This is R Markdown marketing Analysis report. It's an automatic report that will change every time when the data is updated.

The report displays some important information and stats about the Gambling data countrywise, Age wise and other factors of the Gamblers.

The Below Information shows the marketing metrics for the betting company

| Max_Gain	Max_Bets	Max_Stakes	Max_Winnings	Min_Gain	Min_Bets	Min_Stakes	Min_Winnings	Mean_Gain	Mean_Bets	Mean_Stakes	Mean_Winnings	Frequency	Gamblers
181188	193442	470406	451333	-1060	5	67	4	15840	7182	50409	45773	38594	42631

The Below Information shows the TOP 10 Country that has generated high Profit

Country_Name	Total_Profit	Profit_margin	Age	TotalBets	TotalStakes	TotalWinnings	Frequency_Played	Gamblers
Denmark	58	5043.2271	30	155	101	101	101	1825
Germany	50	2276.6919	32	192	63	63	63	24165
Italy	40	1818.5343	34	178	54	54	54	1006
Austria	36	1345.4472	32	172	40	40	40	1458
France	35	1682.0151	30	194	44	44	44	2084
Turkey	33	1110.2813	28	213	38	38	38	2476
Spain	26	1040.4346	30	208	31	31	31	2405
Poland	25	1156.4268	29	148	28	28	28	2417
Greece	13	432.2698	32	137	15	15	15	2390
Norway	11	1021.4253	30	39	24	24	24	319

The Below Information shows the Profit made by each Age group

| Age_Group	Total_Profit	Profit_margin	Age	TotalBets	TotalStakes	TotalWinnings	Frequency_Played	Gamblers
18-35 Years old	290	14247.3593	26	1423	375	375	375	28574
35-55 Years old	65	3279.2907	43	374	90	90	90	10476
< 18 Years old	5	329.8587	18	18	8	8	8	411
55-75 Years old	5	211.9863	61	20	5	5	5	989
75+ Years old	0	0.0000	83	0	0	0	0	49

Top 5 Number of Gamblers per Age Group :
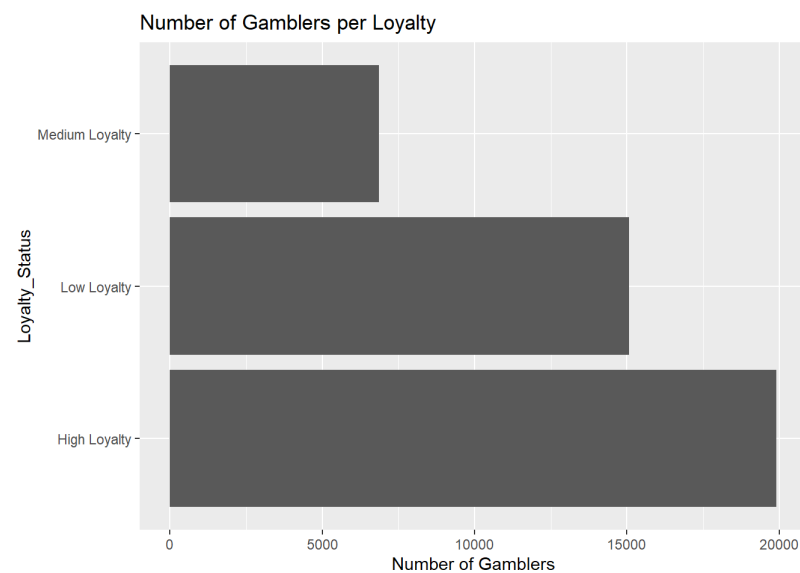
Number of Gamblers per Age Group
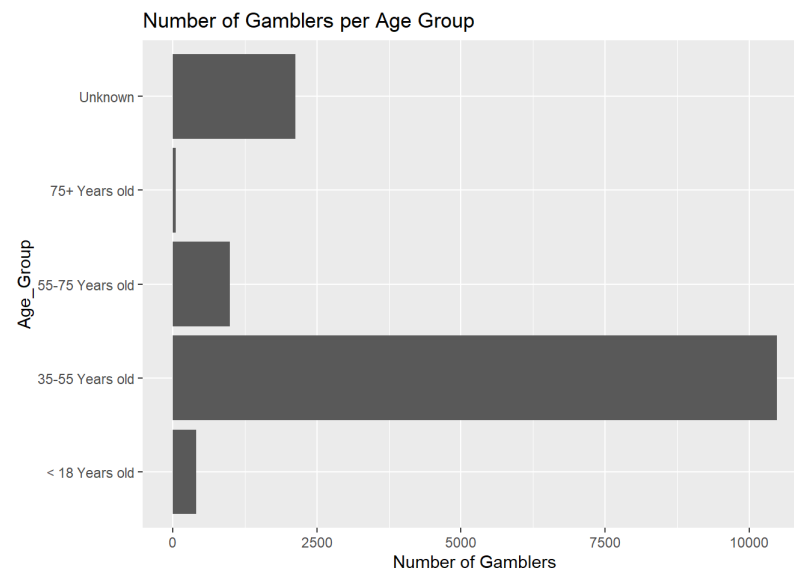
###The Below Information shows the Top 10 Profit achieved per Language

Language_Description	Total_Profit	Profit_margin	Age	TotalBets	TotalStakes	TotalWinnings	Frequency_Played	Gamblers
German	94	3869.8986	32	431	112	112	112	25333
Danish	56	5055.1291	30	153	100	100	100	1355
Italian	38	1640.4816	33	174	51	51	51	859
French	37	1756.5606	30	205	46	46	46	2058
Turkish	33	1110.2813	28	217	38	38	38	2329
Spanish	28	1053.6189	30	195	33	33	33	2088
Polish	25	1156.4268	29	148	28	28	28	2152
Greek	18	531.5990	32	145	20	20	20	2366
Norwegian	11	1021.4253	30	39	24	24	24	221
English	10	521.3254	32	77	10	10	10	1292

Number Of Gamblers per Application:

Number of users per Application
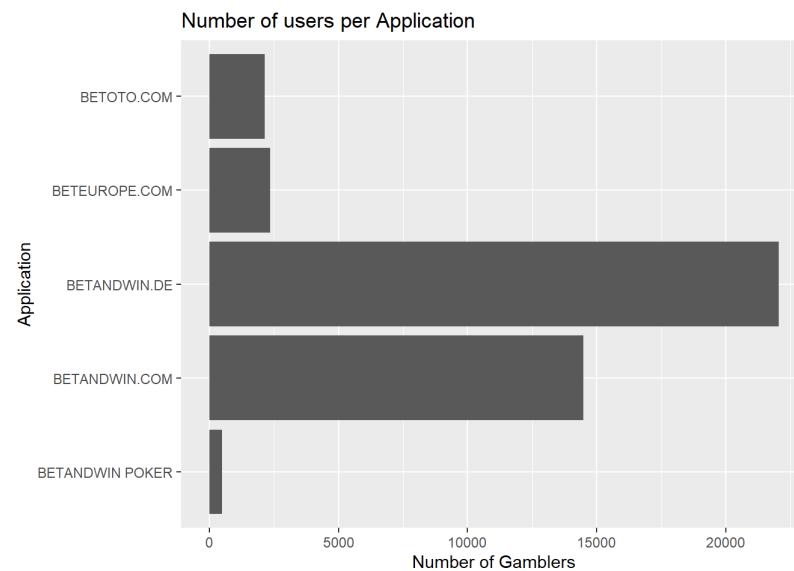
Number Of Loyal Gamblers and their status:

Number of Gamblers per Loyalty

Most Played day of the Sports Gambling:

Number of Gamblers per Day
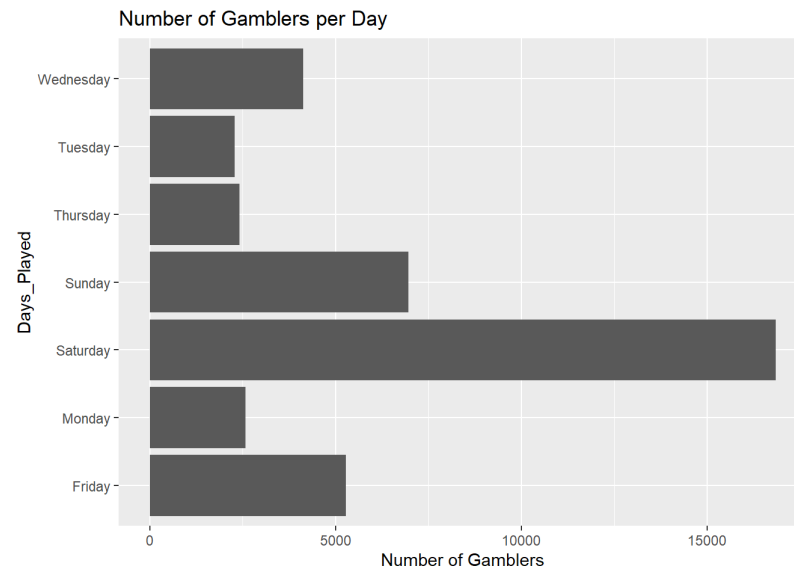
Most Played Month of the Sports Gambling:

Number of Gamblers per Month
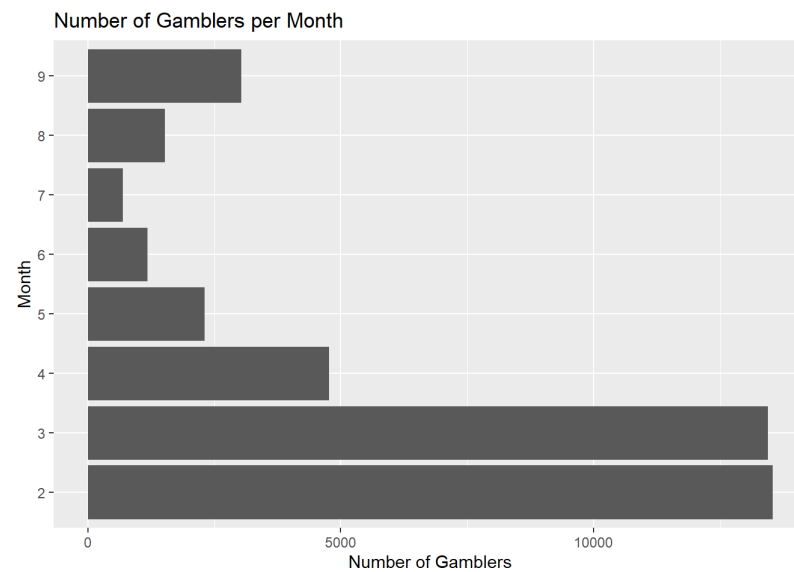
Most Played day of the Casino:

Number of Gamblers per Day

Most Played day of the Games:

Number of Gamblers per Day

Most Played day of the Poker:

Number of Gamblers per Day
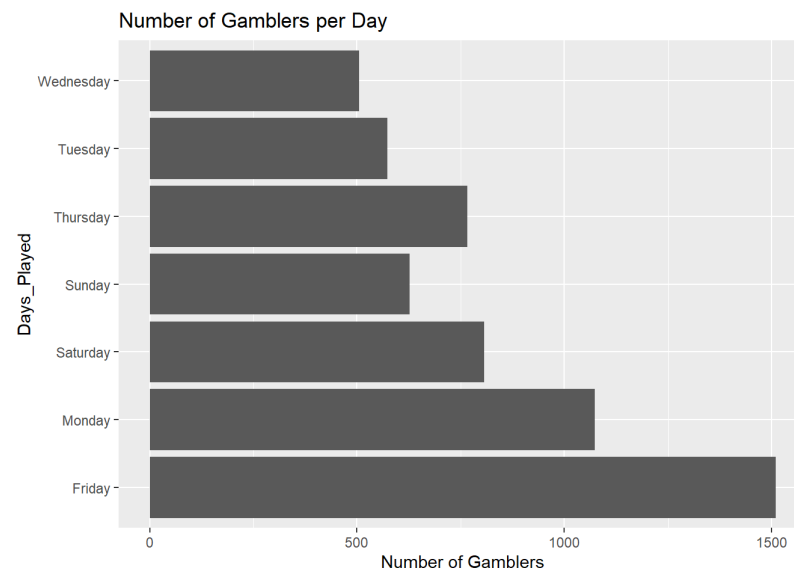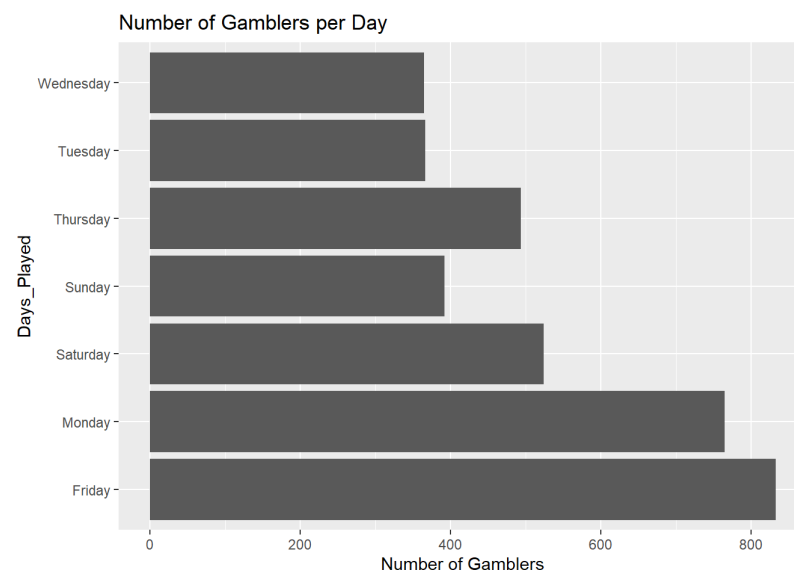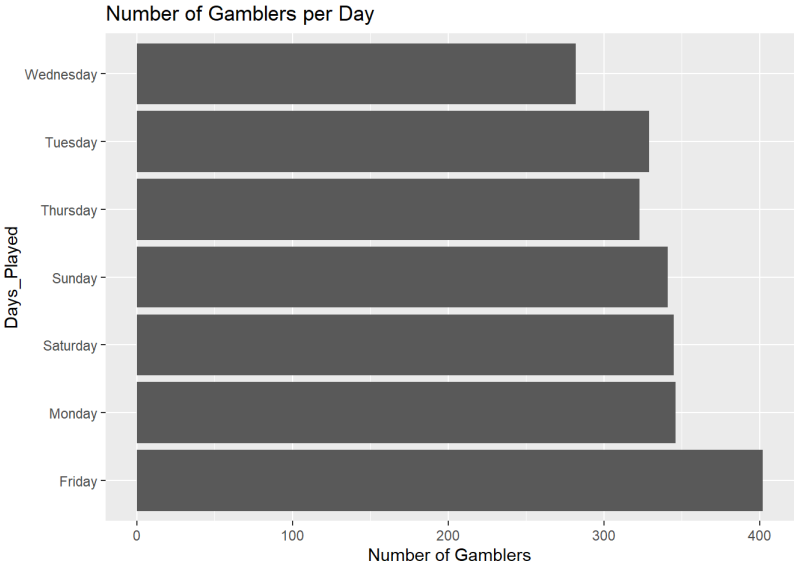
Datamart & variables description:

The datamart(basetable) was created by merging four differents files: Demographics, UserDailyAggregation,PokerChipConversions and ActualSportsGambling.

The Datamart consist of the important marketing metrics for the betting company and the behaviour of each unique user.

The below information is the description of each variable in the datamart which has been used in visualization and can help in making marketing strategy.

Column Name	Description
UserID	unique identity of each user
Gender	Female Or Male
RegistrationDate	Date of Registration
AGE	Age of user
FOTotalStakes	Total Stakes on Fixed Odds
FOTotalWinnings	Total Wiings on Fixed Odds
FOTotalBets	Total bets on fixed Odds
FOFirstActiveDate	First Date of Odds
FOLastActiveDate	Last Date of Fixed Odds
FOTotalDaysActive	Total Active days of Fixed Odds
LATotalStakes	Total Stakes on Live action
LATotalWinnings	Total Wiings on Live Action
LATotalBets	Total bets on Live action
LAFirstActiveDate	First Date of Live Action
LALastActiveDate	Last Date of Live Action
LATotalDaysActive	Total Active Days of Live Action
FirstSportsActiveDate	First Date of Soprs Date

Column Name	Description
First_TransDate_Sp	First Active Betting(Trans) Date of Sports
Total_Stakes_Sp	Total Stakes Of Sports
Max_Stakes_Sp	Max Stakes Of Sports
Mean_Stakes_Sp	Mean Stakes Of Sports
Total_Winnings_Sp	Total Betting Winning Of Sports
Max_Winnings_Sp	Max Betting Winning Of Sports
Mean_Winnings_Sp	Mean Betting Winning Of Sports
Total_Bets_Sp	Total Bets of Sports
LastDay_Sp	Last Active Betting(Trans) Date of Sports
Length_Play_Sp	Difference of First and Last Trans Date
No_Days_Played_Sp	Total number of Soprts days played
No_Months_Played_Sp	Total months of Soprts played
Most_Played_Month_Sp	Most Played Month Of Sports
MostPlayed_Day_Sp	Most Played Day Of Sports
Stakes_Last_Day_Sp	Total stakes in last trans date of Sports
Winnings_Last_Day_Sp	Total winnings in last trans date of Sports
Bets_Last_Day_Sp	Total bets in last trans date of Sports
Profit_Sp	Total Profit gained in Sports
Profit_FO	Total Profit gained in Sports Fixed Odds
Profit_LA	Total Profit gained in Sports Live Odds
First_TransDate_Po	First Active Betting(Trans) Date of Poker
Last_TransDate_Po	Last Active Betting(Trans) Date of Poker
No_Months_Played_Po	Total or Frequency of months of Poker played
Most_Played_Month_Po	Most Played Month Of Poker
Most_Played_Day_Po	Most Played Day Of Poker
No_Days_Played_Po	Total or Frequency of days of Poker played
Total_Amount_Sold	Total Poker Chip transaction Sold(Winning)
Total_Amount_Bought	Total Poker Chip transaction Bought(Stakes)
Mean_Amount_Sold	Mean Poker Chip transaction Bought(Stakes)
Mean_Amount_Bought	Mean Poker Chip transaction Sold(Winning)
Max_Amount_Sold	Max Poker Chip transaction Bought(Stakes)
Max_Amount_Bought	Max Poker Chip transaction Sold(Winning)
Amount_Sold_Last_Day	Total Poker Chip transaction Sold(Winning)at last transaction date
Amount_Bought_Last_Day	Total Poker Chip transaction Bought(Stakes)at last transaction date
Profit_Po	Total Profit gained in Poker
First_TransDate_Ga	First Active Betting(Trans) Date of Games
Total_Stakes_Ga	Total Stakes Of Games
Max_Stakes_Ga	Max Stakes Of Games

Column Name	Description
Mean_Stakes_Ga	Mean Stakes Of Games
Total_Winnings_Ga	Total Betting Winning Of Games
Max_Winnings_Ga	Max Betting Winning Of Games
Mean_Winnings_Ga	Mean Betting Winning Of Games
Total_Bets_Ga	Total Bets of Games
LastDay_Ga	Difference of First and Last Trans Date of Games
Length_Play_Ga	Last Active Betting(Trans) Date of Games
No_Days_Played_Ga	Total number of Games days played
No_Months_Played_Ga	Total months of Games played
Most_Played_Month_Ga	Most Played Month Of Games
MostPlayed_Day_Ga	Most Played Day Of Games
Stakes_Last_Day_Ga	Total stakes in last trans date of Games
Winnings_Last_Day_Ga	Total winnings in last trans date of Games
Bets_Last_Day_Ga	Total bets in last trans date of Games
Profit_Ga	Total Profit gained in Games
First_TransDate_Ca	First Active Betting(Trans) Date of Casino
Total_Stakes_Ca	Total Stakes Of Casino
Max_Stakes_Ca	Max Stakes Of Casino
Mean_Stakes_Ca	Mean Stakes Of Casino
Total_Winnings_Ca	Total Betting Winning Of Casino
Max_Winnings_Ca	Max Betting Winning Of Casino
Mean_Winnings_Ca	Mean Betting Winning Of Casino
Total_Bets_Ca	Total Bets of Casino
LastDay_Ca	Last Active Betting(Trans) Date of Casino
Length_Play_Ca	Difference of First and Last Trans Date of Casino
No_Days_Played_Ca	Total number of Casino days played
No_Months_Played_Ca	Total months of Casino months played
Most_Played_Month_Ca	Most Played Month Of Casino
MostPlayed_Day_Ca	Most Played Day Of Casino
Stakes_Last_Day_Ca	Total stakes in last trans date of Casino
Winnings_Last_Day_Ca	Total winnings in last trans date of Casino
Bets_Last_Day_Ca	Total bets in last trans date of Casino
Profit_Ca	Total Profit gained in Casino
Country_Name	Name of Country of the Gamblers
Application_Description	Different route of access to bwin
Language_Description	Language Spoken
Total_Stakes	Total Stakes of all the Gamblers
Total_Winnings	Total Winnings of all the Gamblers

Column Name	Description
Total_Profit_Gambling	Total Profit gained by the Gamblers
Total_Bets_Gambling	Total Bets made by Gamblers
Total_No_Days_Played_Gambling	Frequency of the days played by Gamblers
Total_Profit_Margin_Pcnt	Profit Margin gained(Total_Stakes_Total Winning)/Total_stakes
Age_Group	Age Group alloted to each Gambler
Last_Played_Date	Last Played or Max Transacted date of Gambler
First_Played_Date	First Played or Min Transacted date of Gambler
Length_Of_Relationship	Diff of Last and First Transacted date of Gambler
Loyalty	differnce of cut off date and last played date (cut off date: sep 30th 2005)
Loyalty_Status	Loyalty status of each Gambler