

Monthly New Signups		
Row Labels	Count of Player_Id	
2019-01	59473	
2019-02	71525	
2019-03	59039	
2019-04	51520	
2019-05	49304	
2019-06	32517	
2019-07	42183	
2019-08	45134	
2019-09	46140	
2019-10	58688	
2019-11	60981	
2019-12	51184	
2020-01	56390	
2020-02	41821	
2020-03	32255	
2020-04	23600	
2020-05	23435	
2020-06	21945	
2020-07	22293	
2020-08	17566	
2020-09	18816	
2020-10	29770	
2020-11	29096	
2020-12	21616	
2021-01	20429	
2021-02	16319	
2021-03	17720	
2021-04	11169	
2021-05	8522	
2021-06	7027	
2021-07	2918	
Grand Total	1048575	

Average First Bet by Acquisition Channel		
Row Labels	Average of First_Bet_Amt	
Affiliate	₹26.52	
Display	₹70.88	
Email	₹10.00	
NA	₹96.07	
Others	₹92.87	
PPC	₹59.23	
Programatic	₹5.20	
Retail	₹18.55	
Social	₹5.34	
Grand Total	₹62.95	

Signup_YearMo...

2019-01
 2019-02
 2019-03
 2019-04
 2019-05
 2019-06
 2019-07
 2019-08

Acq_Channel

Affiliate
 Display
 Email
 NA
 Others
 PPC
 Programatic
 Retail

Gender

F
 M
 NULL

Total First Deposit Amount by Acquisition Channel		
Row Labels	Sum of First_Deposit_Amt	
NA	57341798.91	
PPC	44271049.46	
Affiliate	21119156.28	
Others	6671804.95	
Retail	1310850	
Social	1130531.5	
Display	976301	
Email	95	
Programatic	50	
Grand Total	132821637.1	

Average First Bet by Gender		
Row Labels	Average of First_Bet_Amt	
F	₹68.14	
M	₹61.77	
NULL	₹1.88	
Grand Total	₹62.95	

Bonus Cost vs First Deposit by Product		
Row Labels	Sum of BONUS_COST	Sum of First_Deposit_Amt
eGaming	₹6,76,90,261.55	₹5,67,39,485.11
SportsBook	₹4,05,95,716.24	₹7,14,50,020.35
Grand Total	₹10,82,85,977.79	₹12,81,89,505.46

