

**sportmonks.**



**HOW TO STAY ONE STEP AHEAD!**

# ***HUMAN INSTINCT VS. AI. THE UNTOLD TRUTH ABOUT FOOTBALL PREDICTIONS***

Football prediction has entered a new era. Gone are the days of relying solely on gut feelings or outdated stats AI-powered predictions are changing the game.

# BUT HOW CAN YOU USE AI-DRIVEN FOOTBALL DATA TO YOUR ADVANTAGE?

Whether you're a fantasy football manager, or sports analyst, AI football predictions give you a huge competitive edge if you know how to use them properly.



**ANALYSE DATA**

**FORM & INJURIES**

**FIELD POSITION**

## IN THIS GUIDE, YOU'LL DISCOVER

**01**

How AI-driven predictions work & why they're better than traditional stats

**02**

The key football data points that power machine learning models

**03**

How to apply AI predictions to betting, fantasy football & analytics

**04**

How to access Sportmonks' AI driven football prediction API in minutes

# WHY TRADITIONAL FOOTBALL PREDICTIONS ARE NO LONGER ENOUGH

Most football predictions today are based on:



Basic stats like goals, shots, and possession (which don't tell the full story)



Expert opinions (biased & inconsistent)



Historical performance trends (without real-time insights)

The problem? These outdated methods fail to capture real-time game dynamics, injuries, and AI-driven insights.



## THE NEW WAY OF PREDICTIONS. AI POWERED FOOTBALL PREDICTIONS



Uses machine learning to analyze thousands of data points in real-time



Helps betting platforms & fantasy football players make smarter decisions



Accounts for player form, injuries & (line-up)



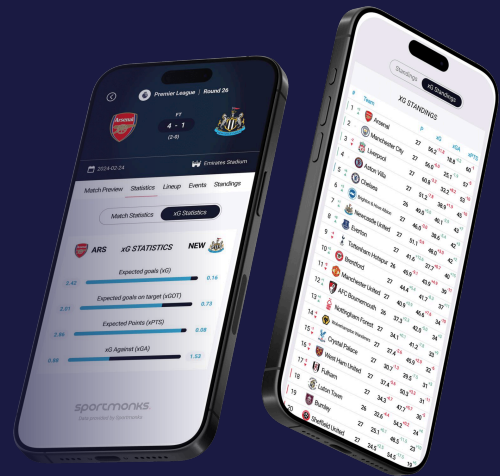
Improves over time the more data it gets, the smarter it becomes

Example: AI-based models can predict match outcomes with higher accuracy by analyzing xG (Expected Goals), passing efficiency, pressing intensity, and squad depth—all in real time.

# THE 5 KEY DATA POINTS BEHIND AI FOOTBALL PREDICTIONS

## 1. EXPECTED GOALS (XG)

- Predicts the probability of scoring based on shot quality
- Used by betting markets & analysts to predict outcomes accurately



## 2. TEAM & PLAYER FORM TRENDS

- AI tracks momentum shifts that traditional stats miss
- Example: A team might have won 5 games in a row, but AI can detect if their performances were declining in quality



## 3. REAL TIME TACTICAL ADJUSTMENTS

- AI monitors manager decisions & in-game tactical shifts
- Helps betting platforms adjust odds dynamically

## 4. INJURIES & SUSPENSIONS IMPACT

- AI factors in how missing key players affect team performance & odds
- Example: A team's win probability drops significantly when their star striker is injured



# THE PLAYER CONTRIBUTION MODEL

In addition to these comprehensive models, we incorporate a player contribution model to enhance prediction accuracy further. By analysing individual players' performance and impact on the team, we can better predict their contribution to the match's outcome. This model considers metrics such as the player's recent form, position, and overall contribution to team performance. The player contribution model also considers the lineup, as illustrated on the left.

## THE MODELS AND ALGORITHMS ARE BASED ON FIVE KEY PRINCIPLES:



### **TIMELY AND SUBSTANTIVE**

The Prediction API is updated daily with the latest data from the Sportmonks Football Database.



### **DATA CONTROLLED**

No human intervention is needed. The Prediction API runs on statistical analysis results based on the entire historical Sportmonks Football Database.



### **PRECISE PROBABILITIES**

Thanks to our mathematical probability distribution models, the Prediction API offers the most precise probabilities possible.



### **PREDICTABILITY PERFORMANCE**

We monitor our Prediction API's success rate and quality, but you can also track our predictions' performance.



### **MACHINE LEARNING**

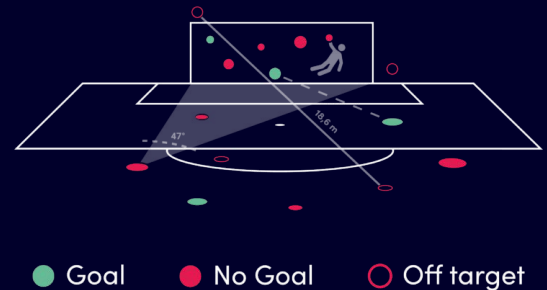
We use cross-validation machine learning models.

# HOW TO USE AI PREDICTIONS FOR BETTING, FANTASY & SPORTS ANALYTICS

## FOR BETTING PLATFORMS

- Predicts the probability of scoring based on shot quality
- Used by betting markets & analysts to predict outcomes accurately

Expected goals (xG)  
10 shots

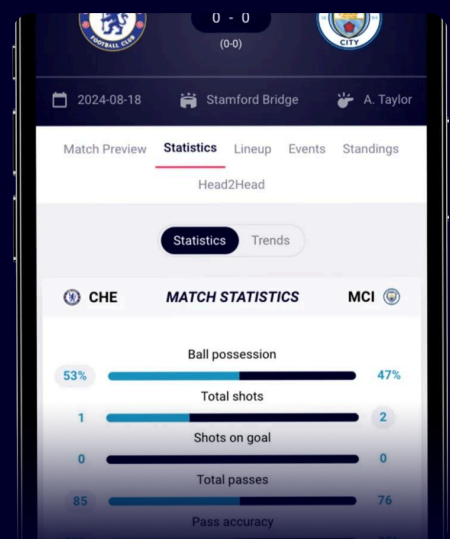


## FOR FANTASY FOOTBALL PLAYERS & MANAGERS

- Optimize squad selection with AI-based player performance forecasts
- Identify undervalued players before they become mainstream picks
- Avoid bad transfers by analyzing injury trends & form drops

## FOR FOOTBALL ANALYSTS & SPORTS MEDIA

- Enhance match previews & predictions with AI-backed insights
- Use AI-powered data visualisation to engage fans
- Discover hidden trends that human analysts might overlook



# THE 24-HOUR FIX. HOW TO ACCESS AI FOOTBALL PREDICTIONS TODAY

## STEP 1

**SIGN UP FOR SPORTMONKS' AI-POWERED PREDICTION API**

## STEP 2

**USE PRE-BUILT API CALLS TO GET AI-GENERATED MATCH PROBABILITIES**

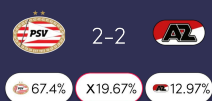
## STEP 3

**INTEGRATE REAL-TIME AI INSIGHTS INTO YOUR PLATFORM, BETTING SYSTEM, OR FANTASY APP**

## STEP 4

**OPTIMISE & ANALYZE—WATCH YOUR ACCURACY AND PROFITS INCREASE!**

### Full Time Result Predictions



#### Expected Goals (xG)



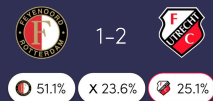
### Full Time Result Predictions



#### Expected Goals (xG)



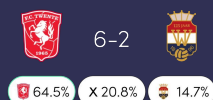
### Full Time Result Predictions



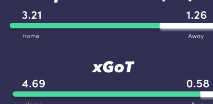
#### Expected Goals (xG)



### Full Time Result Predictions



#### Expected Goals (xG)



## WHY THIS IS WORTH TO YOUR BUSINESS

- Saves weeks of research with AI backed insights in minutes
- Boosts accuracy for betting, fantasy & football analytics platforms
- Provides an instant competitive advantage in the sports data industry
- Shows how to implement AI football predictions in just 24 hours