1:	lost ▼
Value 2:	won ▼

Variables:

Attribute	Value	Favors lost ▽	Favors won
Opposition	Others		████████████████
Opposition	Australia	████████	
Opposition	South Africa	███████	
Opposition	West Indies	████	
Opposition	Pakistan	███	
Bat	1st	███	
Opposition	Sri Lanka		███
Bat	2nd		███
Opposition	New Zealand		███
Toss	lost	█	
Toss	won		█
Location	AWAY	█	

K-Means Clustering Algorithm
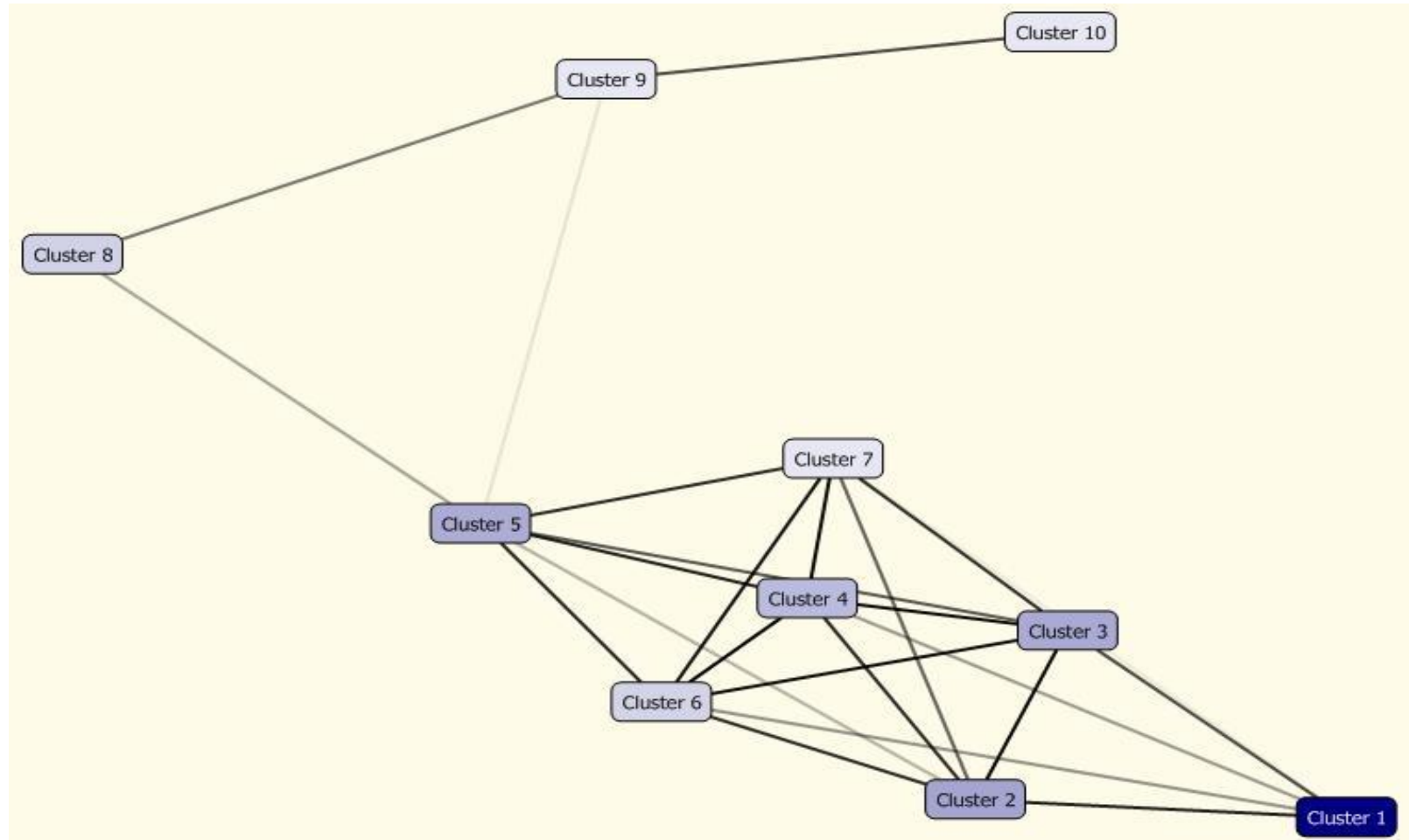
Novelty

- **Idea**: We are using Web 2.0 technology to create a mash up of all cricket related information. We are using API's from Google, Amazon, EBay, Flicker, YouTube, RSS feeds from Cricinfo.com. By combining features from these sources and data which we have crawled from Howstat.com we provide a rich multimedia content.

- **Player Clustering**: We have data mined players records and using K-Means Algorithm we have divided them to different clusters. When a user searches for a particular player he can also find information about players having similar profiles. Such a feature is unique to Cricweb.com.

- **Cricweb Predictor**: We have data mined information about India's matches for the past 28 years. Using Neural Network Algorithm we can predict the outcome of India's next match given certain set of conditions. There is no other resource existing on the internet providing such functionality.

- **Visualization**: To help users better understand the our data and get a rich experience, we used several visualization techniques using dynamic flash-based charts (Fusion Charts).

Team Contribution

- **Kalpesh**
  - Web-Site Design
  - Google Map and Weather
  - RSS Feeds
  - Blogs
  - Data Mining
- **Shankar**
  - Database Design
  - ETL
  - Code JSP pages for player profile
  - Amazon
  - Data Mining
- **Sriram**
  - Spider Content
  - YouTube API
  - Flicker API
  - E-Bay
  - Data Mining