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Data Design Document: Prediction Markets

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Date: Jan 11, 2024

GitLab issue:[Data Design document](https://gitlab.com/lunomoney/product-engineering/pods/activate-data-science/work/-/issues/575)

Project doc: [Prediction Markets project document](https://docs.google.com/document/d/10YHbyp35u5ob7JFYvbLNG17E2GfvcIQQFaYftKZ6iyA/edit#heading=h.4sngrh77apqa)

Figma: [Prediction Markets Figma](https://www.figma.com/file/7W1oLzl46gJpzqzNTcjNqh/%F0%9F%8E%B1-Prediction-Markets?type=design&node-id=862-58930&mode=design&t=Q7vbgDioMQnKuFQZ-0)

Document Status: Completed

Review Status: Approved

# Key Actions

* ~~Chat to Sandile about storing the predictions data in a database~~
* Create prediction\_markets table in Databricks based on the backend table that will be created and expose it to Looker
* Setup dashboard in Looker to analyse predictions made by customers

# OVERVIEW

The Prediction Markets project is aimed at driving behavioural intent in low intent markets, lower customer acquisition costs and create a strong hook back into the Luno app on a weekly basis. This initiative seeks to counteract the linear relationship between crypto market fluctuations and customer activation on the Luno platform. By leveraging prediction markets functionality, this aims to activate customers and guide them across the market downturn towards the upswing of both the crypto market and their personal liquidity.

This document outlines the data design needed for the new Prediction Markets Launch dashboard. This document establishes what data is available and what further development is required from the data team and engineers to analyse and answer key business questions regarding the way customers interact with the prediction markets launch dashboard.

# GOALS

1. Identify the relevant data points and sources (tables) needed for analysing the Prediction Markets customer behaviour.
2. Establish data collection and storage of predictions made by customers in the Prediction Markets Launch dashboard.
3. Monitor the impact of the Prediction Markets project such as tracking revenue generated from customers that use the Prediction Markets.

# Business Questions

In order to determine the success of the project, key success metrics need to be established and tracked. We could use these metrics to help guide the project accordingly.

1. How many customers are active due to Prediction Markets: New, Reactivated, Dormant etc.?
2. What is the buy rate of Prediction Markets customers?
3. What is the revenue generated from customers that use the Prediction Markets?

# PREDICTION MARKETS DATA REQUIREMENTS

The table bitx\_analytics.users already exists in databricks and can be used to obtain user id. The table below, prediction\_markets, still needs to be designed to store the required data:

| CREATE TABLE IF NOT EXISTS prediction\_markets (  id BIGINT,  user\_id BIGINT,  predicted\_at DATETIME,  price DOUBLE  ) |
| --- |

| **Field** | **Description** | **Mapping to the tables** | **State** |
| --- | --- | --- | --- |
| id | Identifier of the prediction. | Not yet in database | Design |
| user\_id | Identifier of the user who made the prediction. | users.id | Databricks |
| predicted\_at | Timestamp when the prediction was made. | Not yet in database | Design |
| price | Predicted price. | Not yet in database | Design |

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# Sign offs

| **Department** | **Name** | **Sign-off (Yes/No)** | **Comment** |
| --- | --- | --- | --- |
| Product Manager | [Landi Groenewald](mailto:landi@luno.com) | Yes |  |
| Data | [Jacques Coetzee (data)](mailto:jaccoet@luno.com) | Yes |  |
| Backend Engineer | [Sandile Mtolo](mailto:smtolo@luno.com) | Yes |  |
| Backend Engineer |  |  |  |