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Lottery Sales

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**Audience**: Lottery ticket buyers with little knowledge to the risk and chances of winning

Every week millions of Americans dump a portion of their paychecks into the lottery chasing the dream of becoming a millionaire. The thrill of what could potential be theirs is life changing nonetheless and fuels an attraction of what that slim chance could bring in such a short time. Rarely does anyone get rich quick, even get rich quick scheme rarely get you rich quick. While someone will eventually win, the truth behind the statistics of someone winning is far more out of reach =with the amount of winner that are portrayed.

Thus, directing this study towards everyday lottery players who make this gamble apart of their budget. This will not be targeted towards impulsive or first-time gamblers. We all know the odds are never in our favor. You may have even heard that for every 292 million lottery tickets sold there will be only a single winner which is only about a 0.0000003% chance of winning. But how effectively has this ratio been represented over the past decades?

After analyzing thousands of data points from Powerball, Mega Millions and Pick10, and have come to the realization of frequencies, draw trends and randomness. But what was clear is that no number is deemed lucky to the system but only for personal selection also no amount of repetition of self-deemed lucky number or any numbers for that fact increased the odds of winning. The system is built off randomization and chaos, the involvement of chance is slim.

So, what does this mean for the average responsible lottery ticket buyer? Due to having less than a 1% chance of winning it is important to understand the system you are in investing into understanding that you will most likely be helping build the jackpot than being a part of it. thus, it is important to take away a few things. First, understanding the odds because they are never in the player’s favor. Secondly, you must be willing to accept maximum randomness, as the lottery system is built on chance. Lastly, setting a budget because the lottery is meant to be fun, but an investment as small as a dollar will likely have no return.

Thus, a solution that may be beneficial to those who participate would be to make closed lottery’s that are limited to space and area ensuring everyone has a better chance of winning and randomness and chance will also be factored in. the visuals provided are a mirror of actually happens when you draw a number 100,000 times =, and with the number of draws increase the chance is inversely decreased while randomness is increased.