



# Smart Odds

odds.andrew.ooo

Smart Odds is an Artificial Intelligence solution, which analyzes the behavior of the customers in real-time, tunes odds not only for managing risks but for maximizing customers' experience as well by applying state-of-the-art scientific findings of why people gamble.

Moreover, using the proposed solution enables to use of odds from only one odds provider, which could dramatically reduce costs for gambling company and increase the loyalty of its customers.

Solution is based on very young and promising area of Machine Learning: Reinforcement Learning and uses state-of-the-art algorithms.

Using Smart Odds could give your company three main advantages:

1. Loyalty of the customers: Smart Odds Maximizes enjoyment of the gambling process.
2. Automatization and optimization of odds management process, so, you don't need trading department anymore.
3. Unique odds on the market.