



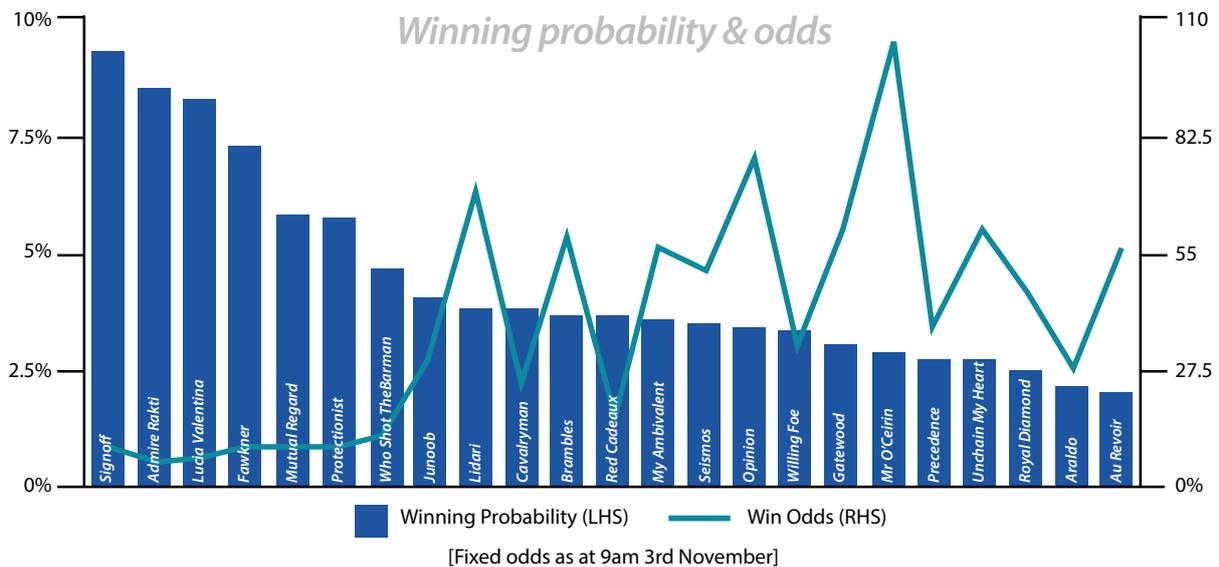
# Taylor Fry Predictions for the Melbourne Cup 2014



## CAN WE PICK IT AGAIN?

If you were paying attention to our Melbourne Cup tips last year – and we know some of you were – then you would have joined us in picking the winner. Our AFL and

NRL models also performed solidly this year, placing well inside the top 10% of tippers, so let us do what we do best and *listen up!*



## BARRIER 18 HAS NEVER WON

If all barriers are equal, the probability of barrier 18 being this unlucky over 153 Melbourne Cups is around 0.1%. What voodoo sorcery is going on inside barrier 18?

Or maybe we're fooling ourselves? We'd be just as surprised if any other gate had never won, and we'd be even more surprised if a few gates had never won. This

probability actually turns out to be around 3.5%.

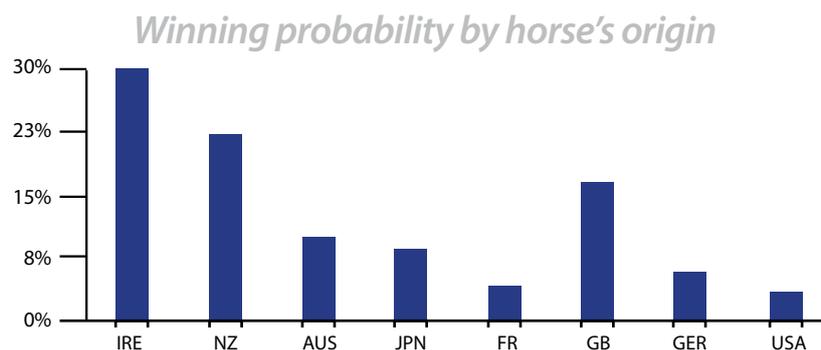
In fact, it's more of a long shot to flip five heads in a row, and one of these writers has legitimately lost a guitar on a very unlucky eight heads in a row...

Black magic won't pay the bills, but good stats will!

## PLACE YOUR BETS

The hype for *Admire Rakti* is building momentum after his Caulfield Cup win, but can the Japanese stayer live up to it? Horses from outside Australia and New Zealand get talked up and then choke. Let's not forget the 2008 Melbourne Cup when *Septimus* was a hot favourite with

the bookies and then bombed out in 18th place. Luckily our finely tuned statistical models see through the hype to reveal the best value bets. It looks like *Admire Rakti* has definitely got a shot, and he might even trump the luck of the Irish.



Protectionist's brother, *Fiorente*, took last year's Cup home for the family. We can't help but think that the pressure of

sibling rivalry will get to Protectionist's head and throw him off. But then again, speed is in the family genes!

## A HORSE STARTING WITH I, Q, U, X OR Y HAS NEVER WON

When you're celebrating this year's Cup, make sure you grab a beer with Imogen? Ulysses? Xanadu?

this year's only hopes are the outsiders Quayside and Un-chain My Heart. Very few names start with these letters...

Ibicenco could have ended the losing streak last year, and

Don't let sampling bias fool you!

## Contact us

Send in your favourite betting strategy, or if you know about some horse racing voodoo magic that actually works, we're open to persuasion! **The best entry will win a six pack of sparkling wine and be published in our next newsletter.**

If you would like to talk to us about how our data driven insights can provide clarity for your business decisions contact:

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