

Data Manual



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Internet Sports Gambling Activity

Data Manual

Introduction

As a response to the company's interest in creating knowledge about their customer base, we have created the following data manual with the aim to construct a knowledge base on relevant marketing metrics. In order to explore and digest the knowledge in a simpler manner, an accompanying web application was developed alongside the main base table.

The app can be found here: <https://polarbearish.shinyapps.io/DataMart/>

The following document provides detailed descriptions for each variable currently stored in the base table and a quick walkthrough through the application.

Base Table

The base table was created with ease of exploration in mind. The table gathers important metrics on customers such as gambling behaviors and demographic details. The base table is also organized in a way that it is also possible to extract time-series data from it.

For the full list of all variables and their roles, visit the appendix of this document.

The base table contains the following summary statistics/group of summary statistics that were deemed relevant for marketing purposes:

- Buying and selling amount for Poker chips: total, average and monthly
- The number of times buying and selling said chips: total, average and monthly
- Staked amount for each betting product: total, average and monthly
- Won amount for each betting product: total, average and monthly
- The number of bets made for each betting product
- Length of relationship for each product
- The first and last transaction/play date for each product
- Number of consecutive plays for each product
- The longest and shortest consecutive plays for each product
- Average, minimum and maximum days between each play for each product
- Each customer's favorite product
- Customer segmentation based on spent amount

Data Mart Companion Application

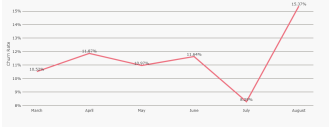
The application is organized into 4 distinct tabs. Users can navigate between tabs to find varying levels of analysis into the data.

Customer Overview

Dubbed “Know Thy Customer” in the app, this tab provides quick access to several useful descriptive statistics.

- Customers recorded throughout the study: Total records in the data mart
- Total revenue: Total customer spending (either by buying poker chips or staking money) over the course of the study
- Average length of relationship in days: Calculated using the First Active Day and the Last Active Day


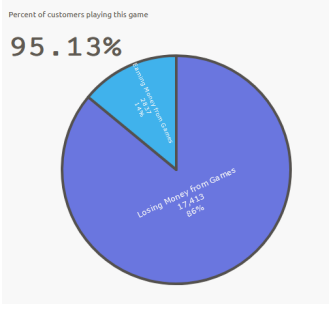
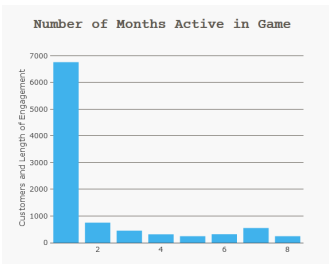
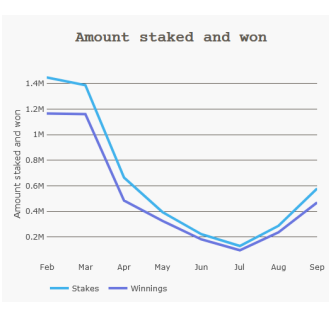
Graphs

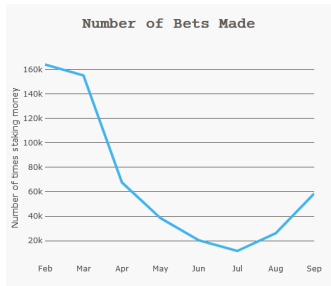
Graph	Description
	<p>Churn rate line chart.</p> <p>Churn rate was calculated with the following formula: $\frac{\text{Customers beginning of month} - \text{Customers end of month}}{\text{Customers beginning of month}}$ Details can be found in the codes for the application.</p> <p>February and September were truncated from the graph, as they represent the beginning and the end of the study period, which report inflated numbers and misrepresent the metric.</p> <p>There exist slicers for Gender and Region to help explore churn rate further.</p>

Product Analysis

Known as “Question Thy Products”, this tab allows marketers to review important statistics related to each product currently offered by the company.

Interactive Elements

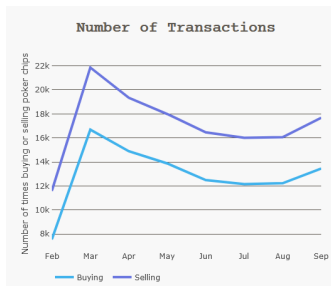
Element	Description
	<p>Controls.</p> <p>These controls provide ways to slice your data further. They include pickers for Gender, Region and Country. A slider for the total amount spent on games is also available. This slider is broken down into different segments of customers, ranging from small spenders to the biggest. A range is provided under the name of the segment to get the cut-off value at each quantile.</p> <p>A range of buttons are provided for each product available. The charts will change depending on the type of product you select.</p>
	<p>Pie chart and value.</p> <p>The statistic provided is the percentage of people playing the selected game out of all customers in the database. This is a quick gauge of how popular the game is.</p> <p>The pie chart provides information on how many percent of people are earning/losing money from the game.</p>
	<p>Bar chart: Number of months active in game.</p> <p>Shows how long customers stay active in the selected game. This is a good representation of customer loyalty.</p>
	<p>Line chart: Amount staked and won</p> <p>Shows how well customers did over the months in this particular game. This is a good representation of customer consumption.</p> <p>Only available for betting products.</p>



Line chart: Number of bets made

Shows how engaged customers were over the months in this particular game. This is a good representation of customer consumption.

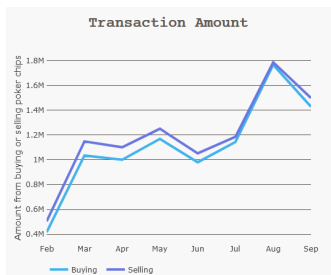
Only available for betting products.



Line chart: Number of Transactions

Shows how engaged customers were over the months in this particular game. This is a good representation of customer consumption.

Only available for poker.



Line chart: Transaction amount

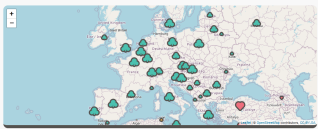

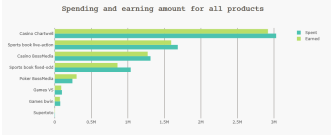
Shows how well customers did over the months in this particular game. This is a good representation of customer consumption.

Only available for poker.

Country Analysis

“Jet Around the Globe” is the tab where you can interact with a map to choose a country to get some descriptives about it.

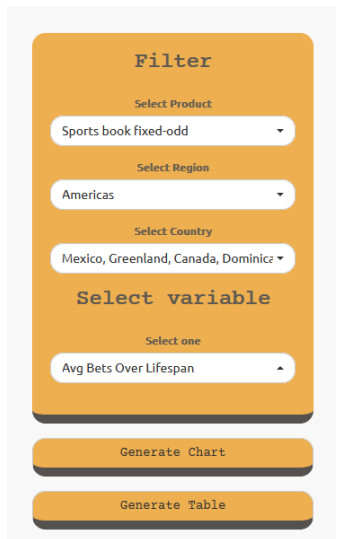
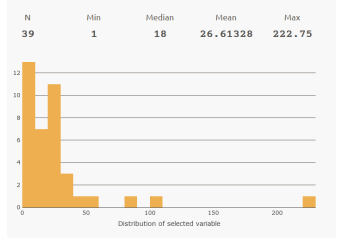
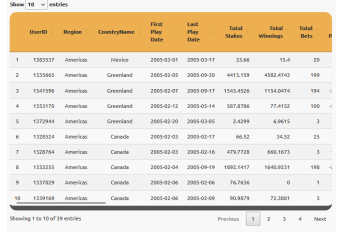
Interactive Elements

Element	Description
	<p>Map: Customers from around the world</p> <p>The map plots all countries that our customers are from as markers of varying sizes based on the number of customers in that country. There are 4 sizes of the marker, each corresponds to each quantile out of 4.</p> <p>Clicking on any marker brings up a table and a chart specific to that country.</p>
	<p>Table : Top 5 most popular products in the country</p> <p>The table displays: Active Players, Percent Active Players, Spent Amount and Average Playtime.</p> <p>The table is sorted by the number of active players in that country. Products with no players in that country don't appear in the table, even if the number of products is fewer than 5.</p>
	<p>Bar chart: Spending and earning amount for each game</p> <p>This chart informs marketers of how lucrative each product is in the country.</p> <p>While the “Top 5” table ranks products based on how many customers play them, this chart offers a different way to rank products.</p>

Variable Analysis

You can interact with the “raw” data in this tab. By first filtering out your data then choosing a variable, you can get summary statistics for each variable.

Interactive Elements

Element	Description
	<p>Controls.</p> <p>The filter section features 3 ways to slice the data. The values in each filter will update based on the previously selected filter. For example, “Select Country” will only display countries available in the selected region.</p> <p>Under “Select Variable”, the variables also update based on the product you selected as poker and betting products have different variable names.</p> <p>“Generate Chart” shows the summary statistics and a histogram.</p> <p>“Generate Table” shows an interactive table.</p>
	<p>Histogram : Distribution of selected variable & summary statistics</p>
	<p>Interactive table</p> <p>The table isn’t affected by the variable you choose. It will display all variables for the product you selected. Of course the filters work on the table.</p>

Appendix

Base Table Changelog

The following changelog is recorded for changes made to the codes to generate the base table compared to the earlier version in November.

- Added a Region variable by merging with an external csv file. The file was downloaded from Kaggle [here](#).
- Added longitude and latitude data for the base table to plot the countries on a Leaflet map.
- Imputed the missing gender with the mode. The missing value was left untouched previously because exploratory analysis doesn't require imputation, but for the purpose of the application, missing values are minimized.
- Added a TotalSpending variable to correctly capture the total amount customers spent (including buying poker chips and staked money)
- Expanded the Segment variable to include the betting products as well. Instead of only segmenting based on chip buying amount, Segment is calculated on TotalSpending instead.
- Removed several unnecessary and incorrect variables. Namely: Month+Spending, WeekdaySpending, WeekendSpending.
- Added several variables:
 - For the Poker Chip Conversions table: Count of times buying, selling, total amount buying and selling of poker chips for each month. This was done for easier extraction of time-series data.
 - For the User Daily Aggregation table: Count of bets, stake amount, winning amount and profit amount (winning - stake) for each month. This was done for easier extraction of time-series data.
 - LastActiveDate: Calculated as the last date of any transaction/bet made in Poker Chip Conversions and User Daily Aggregation. This was done to have further insight into length of relationship and churn.

Data Dictionary

Variable Name	Datatype	Description	N	Range
UserID	Numeric	UserID	42647	1324354-1402198
RegDate	Datetime	Registration Date	42647	2005/2/1-2005/2/27
FirstPay	Datetime	First Pay-in date	42647	2005/2/1-2005/10/2
Gender	Text	Gender	42647	Male-Female
CountryName	Text	Country name of residence	42647	8-704
LangDesc	Text	Description language	42647	1-17
AppDesc	Text	Describe the application	42647	1-42
Poker_NumberOfTimesSelling	Numeric	The number of times a customer sells his poker chips	2387	0-1872
Poker_NumberOfTimesBuying	Numeric	The number of times a customer buys his poker chips	2387	0-1090
Poker_TotalSellingAmount	Numeric	Total transaction amount a customer earns by selling poker chips	2387	0-2246245.71050097
Poker_TotalBuyingAmount	Numeric	Total transaction amount a customer generates by buying poker chips	2387	0-2259812.03060295
Poker_AverageBuyOrderValue	Numeric	Average transaction value of each buy order of poker	2353	0.0005-7075.14337654896
Poker_Earnings	Numeric	Amount earned by a customer after completing the game and buying and selling chips in poker game	2387	-33306.7714999999-39100.1828
Poker_IsProfiting	Numeric	Check whether a customer has made a profit in poker games by checking whether his earnings are greater than	2387	0-1

		zero		
Poker_FirstTransactionDate	Datetime	The date the customer first made a chip transaction at the casino	2387	2005/2/1 0:51 -2005/10/2 23:55
Poker_LastTransactionDate	Datetime	The date the customer last made a chip transaction at the casino	2387	2005/2/1 9:47-2005/10/3 0:07
Poker_LifespanInMonths	Numeric	The number of months the poker games were played during the customer participation period	2387	1-8
Poker_MonthlySpending	Numeric	Spending generated by customers at the casino each month	2387	0-282476.503825 368
Poker_MonthlyOrders	Numeric	The number of poker chip orders placed by customers at the casino each month	2387	0-161
Poker_Feb_Buying	Numeric	Buying generated from poker in February	2387	0-156
Poker_Feb_Selling	Numeric	Selling generated from poker in February	2387	0-188
Poker_Feb_BuyingAmount	Numeric	Amount of Buying generated from poker in February	2387	0-107589.491912 694
Poker_Feb_SellingAmount	Numeric	Amount of selling generated from poker in February	2387	0-101134.229743 251
Poker_Mar_Buying	Numeric	Buying generated from poker in March	2387	0-183
Poker_Mar_Selling	Numeric	Selling generated from poker in March	2387	0-236
Poker_Mar_BuyingAmount	Numeric	Amount of Buying generated from poker in March	2387	0-215148.418407 593
Poker_Mar_SellingAmount	Numeric	Amount of selling generated from poker in March	2387	0-213254.083995 272
Poker_Apr_Buying	Numeric	Buying generated from poker in April	2387	0-150

Poker_Apr_Selling	Numeric	Selling generated from poker in April	2387	0-242
Poker_Apr_BuyingAmount	Numeric	Amount of Buying generated from poker in April	2387	0-213063.626686445
Poker_Apr_SellingAmount	Numeric	Amount of selling generated from poker in April	2387	0-211601.476894217
Poker_May_Buying	Numeric	Buying generated from poker in May	2387	0-157
Poker_May_Selling	Numeric	Selling generated from poker in May	2387	0-285
Poker_May_BuyingAmount	Numeric	Amount of Buying generated from poker in May	2387	0-343113.32398852
Poker_May_SellingAmount	Numeric	Amount of selling generated from poker in May	2387	0-341215.620453507
Poker_Jun_Buying	Numeric	Buying generated from poker in June	2387	0-244
Poker_Jun_Selling	Numeric	Selling generated from poker in June	2387	0-366
Poker_Jun_BuyingAmount	Numeric	Amount of Buying generated from poker in June	2387	0-240756.121531728
Poker_Jun_SellingAmount	Numeric	Amount of selling generated from poker in June	2387	0-238330.786148796
Poker_Jul_Buying	Numeric	Buying generated from poker in July	2387	0-176
Poker_Jul_Selling	Numeric	Selling generated from poker in July	2387	0-290
Poker_Jul_BuyingAmount	Numeric	Amount of Buying generated from poker in July	2387	0-206209.992062488
Poker_Jul_SellingAmount	Numeric	Amount of selling generated from poker in July	2387	0-205140.407553812
Poker_Aug_Buying	Numeric	Buying generated from poker in August	2387	0-239
Poker_Aug_Selling	Numeric	Selling generated from poker in August	2387	0-384

Poker_Aug_BuyingAmount	Numeric	Amount of Buying generated from poker in August	2387	0-575593.273427022
Poker_Aug_SellingAmount	Numeric	Amount of selling generated from poker in August	2387	0-572011.415767062
Poker_Sep_Buying	Numeric	Buying generated from poker in September	2387	0-233
Poker_Sep_Selling	Numeric	Selling generated from poker in September	2387	0-377
Poker_Sep_BuyingAmount	Numeric	Amount of Buying generated from poker in September	2387	0-562304.677621215
Poker_Sep_SellingAmount	Numeric	Amount of selling generated from poker in September	2387	0-562341.492686845
Poker_Oct_Buying	Numeric	Buying generated from poker in October	2387	0-31
Poker_Oct_Selling	Numeric	Selling generated from poker in October	2387	0-29
Poker_Oct_BuyingAmount	Numeric	Amount of Buying generated from poker in October	2387	0-5280.988281669
Poker_Oct_SellingAmount	Numeric	Amount of selling generated from poker in October	2387	0-3777.04229899903
NumberOfStreaks	Numeric	The number of consecutive days a customer generates a buy order	2353	0-33
ShortestStreak	Numeric	The number of days of the shortest streak	2353	0-782
LongestStreak	Numeric	The number of days of the longest streak	2353	0-782
ShortestGapBtwOrders	Numeric	The minimum number of days between two buy orders a customer makes	1915	0-210.047916666667
LongestGapBtwOrders	Numeric	The maximum number of days between two buy orders a customer makes	1915	0-220.307638888889
AverageDaysBtwOrders	Numeric	The average number of days between two buy orders a	1915	0-210.047916666667

		customer makes		
BettingProd1_FirstPlayDate	Datetime	The first play date of Sports book fixed-odd	40570	2005/2/1-2005/9/30
BettingProd1_LastPlayDate	Datetime	The last play date of Sports book fixed-odd	40570	2005/2/1-2005/9/30
BettingProd1_TotalStakes	Numeric	The total betting amount placed by a customer in Sports book fixed-odd	40570	0.0025-380094.0113
BettingProd1_TotalWinnings	Numeric	The total amount of winnings earned by a customer in Sports book fixed-odd	40570	0-420949.3238
BettingProd1_TotalBets	Numeric	The total number of bets placed by a customer in Sports book fixed-odd	40570	1-26345
BettingProd1_TotalProfits	Numeric	Total winnings vs. stakes in Sports book fixed-odd	40570	-19416.2299-40855.3125
BettingProd1_IsProfiting	Numeric	Whether the customer can profit from the game in Sports book fixed-odd	40570	0-1
BettingProd1_LifespanInMonths	Numeric	The total number of months a customer engages with the product in Sports book fixed-odd	40570	1-8
BettingProd1_AvgStakesOverLifespan	Numeric	Average amount of stakes wagered by a customer in Sports book fixed-odd	40570	0.0025-76018.80226
BettingProd1_AvgStakesPerBet	Numeric	Average amount of stakes per bet in Sports book fixed-odd	40570	0.0025-1000
BettingProd1_AvgWinningsOverLifespan	Numeric	Average amount of winnings earned by a customer in Sports book fixed-odd	40570	0-84189.86476
BettingProd1_AvgWinningsPerBet	Numeric	Average amount of winnings per bet in Sports book fixed-odd	40570	0-1988.75875

BettingProd1_AvgBetsOverLifespan	Numeric	Average number of bets placed by a customer in Sports book fixed-odd	40570	0.2-3293.125
BettingProd1_Feb_Stakes	Numeric	The betting amount placed by a customer in February in Sports book fixed-odd	40570	0-263018
BettingProd1_Feb_Winnings	Numeric	The amount of winnings earned by a customer in February in Sports book fixed-odd	40570	0-263743.22
BettingProd1_Feb_Bets	Numeric	The number of bets placed by a customer in February in Sports book fixed-odd	40570	0-21888
BettingProd1_Feb_Profits	Numeric	The winnings vs. stakes in February in Sports book fixed-odd	40570	-625313.6484-208833.9084
BettingProd1_Mar_Stakes	Numeric	The betting amount placed by a customer in March in Sports book fixed-odd	40570	0-297378
BettingProd1_Mar_Winnings	Numeric	The amount of winnings earned by a customer in March in Sports book fixed-odd	40570	0-296819.5
BettingProd1_Mar_Bets	Numeric	The number of bets placed by a customer in March in Sports book fixed-odd	40570	0-33339
BettingProd1_Mar_Profits	Numeric	The winnings vs. stakes in March in Sports book fixed-odd	40570	-257551.35-1213239.628
BettingProd1_Apr_Stakes	Numeric	The betting amount placed by a customer in April in Sports book fixed-odd	40570	0-278539
BettingProd1_Apr_Winnings	Numeric	The amount of winnings earned by a customer in April in Sports book fixed-odd	40570	0-269474.5
BettingProd1_Apr_Bets	Numeric	The number of bets placed by a customer in April in Sports book fixed-odd	40570	0-30490

BettingProd1_Apr_Profits	Numeric	The winnings vs. stakes in April in Sports book fixed-odd	40570	-275262-546801.6992
BettingProd1_May_Stakes	Numeric	The betting amount placed by a customer in May in Sports book fixed-odd	40570	0-352504.6461
BettingProd1_May_Winnings	Numeric	The amount of winnings earned by a customer in May in Sports book fixed-odd	40570	0-340737.75
BettingProd1_May_Bets	Numeric	The number of bets placed by a customer in May in Sports book fixed-odd	40570	0-30437
BettingProd1_May_Profits	Numeric	The winnings vs. stakes in May in Sports book fixed-odd	40570	-527873.61-164518.5
BettingProd1_Jun_Stakes	Numeric	The betting amount placed by a customer in June in Sports book fixed-odd	40570	0-152933.6906
BettingProd1_Jun_Winnings	Numeric	The amount of winnings earned by a customer in June in Sports book fixed-odd	40570	0-149113.498
BettingProd1_Jun_Bets	Numeric	The number of bets placed by a customer in June in Sports book fixed-odd	40570	0-38901
BettingProd1_Jun_Profits	Numeric	The winnings vs. stakes in June in Sports book fixed-odd	40570	-225391.363400001-280816.211
BettingProd1_Jul_Stakes	Numeric	The betting amount placed by a customer in July in Sports book fixed-odd	40570	0-435823.7
BettingProd1_Jul_Winnings	Numeric	The amount of winnings earned by a customer in July in Sports book fixed-odd	40570	0-435299.447
BettingProd1_Jul_Bets	Numeric	The number of bets placed by a customer in July in Sports book fixed-odd	40570	0-39665
BettingProd1_	Numeric	The winnings vs. stakes in	40570	-471014.5344-23

Jul_Profits		July in Sports book fixed-odd		3774.1696
BettingProd1_Aug_Stakes	Numeric	The betting amount placed by a customer in August in Sports book fixed-odd	40570	0-264423.9343
BettingProd1_Aug_Winnings	Numeric	The amount of winnings earned by a customer in August in Sports book fixed-odd	40570	0-273824.5072
BettingProd1_Aug_Bets	Numeric	The number of bets placed by a customer in August in Sports book fixed-odd	40570	0-21322
BettingProd1_Aug_Profits	Numeric	The winnings vs. stakes in August in Sports book fixed-odd	40570	-310779.4599-40000.18
BettingProd1_Sep_Stakes	Numeric	The betting amount placed by a customer in September in Sports book fixed-odd	40570	0-284970
BettingProd1_Sep_Winnings	Numeric	The amount of winnings earned by a customer in September in Sports book fixed-odd	40570	0-279982.74
BettingProd1_Sep_Bets	Numeric	The number of bets placed by a customer in September in Sports book fixed-odd	40570	0-21651
BettingProd1_Sep_Profits	Numeric	The winnings vs. stakes in September in Sports book fixed-odd	40570	-3958704.7287-178163.661
BettingProd1_NumberOfStreaks	Numeric	The number of consecutive days a customer places a bet in Sports book fixed-odd	40570	0-96
BettingProd1_ShortestStreak	Numeric	The number of days of the shortest streak in Sports book fixed-odd	40570	0-228
BettingProd1_LongestStreak	Numeric	The number of days of the longest streak in Sports book fixed-odd	40570	0-228
BettingProd1_	Numeric	The minimum number of	37355	0-234

ShortestGapBtwBets		days between two bets a customer places in Sports book fixed-odd		
BettingProd1_LongestGapBtwBets	Numeric	The maximum number of days between two bets a customer places in Sports book fixed-odd	37355	0-234
BettingProd1_AverageDaysBtwBets	Numeric	The average number of days between two bets a customer places in Sports book fixed-odd	37355	0-234
BettingProd2_FirstPlayDate	Datetime	The first play date of Sports book live-action	25201	2005/2/1-2005/9/30
BettingProd2_LastPlayDate	Datetime	The last play date of Sports book live-action	25201	2005/2/1-2005/9/30
BettingProd2_TotalStakes	Numeric	The total betting amount placed by a customer in Sports book live-action	25201	0.0047-384518.293
BettingProd2_TotalWinnings	Numeric	The total amount of winnings earned by a customer in Sports book live-action	25201	0-375005.99
BettingProd2_TotalBets	Numeric	The total number of bets placed by a customer in Sports book live-action	25201	1-21230
BettingProd2_TotalProfits	Numeric	Total winnings vs. stakes in Sports book live-action	25201	-18530.06-8441.19
BettingProd2_IsProfiting	Numeric	Whether the customer can profit from the game in Sports book live-action	25201	0-1
BettingProd2_LifespanInMonths	Numeric	The total number of months a customer engages with the product in Sports book live-action	25201	1-8
BettingProd2_AvgStakesOverLifespan	Numeric	Average amount of stakes wagered by a customer in Sports book live-action	25201	0.0047-72119.92

BettingProd2_AvgStakesPerBet	Numeric	Average amount of stakes per bet in Sports book live-action	25201	0.00235-663.333333333333
BettingProd2_AvgWinningsOverLifespan	Numeric	Average amount of winnings earned by a customer in Sports book live-action	25201	0-77846.71
BettingProd2_AvgWinningsPerBet	Numeric	Average amount of winnings per bet in Sports book live-action	25201	0-893.833333333333
BettingProd2_AvgBetsOverLifespan	Numeric	Average number of bets placed by a customer in Sports book live-action	25201	0.25-2653.75
BettingProd2_Feb_Stakes	Numeric	The betting amount placed by a customer in February in Sports book live-action	25201	0-263018
BettingProd2_Feb_Winnings	Numeric	The amount of winnings earned by a customer in February in Sports book live-action	25201	0-263743.22
BettingProd2_Feb_Bets	Numeric	The number of bets placed by a customer in February in Sports book live-action	25201	0-21888
BettingProd2_Feb_Profits	Numeric	The winnings vs. stakes in February in Sports book live-action	25201	-625313.6484-208833.9084
BettingProd2_Mar_Stakes	Numeric	The betting amount placed by a customer in March in Sports book live-action	25201	0-295832.26
BettingProd2_Mar_Winnings	Numeric	The amount of winnings earned by a customer in March in Sports book live-action	25201	0-295658.76
BettingProd2_Mar_Bets	Numeric	The number of bets placed by a customer in March in Sports book live-action	25201	0-33339
BettingProd2_Mar_Profits	Numeric	The winnings vs. stakes in March in Sports book live-action	25201	-257551.35-1213239.628

BettingProd2_Apr_Stakes	Numeric	The betting amount placed by a customer in April in Sports book live-action	25201	0-278539
BettingProd2_Apr_Winnings	Numeric	The amount of winnings earned by a customer in April in Sports book live-action	25201	0-269474.5
BettingProd2_Apr_Bets	Numeric	The number of bets placed by a customer in April in Sports book live-action	25201	0-30490
BettingProd2_Apr_Profits	Numeric	The winnings vs. stakes in April in Sports book live-action	25201	-275262-546801.6992
BettingProd2_May_Stakes	Numeric	The betting amount placed by a customer in May in Sports book live-action	25201	0-352504.6461
BettingProd2_May_Winnings	Numeric	The amount of winnings earned by a customer in May in Sports book live-action	25201	0-340737.75
BettingProd2_May_Bets	Numeric	The number of bets placed by a customer in May in Sports book live-action	25201	0-16270
BettingProd2_May_Profits	Numeric	The winnings vs. stakes in May in Sports book live-action	25201	-527873.61-164518.5
BettingProd2_Jun_Stakes	Numeric	The betting amount placed by a customer in June in Sports book live-action	25201	0-152933.6906
BettingProd2_Jun_Winnings	Numeric	The amount of winnings earned by a customer in June in Sports book live-action	25201	0-149113.498
BettingProd2_Jun_Bets	Numeric	The number of bets placed by a customer in June in Sports book live-action	25201	0-20948
BettingProd2_Jun_Profits	Numeric	The winnings vs. stakes in June in Sports book live-action	25201	-225391.363400001-280816.211

BettingProd2_Jul_Stakes	Numeric	The betting amount placed by a customer in July in Sports book live-action	25201	0-435823.7
BettingProd2_Jul_Winnings	Numeric	The amount of winnings earned by a customer in July in Sports book live-action	25201	0-435299.447
BettingProd2_Jul_Bets	Numeric	The number of bets placed by a customer in July in Sports book live-action	25201	0-39665
BettingProd2_Jul_Profits	Numeric	The winnings vs. stakes in July in Sports book live-action	25201	-471014.5344-233774.1696
BettingProd2_Aug_Stakes	Numeric	The betting amount placed by a customer in August in Sports book live-action	25201	0-264423.9343
BettingProd2_Aug_Winnings	Numeric	The amount of winnings earned by a customer in August in Sports book live-action	25201	0-273824.5072
BettingProd2_Aug_Bets	Numeric	The number of bets placed by a customer in August in Sports book live-action	25201	0-15517
BettingProd2_Aug_Profits	Numeric	The winnings vs. stakes in August in Sports book live-action	25201	-310779.4599-400000.18
BettingProd2_Sep_Stakes	Numeric	The betting amount placed by a customer in September in Sports book live-action	25201	0-284970
BettingProd2_Sep_Winnings	Numeric	The amount of winnings earned by a customer in September in Sports book live-action	25201	0-279982.74
BettingProd2_Sep_Bets	Numeric	The number of bets placed by a customer in September in Sports book live-action	25201	0-16964
BettingProd2_Sep_Profits	Numeric	The winnings vs. stakes in September in Sports book live-action	25201	-3958704.7287-178163.661

BettingProd2_ NumberOfStre aks	Numeric	The number of consecutive days a customer places a bet in Sports book live-action	25201	0-94
BettingProd2_ ShortestStreak	Numeric	The number of days of the shortest streak in Sports book live-action	25201	0-49
BettingProd2_ LongestStreak	Numeric	The number of days of the longest streak in Sports book live-action	25201	0-165
BettingProd2_ ShortestGapBt wBets	Numeric	The minimum number of days between two bets a customer places in Sports book live-action	20411	0-233
BettingProd2_ LongestGapBt wBets	Numeric	The maximum number of days between two bets a customer places in Sports book live-action	20411	1-233
BettingProd2_ AverageDaysBt wBets	Numeric	The average number of days between two bets a customer places in Sports book live-action	20411	0.5-233
BettingProd4_ FirstPlayDate	Datetime	The first play date of Casino BossMedia	1862	2005/2/1-2005/9/30
BettingProd4_ LastPlayDate	Datetime	The last play date of Casino BossMedia	1862	2005/2/1-2005/9/30
BettingProd4_ TotalStakes	Numeric	The total betting amount placed by a customer in Casino BossMedia	1862	0-1127176
BettingProd4_ TotalWinnings	Numeric	The total amount of winnings earned by a customer in Casino BossMedia	1862	0-1093423
BettingProd4_ TotalBets	Numeric	The total number of bets placed by a customer in Casino BossMedia	1862	1-2034
BettingProd4_ TotalProfits	Numeric	Total winnings vs. stakes in Casino BossMedia	1862	-33753-6500

BettingProd4_IsProfiting	Numeric	Whether the customer can profit from the game in Casino BossMedia	1862	0-1
BettingProd4_LifespanInMonths	Numeric	The total number of months a customer engages with the product in Casino BossMedia	1862	1-8
BettingProd4_AvgStakesOverLifespan	Numeric	Average amount of stakes wagered by a customer in Casino BossMedia	1862	0-222836.33333333
BettingProd4_AvgStakesPerBet	Numeric	Average amount of stakes per bet in Casino BossMedia	1862	0-13681.6363636364
BettingProd4_AvgWinningsOverLifespan	Numeric	Average amount of winnings earned by a customer in Casino BossMedia	1862	0-220596.83333333
BettingProd4_AvgWinningsPerBet	Numeric	Average amount of winnings per bet in Casino BossMedia	1862	0-13582.045454545455
BettingProd4_AvgBetsOverLifespan	Numeric	Average number of bets placed by a customer in Casino BossMedia	1862	0.4-385
BettingProd4_Feb_Stakes	Numeric	The betting amount placed by a customer in February in Casino BossMedia	1862	0-212119
BettingProd4_Feb_Winnings	Numeric	The amount of winnings earned by a customer in February in Casino BossMedia	1862	0-212229.5
BettingProd4_Feb_Bets	Numeric	The number of bets placed by a customer in February in Casino BossMedia	1862	0-16710
BettingProd4_Feb_Profits	Numeric	The winnings vs. stakes in February in Casino BossMedia	1862	-114034.1615-22403.75
BettingProd4_Mar_Stakes	Numeric	The betting amount placed by a customer in March in Casino BossMedia	1862	0-297378

BettingProd4_Mar_Winnings	Numeric	The amount of winnings earned by a customer in March in Casino BossMedia	1862	0-296819.5
BettingProd4_Mar_Bets	Numeric	The number of bets placed by a customer in March in Casino BossMedia	1862	0-36984
BettingProd4_Mar_Profits	Numeric	The winnings vs. stakes in March in Casino BossMedia	1862	-172239.4-171518.5106
BettingProd4_Apr_Stakes	Numeric	The betting amount placed by a customer in April in Casino BossMedia	1862	0-278539
BettingProd4_Apr_Winnings	Numeric	The amount of winnings earned by a customer in April in Casino BossMedia	1862	0-269474.5
BettingProd4_Apr_Bets	Numeric	The number of bets placed by a customer in April in Casino BossMedia	1862	0-30490
BettingProd4_Apr_Profits	Numeric	The winnings vs. stakes in April in Casino BossMedia	1862	-194824.1-109007.16
BettingProd4_May_Stakes	Numeric	The betting amount placed by a customer in May in Casino BossMedia	1862	0-352504.6461
BettingProd4_May_Winnings	Numeric	The amount of winnings earned by a customer in May in Casino BossMedia	1862	0-340737.75
BettingProd4_May_Bets	Numeric	The number of bets placed by a customer in May in Casino BossMedia	1862	0-14388
BettingProd4_May_Profits	Numeric	The winnings vs. stakes in May in Casino BossMedia	1862	-417289.619999999-159216.2
BettingProd4_Jun_Stakes	Numeric	The betting amount placed by a customer in June in Casino BossMedia	1862	0-119060
BettingProd4_Jun_Winnings	Numeric	The amount of winnings earned by a customer in June in Casino BossMedia	1862	0-115996

BettingProd4_Jun_Bets	Numeric	The number of bets placed by a customer in June in Casino BossMedia	1862	0-14555
BettingProd4_Jun_Profits	Numeric	The winnings vs. stakes in June in Casino BossMedia	1862	-211785.525-37910
BettingProd4_Jul_Stakes	Numeric	The betting amount placed by a customer in July in Casino BossMedia	1862	0-219938.4403
BettingProd4_Jul_Winnings	Numeric	The amount of winnings earned by a customer in July in Casino BossMedia	1862	0-214667.8705
BettingProd4_Jul_Bets	Numeric	The number of bets placed by a customer in July in Casino BossMedia	1862	0-18085
BettingProd4_Jul_Profits	Numeric	The winnings vs. stakes in July in Casino BossMedia	1862	-216093.3618-233774.1696
BettingProd4_Aug_Stakes	Numeric	The betting amount placed by a customer in August in Casino BossMedia	1862	0-264423.9343
BettingProd4_Aug_Winnings	Numeric	The amount of winnings earned by a customer in August in Casino BossMedia	1862	0-273824.5072
BettingProd4_Aug_Bets	Numeric	The number of bets placed by a customer in August in Casino BossMedia	1862	0-21322
BettingProd4_Aug_Profits	Numeric	The winnings vs. stakes in August in Casino BossMedia	1862	-200832.9312-159809.739299999
BettingProd4_Sep_Stakes	Numeric	The betting amount placed by a customer in September in Casino BossMedia	1862	0-284970
BettingProd4_Sep_Winnings	Numeric	The amount of winnings earned by a customer in September in Casino BossMedia	1862	0-279982.74
BettingProd4_Sep_Bets	Numeric	The number of bets placed by a customer in September in Casino BossMedia	1862	0-16964

BettingProd4_ Sep_Profits	Numeric	The winnings vs. stakes in September in Casino BossMedia	1862	-3958704.7287-178163.661
BettingProd4_ NumberOfStre aks	Numeric	The number of consecutive days a customer places a bet in Casino BossMedia	1862	0-45
BettingProd4_ ShortestStreak	Numeric	The number of days of the shortest streak in Casino BossMedia	1862	0-12
BettingProd4_ LongestStreak	Numeric	The number of days of the longest streak in Casino BossMedia	1862	0-63
BettingProd4_ ShortestGapBt wBets	Numeric	The minimum number of days between two bets a customer places in Casino BossMedia	1279	1-204
BettingProd4_ LongestGapBt wBets	Numeric	The maximum number of days between two bets a customer places in Casino BossMedia	1279	1-218
BettingProd4_ AverageDaysBt wBets	Numeric	The average number of days between two bets a customer places in Casino BossMedia	1279	1-204
BettingProd5_ FirstPlayDate	Datetime	The first play date of Supertoto	833	2005/2/1-2005/9/30
BettingProd5_ LastPlayDate	Datetime	The last play date of Supertoto	833	2005/2/2-2005/9/30
BettingProd5_ TotalStakes	Numeric	The total betting amount placed by a customer in Supertoto	833	0.1-1996.6
BettingProd5_ TotalWinnings	Numeric	The total amount of winnings earned by a customer in Supertoto	833	0.0825-1647.195
BettingProd5_ TotalBets	Numeric	The total number of bets placed by a customer in Supertoto	833	1-458

BettingProd5_ TotalProfits	Numeric	Total winnings vs. stakes in Supertoto	833	-349.405--0.0075 00000000000001
BettingProd5_ IsProfiting	Numeric	Whether the customer can profit from the game in Supertoto	833	0-0
BettingProd5_ LifespanInMonths	Numeric	The total number of months a customer engages with the product in Supertoto	833	1-8
BettingProd5_ AvgStakesOverLifespan	Numeric	Average amount of stakes wagered by a customer in Supertoto	833	0.04-249.575
BettingProd5_ AvgStakesPerBet	Numeric	Average amount of stakes per bet in Supertoto	833	0.1-115.2
BettingProd5_ AvgWinningsOverLifespan	Numeric	Average amount of winnings earned by a customer in Supertoto	833	0.037-205.899375
BettingProd5_ AvgWinningsPerBet	Numeric	Average amount of winnings per bet in Supertoto	833	0.0825-95.04
BettingProd5_ AvgBetsOverLifespan	Numeric	Average number of bets placed by a customer in Supertoto	833	0.25-155
BettingProd5_ Feb_Stakes	Numeric	The betting amount placed by a customer in February in Supertoto	833	0-66094.6466
BettingProd5_ Feb_Winnings	Numeric	The amount of winnings earned by a customer in February in Supertoto	833	0-62836.5277
BettingProd5_ Feb_Bets	Numeric	The number of bets placed by a customer in February in Supertoto	833	0-5485
BettingProd5_ Feb_Profits	Numeric	The winnings vs. stakes in February in Supertoto	833	-114034.1615-12319.6025
BettingProd5_ Mar_Stakes	Numeric	The betting amount placed by a customer in March in Supertoto	833	0-57511.5

BettingProd5_Mar_Winnings	Numeric	The amount of winnings earned by a customer in March in Supertoto	833	0-54419.3
BettingProd5_Mar_Bets	Numeric	The number of bets placed by a customer in March in Supertoto	833	0-8406
BettingProd5_Mar_Profits	Numeric	The winnings vs. stakes in March in Supertoto	833	-128326.305-306784.165
BettingProd5_Apr_Stakes	Numeric	The betting amount placed by a customer in April in Supertoto	833	0-73266.05
BettingProd5_Apr_Winnings	Numeric	The amount of winnings earned by a customer in April in Supertoto	833	0-66676.7
BettingProd5_Apr_Bets	Numeric	The number of bets placed by a customer in April in Supertoto	833	0-14261
BettingProd5_Apr_Profits	Numeric	The winnings vs. stakes in April in Supertoto	833	-256984.65-87493.46
BettingProd5_May_Stakes	Numeric	The betting amount placed by a customer in May in Supertoto	833	0-86253.19
BettingProd5_May_Winnings	Numeric	The amount of winnings earned by a customer in May in Supertoto	833	0-83343.2055
BettingProd5_May_Bets	Numeric	The number of bets placed by a customer in May in Supertoto	833	0-21151
BettingProd5_May_Profits	Numeric	The winnings vs. stakes in May in Supertoto	833	-169872.5824-45204.9999999999
BettingProd5_Jun_Stakes	Numeric	The betting amount placed by a customer in June in Supertoto	833	0-51007.4554
BettingProd5_Jun_Winnings	Numeric	The amount of winnings earned by a customer in June in Supertoto	833	0-49076.5286
BettingProd5_	Numeric	The number of bets placed	833	0-20948

Jun_Bets		by a customer in June in Supertoto		
BettingProd5_Jun_Profits	Numeric	The winnings vs. stakes in June in Supertoto	833	-211785.525-36693.2048
BettingProd5_Jul_Stakes	Numeric	The betting amount placed by a customer in July in Supertoto	833	0-219938.4403
BettingProd5_Jul_Winnings	Numeric	The amount of winnings earned by a customer in July in Supertoto	833	0-214667.8705
BettingProd5_Jul_Bets	Numeric	The number of bets placed by a customer in July in Supertoto	833	0-10483
BettingProd5_Jul_Profits	Numeric	The winnings vs. stakes in July in Supertoto	833	-265052.52-233774.1696
BettingProd5_Aug_Stakes	Numeric	The betting amount placed by a customer in August in Supertoto	833	0-239471
BettingProd5_Aug_Winnings	Numeric	The amount of winnings earned by a customer in August in Supertoto	833	0-228988
BettingProd5_Aug_Bets	Numeric	The number of bets placed by a customer in August in Supertoto	833	0-21166
BettingProd5_Aug_Profits	Numeric	The winnings vs. stakes in August in Supertoto	833	-239255.2-150229.537500001
BettingProd5_Sep_Stakes	Numeric	The betting amount placed by a customer in September in Supertoto	833	0-162218.568
BettingProd5_Sep_Winnings	Numeric	The amount of winnings earned by a customer in September in Supertoto	833	0-164072.2911
BettingProd5_Sep_Bets	Numeric	The number of bets placed by a customer in September in Supertoto	833	0-16964
BettingProd5_Sep_Profits	Numeric	The winnings vs. stakes in September in Supertoto	833	-3958704.7287-178163.661

BettingProd5_ NumberOfStreaks	Numeric	The number of consecutive days a customer places a bet in Supertoto	833	0-42
BettingProd5_ ShortestStreak	Numeric	The number of days of the shortest streak in Supertoto	833	0-3
BettingProd5_ LongestStreak	Numeric	The number of days of the longest streak in Supertoto	833	0-7
BettingProd5_ ShortestGapBtwBets	Numeric	The minimum number of days between two bets a customer places in Supertoto	499	1-224
BettingProd5_ LongestGapBtwBets	Numeric	The maximum number of days between two bets a customer places in Supertoto	499	1-224
BettingProd5_ AverageDaysBtwBets	Numeric	The average number of days between two bets a customer places in Supertoto	499	1-224
BettingProd6_ FirstPlayDate	Datetime	The first play date of Games VS	2530	2005/2/1-2005/9/30
BettingProd6_ LastPlayDate	Datetime	The last play date of Games VS	2530	2005/2/1-2005/9/30
BettingProd6_ TotalStakes	Numeric	The total betting amount placed by a customer in Games VS	2530	0.1-120791.2
BettingProd6_ TotalWinnings	Numeric	The total amount of winnings earned by a customer in Games VS	2530	0-108197.52
BettingProd6_ TotalBets	Numeric	The total number of bets placed by a customer in Games VS	2530	1-13259
BettingProd6_ TotalProfits	Numeric	Total winnings vs. stakes in Games VS	2530	-59084.6202-4211.8575
BettingProd6_ IsProfiting	Numeric	Whether the customer can profit from the game in Games VS	2530	0-1

BettingProd6_LifespanInMonths	Numeric	The total number of months a customer engages with the product in Games VS	2530	1-8
BettingProd6_AvgStakesOverLifespan	Numeric	Average amount of stakes wagered by a customer in Games VS	2530	0.1-48505.75
BettingProd6_AvgStakesPerBet	Numeric	Average amount of stakes per bet in Games VS	2530	0.1-464.84277
BettingProd6_AvgWinningsOverLifespan	Numeric	Average amount of winnings earned by a customer in Games VS	2530	0-30733.42
BettingProd6_AvgWinningsPerBet	Numeric	Average amount of winnings per bet in Games VS	2530	0-435.94205
BettingProd6_AvgBetsOverLifespan	Numeric	Average number of bets placed by a customer in Games VS	2530	0.375-3148
BettingProd6_Feb_Stakes	Numeric	The betting amount placed by a customer in February in Games VS	2530	0-94823.9288
BettingProd6_Feb_Winnings	Numeric	The amount of winnings earned by a customer in February in Games VS	2530	0-94406.9678
BettingProd6_Feb_Bets	Numeric	The number of bets placed by a customer in February in Games VS	2530	0-21409
BettingProd6_Feb_Profits	Numeric	The winnings vs. stakes in February in Games VS	2530	-114034.1615-57115.24
BettingProd6_Mar_Stakes	Numeric	The betting amount placed by a customer in March in Games VS	2530	0-295832.26
BettingProd6_Mar_Winnings	Numeric	The amount of winnings earned by a customer in March in Games VS	2530	0-295658.76
BettingProd6_Mar_Bets	Numeric	The number of bets placed by a customer in March in	2530	0-31869

		Games VS		
BettingProd6_Mar_Profits	Numeric	The winnings vs. stakes in March in Games VS	2530	-197434.4986-171518.5106
BettingProd6_Apr_Stakes	Numeric	The betting amount placed by a customer in April in Games VS	2530	0-278539
BettingProd6_Apr_Winnings	Numeric	The amount of winnings earned by a customer in April in Games VS	2530	0-269474.5
BettingProd6_Apr_Bets	Numeric	The number of bets placed by a customer in April in Games VS	2530	0-30490
BettingProd6_Apr_Profits	Numeric	The winnings vs. stakes in April in Games VS	2530	-256984.65-80621.055
BettingProd6_May_Stakes	Numeric	The betting amount placed by a customer in May in Games VS	2530	0-352504.6461
BettingProd6_May_Winnings	Numeric	The amount of winnings earned by a customer in May in Games VS	2530	0-340737.75
BettingProd6_May_Bets	Numeric	The number of bets placed by a customer in May in Games VS	2530	0-30437
BettingProd6_May_Profits	Numeric	The winnings vs. stakes in May in Games VS	2530	-200037.2337-71726.28
BettingProd6_Jun_Stakes	Numeric	The betting amount placed by a customer in June in Games VS	2530	0-107767.9388
BettingProd6_Jun_Winnings	Numeric	The amount of winnings earned by a customer in June in Games VS	2530	0-105932.94
BettingProd6_Jun_Bets	Numeric	The number of bets placed by a customer in June in Games VS	2530	0-38901
BettingProd6_Jun_Profits	Numeric	The winnings vs. stakes in June in Games VS	2530	-211785.525-64336.914

BettingProd6_Jul_Stakes	Numeric	The betting amount placed by a customer in July in Games VS	2530	0-435823.7
BettingProd6_Jul_Winnings	Numeric	The amount of winnings earned by a customer in July in Games VS	2530	0-435299.447
BettingProd6_Jul_Bets	Numeric	The number of bets placed by a customer in July in Games VS	2530	0-39310
BettingProd6_Jul_Profits	Numeric	The winnings vs. stakes in July in Games VS	2530	-265052.52-233774.1696
BettingProd6_Aug_Stakes	Numeric	The betting amount placed by a customer in August in Games VS	2530	0-264423.9343
BettingProd6_Aug_Winnings	Numeric	The amount of winnings earned by a customer in August in Games VS	2530	0-273824.5072
BettingProd6_Aug_Bets	Numeric	The number of bets placed by a customer in August in Games VS	2530	0-21322
BettingProd6_Aug_Profits	Numeric	The winnings vs. stakes in August in Games VS	2530	-239255.2-159809.739299999
BettingProd6_Sep_Stakes	Numeric	The betting amount placed by a customer in September in Games VS	2530	0-162218.568
BettingProd6_Sep_Winnings	Numeric	The amount of winnings earned by a customer in September in Games VS	2530	0-164072.2911
BettingProd6_Sep_Bets	Numeric	The number of bets placed by a customer in September in Games VS	2530	0-21651
BettingProd6_Sep_Profits	Numeric	The winnings vs. stakes in September in Games VS	2530	-3958704.7287-178163.661
BettingProd6_NumberOfStreaks	Numeric	The number of consecutive days a customer places a bet in Games VS	2530	0-40
BettingProd6_	Numeric	The number of days of the	2530	0-8

ShortestStreak		shortest streak in Games VS		
BettingProd6_ LongestStreak	Numeric	The number of days of the longest streak in Games VS	2530	0-32
BettingProd6_ ShortestGapBt wBets	Numeric	The minimum number of days between two bets a customer places in Games VS	1538	0-225
BettingProd6_ LongestGapBt wBets	Numeric	The maximum number of days between two bets a customer places in Games VS	1538	1-227
BettingProd6_ AverageDaysBt wBets	Numeric	The average number of days between two bets a customer places in Games VS	1538	1-225
BettingProd7_ FirstPlayDate	Datetime	The first play date of Games bwin	1827	2005/2/1-2005/9/29
BettingProd7_ LastPlayDate	Datetime	The last play date of Games bwin	1827	2005/2/1-2005/9/30
BettingProd7_ TotalStakes	Numeric	The total betting amount placed by a customer in Games bwin	1827	0.5-208398.5
BettingProd7_ TotalWinnings	Numeric	The total amount of winnings earned by a customer in Games bwin	1827	0-187941.125
BettingProd7_ TotalBets	Numeric	The total number of bets placed by a customer in Games bwin	1827	1-176393
BettingProd7_ TotalProfits	Numeric	Total winnings vs. stakes in Games bwin	1827	-20457.375-7042.45
BettingProd7_ IsProfiting	Numeric	Whether the customer can profit from the game in Games bwin	1827	0-1
BettingProd7_ LifespanInMon ths	Numeric	The total number of months a customer engages with the product in Games bwin	1827	1-8
BettingProd7_ AvgStakesOver Lifespan	Numeric	Average amount of stakes wagered by a customer in Games bwin	1827	0.285714285714 286-26049.8125

BettingProd7_ AvgStakesPerBet	Numeric	Average amount of stakes per bet in Games bwin	1827	0.5-18.6380731364276
BettingProd7_ AvgWinningsOverLifespan	Numeric	Average amount of winnings earned by a customer in Games bwin	1827	0-24802.5583333333
BettingProd7_ AvgWinningsPerBet	Numeric	Average amount of winnings per bet in Games bwin	1827	0-25
BettingProd7_ AvgBetsOverLifespan	Numeric	Average number of bets placed by a customer in Games bwin	1827	0.285714285714286-22049.125
BettingProd7_ Feb_Stakes	Numeric	The betting amount placed by a customer in February in Games bwin	1827	0-103160.69
BettingProd7_ Feb_Winnings	Numeric	The amount of winnings earned by a customer in February in Games bwin	1827	0-102620.76
BettingProd7_ Feb_Bets	Numeric	The number of bets placed by a customer in February in Games bwin	1827	0-21888
BettingProd7_ Feb_Profits	Numeric	The winnings vs. stakes in February in Games bwin	1827	-114034.1615-38870.16
BettingProd7_ Mar_Stakes	Numeric	The betting amount placed by a customer in March in Games bwin	1827	0-200451.45
BettingProd7_ Mar_Winnings	Numeric	The amount of winnings earned by a customer in March in Games bwin	1827	0-202355.15
BettingProd7_ Mar_Bets	Numeric	The number of bets placed by a customer in March in Games bwin	1827	0-31869
BettingProd7_ Mar_Profits	Numeric	The winnings vs. stakes in March in Games bwin	1827	-197434.4986-171518.5106
BettingProd7_ Apr_Stakes	Numeric	The betting amount placed by a customer in April in Games bwin	1827	0-106213.5

BettingProd7_Apr_Winnings	Numeric	The amount of winnings earned by a customer in April in Games bwin	1827	0-102502.5
BettingProd7_Apr_Bets	Numeric	The number of bets placed by a customer in April in Games bwin	1827	0-25021
BettingProd7_Apr_Profits	Numeric	The winnings vs. stakes in April in Games bwin	1827	-275262-80621.055
BettingProd7_May_Stakes	Numeric	The betting amount placed by a customer in May in Games bwin	1827	0-352504.6461
BettingProd7_May_Winnings	Numeric	The amount of winnings earned by a customer in May in Games bwin	1827	0-340737.75
BettingProd7_May_Bets	Numeric	The number of bets placed by a customer in May in Games bwin	1827	0-30437
BettingProd7_May_Profits	Numeric	The winnings vs. stakes in May in Games bwin	1827	-200037.2337-58561.9824
BettingProd7_Jun_Stakes	Numeric	The betting amount placed by a customer in June in Games bwin	1827	0-80161
BettingProd7_Jun_Winnings	Numeric	The amount of winnings earned by a customer in June in Games bwin	1827	0-79217
BettingProd7_Jun_Bets	Numeric	The number of bets placed by a customer in June in Games bwin	1827	0-38901
BettingProd7_Jun_Profits	Numeric	The winnings vs. stakes in June in Games bwin	1827	-155265.797-280816.211
BettingProd7_Jul_Stakes	Numeric	The betting amount placed by a customer in July in Games bwin	1827	0-435823.7
BettingProd7_Jul_Winnings	Numeric	The amount of winnings earned by a customer in July in Games bwin	1827	0-435299.447
BettingProd7_	Numeric	The number of bets placed	1827	0-39310

Jul_Bets		by a customer in July in Games bwin		
BettingProd7_Jul_Profits	Numeric	The winnings vs. stakes in July in Games bwin	1827	-265052.52-67136.0775
BettingProd7_Aug_Stakes	Numeric	The betting amount placed by a customer in August in Games bwin	1827	0-239471
BettingProd7_Aug_Winnings	Numeric	The amount of winnings earned by a customer in August in Games bwin	1827	0-228988
BettingProd7_Aug_Bets	Numeric	The number of bets placed by a customer in August in Games bwin	1827	0-21322
BettingProd7_Aug_Profits	Numeric	The winnings vs. stakes in August in Games bwin	1827	-239255.2-39664.95
BettingProd7_Sep_Stakes	Numeric	The betting amount placed by a customer in September in Games bwin	1827	0-139893.9958
BettingProd7_Sep_Winnings	Numeric	The amount of winnings earned by a customer in September in Games bwin	1827	0-128665.5
BettingProd7_Sep_Bets	Numeric	The number of bets placed by a customer in September in Games bwin	1827	0-21651
BettingProd7_Sep_Profits	Numeric	The winnings vs. stakes in September in Games bwin	1827	-3958704.7287-82929.288
BettingProd7_NumberOfStreaks	Numeric	The number of consecutive days a customer places a bet in Games bwin	1827	0-39
BettingProd7_ShortestStreak	Numeric	The number of days of the shortest streak in Games bwin	1827	0-11
BettingProd7_LongestStreak	Numeric	The number of days of the longest streak in Games bwin	1827	0-48
BettingProd7_ShortestGapBt	Numeric	The minimum number of days between two bets a	983	1-228

wBets		customer places in Games bwin		
BettingProd7_LongestGapBtwBets	Numeric	The maximum number of days between two bets a customer places in Games bwin	983	1-228
BettingProd7_AverageDaysBtwBets	Numeric	The average number of days between two bets a customer places in Games bwin	983	1-228
BettingProd8_FirstPlayDate	Datetime	The first play date of Casino Chartwell	4867	2005/2/1-2005/9/30
BettingProd8_LastPlayDate	Datetime	The last play date of Casino Chartwell	4867	2005/2/1-2005/9/30
BettingProd8_TotalStakes	Numeric	The total betting amount placed by a customer in Casino Chartwell	4867	0.25-651427.13
BettingProd8_TotalWinnings	Numeric	The total amount of winnings earned by a customer in Casino Chartwell	4867	0-649439.5
BettingProd8_TotalBets	Numeric	The total number of bets placed by a customer in Casino Chartwell	4867	1-68342
BettingProd8_TotalProfits	Numeric	Total winnings vs. stakes in Casino Chartwell	4867	-35331.11-12038.5
BettingProd8_IsProfiting	Numeric	Whether the customer can profit from the game in Casino Chartwell	4867	0-1
BettingProd8_LifespanInMonths	Numeric	The total number of months a customer engages with the product in Casino Chartwell	4867	1-8
BettingProd8_AvgStakesOverLifespan	Numeric	Average amount of stakes wagered by a customer in Casino Chartwell	4867	0.25-311248.75
BettingProd8_AvgStakesPerBet	Numeric	Average amount of stakes per bet in Casino Chartwell	4867	0.0190867579908676-430.666666666667

BettingProd8_AvgWinningsOverLifespan	Numeric	Average amount of winnings earned by a customer in Casino Chartwell	4867	0-308074.25
BettingProd8_AvgWinningsPerBet	Numeric	Average amount of winnings per bet in Casino Chartwell	4867	0-420.666666666667
BettingProd8_AvgBetsOverLifespan	Numeric	Average number of bets placed by a customer in Casino Chartwell	4867	0.6-18535
BettingProd8_Feb_Stakes	Numeric	The betting amount placed by a customer in February in Casino Chartwell	4867	0-263018
BettingProd8_Feb_Winnings	Numeric	The amount of winnings earned by a customer in February in Casino Chartwell	4867	0-263743.22
BettingProd8_Feb_Bets	Numeric	The number of bets placed by a customer in February in Casino Chartwell	4867	0-21888
BettingProd8_Feb_Profits	Numeric	The winnings vs. stakes in February in Casino Chartwell	4867	-625313.6484-115800
BettingProd8_Mar_Stakes	Numeric	The betting amount placed by a customer in March in Casino Chartwell	4867	0-295832.26
BettingProd8_Mar_Winnings	Numeric	The amount of winnings earned by a customer in March in Casino Chartwell	4867	0-295658.76
BettingProd8_Mar_Bets	Numeric	The number of bets placed by a customer in March in Casino Chartwell	4867	0-36984
BettingProd8_Mar_Profits	Numeric	The winnings vs. stakes in March in Casino Chartwell	4867	-210177.5-1213239.628
BettingProd8_Apr_Stakes	Numeric	The betting amount placed by a customer in April in Casino Chartwell	4867	0-278539
BettingProd8_Apr_Winnings	Numeric	The amount of winnings earned by a customer in April in Casino Chartwell	4867	0-269474.5

BettingProd8_Apr_Bets	Numeric	The number of bets placed by a customer in April in Casino Chartwell	4867	0-30490
BettingProd8_Apr_Profits	Numeric	The winnings vs. stakes in April in Casino Chartwell	4867	-275262-546801.6992
BettingProd8_May_Stakes	Numeric	The betting amount placed by a customer in May in Casino Chartwell	4867	0-312226.3
BettingProd8_May_Winnings	Numeric	The amount of winnings earned by a customer in May in Casino Chartwell	4867	0-293258.59
BettingProd8_May_Bets	Numeric	The number of bets placed by a customer in May in Casino Chartwell	4867	0-30437
BettingProd8_May_Profits	Numeric	The winnings vs. stakes in May in Casino Chartwell	4867	-527873.61-154944.9
BettingProd8_Jun_Stakes	Numeric	The betting amount placed by a customer in June in Casino Chartwell	4867	0-121577
BettingProd8_Jun_Winnings	Numeric	The amount of winnings earned by a customer in June in Casino Chartwell	4867	0-119874
BettingProd8_Jun_Bets	Numeric	The number of bets placed by a customer in June in Casino Chartwell	4867	0-38901
BettingProd8_Jun_Profits	Numeric	The winnings vs. stakes in June in Casino Chartwell	4867	-211785.525-280816.211
BettingProd8_Jul_Stakes	Numeric	The betting amount placed by a customer in July in Casino Chartwell	4867	0-435823.7
BettingProd8_Jul_Winnings	Numeric	The amount of winnings earned by a customer in July in Casino Chartwell	4867	0-435299.447
BettingProd8_Jul_Bets	Numeric	The number of bets placed by a customer in July in Casino Chartwell	4867	0-39665
BettingProd8_	Numeric	The winnings vs. stakes in	4867	-265052.52-2337

Jul_Profits		July in Casino Chartwell		74.1696
BettingProd8_Aug_Stakes	Numeric	The betting amount placed by a customer in August in Casino Chartwell	4867	0-264423.9343
BettingProd8_Aug_Winnings	Numeric	The amount of winnings earned by a customer in August in Casino Chartwell	4867	0-273824.5072
BettingProd8_Aug_Bets	Numeric	The number of bets placed by a customer in August in Casino Chartwell	4867	0-21166
BettingProd8_Aug_Profits	Numeric	The winnings vs. stakes in August in Casino Chartwell	4867	-239255.2-159809.739299999
BettingProd8_Sep_Stakes	Numeric	The betting amount placed by a customer in September in Casino Chartwell	4867	0-284970
BettingProd8_Sep_Winnings	Numeric	The amount of winnings earned by a customer in September in Casino Chartwell	4867	0-279982.74
BettingProd8_Sep_Bets	Numeric	The number of bets placed by a customer in September in Casino Chartwell	4867	0-21651
BettingProd8_Sep_Profits	Numeric	The winnings vs. stakes in September in Casino Chartwell	4867	-3958704.7287-178163.661
BettingProd8_NumberOfStreaks	Numeric	The number of consecutive days a customer places a bet in Casino Chartwell	4867	0-47
BettingProd8_ShortestStreak	Numeric	The number of days of the shortest streak in Casino Chartwell	4867	0-16
BettingProd8_LongestStreak	Numeric	The number of days of the longest streak in Casino Chartwell	4867	0-36
BettingProd8_ShortestGapBtwBets	Numeric	The minimum number of days between two bets a customer places in Casino	3182	1-230

		Chartwell		
BettingProd8_LongestGapBtwBets	Numeric	The maximum number of days between two bets a customer places in Casino Chartwell	3182	1-230
BettingProd8_AverageDaysBtwBets	Numeric	The average number of days between two bets a customer places in Casino Chartwell	3182	1-230
FavoriteBettingProduct	Numeric	The betting product a customer places bets on the most	42203	1-8
FirstActiveDate	Datetime	First play date for all products	42620	2005/2/1-2005/10/2
LastActiveDate	Datetime	Last play date for all products	42620	2005/2/1-2005/10/3
TotalSpending	Numeric	Total money spent on all products	42647	0-2259812.03060295
Segment	Text	Segments based on purchasing amount (Small Spender, Medium Spender, Big Spender, Whale), determined by quartiles of the all buying amounts.	2353	1-4