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Swish Analytics

Who we are

Swish Analytics is a leading provider of next-generation odds making services and predictive data for the global sports betting industry. Swish delivers automated, high-margin, real-time betting products for U.S. sports catering to the growing popularity of in-play, player props and bet-builder style markets.

Swish's in-house machine-learning platform delivers accurate and flexible predictive pricing coverage for a variety of fantasy, free-to-gaming and real-money betting applications.

We believe in transparency & empowering players with powerful tools & data that cut down the time it takes to research bets.

Our advantage

Swish Analytics provides the following benefits:

- Automated, hyper-accurate odds making: Swish's in-house machine-learning platform delivers automated, real-time odds making, suspensions and resulting at high margins for its sportsbook partners.
- In-play innovations: Swish has pioneered first-of-their kind expansive live betting markets like NBA in-play player props across every second of every game.
- Experts in player-statistic pricing: Swish's player-performance focus and deep experience in exotic odds origination allows us to deliver best-in-class player props markets and pricing.
- Scalable and flexible market coverage.: Swish accurately price an exponential number of markets, allowing operators to offer new innovative bet builder-style products

How does our solution work?

Swish Analytics provides odds making for the top sportsbooks across the largest betting markets in the world and generate pricing and lines for all box score statistics for every player on every team in every game.

They have built the most comprehensive and flexible tools for pricing and market creation across NBA, NFL, MLB, and NHL. Their meticulously designed APIs help create the most differentiated and profitable U.S. sports betting products.

Swish believes that odds making is a challenge rooted in engineering and mathematics, therefore their Data Scientists focus on robust scalable and flexible solutions to power their pricing engine.

What are people saying?

“Including Swish as a distributor of our rich, reliable and fast data, in addition to their best-in-class odds making and gaming-data services, will drive competition and new product innovations across the sports betting landscape.”

- Kenny Gersh, MLB Executive Vice President, Gaming & New Ventures.

