**iGAMING ANALYSIS by ADEDIRAN Kehnde**

**Data Summary:**

In the dataset, we have 3 different I-gaming categories namely; sportsbook, Casino and Live Casino respectively; with representation from a total of 36 Countries across the world.

The analysis indicates a high preference interest in Casino by players who prefer to visit casino houses; as compared to those who prefer to play both sportsbook and live casino online.

I will be analysing several Key Performance Indicator for each country for the 3 respective products (SportBook, Casino and Live Casino) as well as analysing several other KPIs such as;

Number of inactive signups and customers that went away(Churned Customers), total Active players Per Product, Average Turnover per Country(ATPC), Total Winning By Country, Rate of winnings to Amount deposited by Country, Active SportBook Player by Country, Active Casino Player by Country, Active Live Casino Player by Country, Average First Time Depositor per Country, amongst others.

**Findings:**

The customers are taken from 36 different markets/countries with a total number of active players is 14,434 players playing and patronizing all 3 products (Sport Book, Casino and Live Casino) between the Month of January to April 2024 concurrently. February was taken as to be the start until April for this analysis.

The Analysis could d be plotted in Months or in markets/countries as preferred respectively.

According to Top Active SportBook by Country, Finland had the highest percentage of active SportBook players (43%), followed by Norway (22%). According to Top Active LiveCasino by Country, Sweden had the highest percentage of active LiveCasino gamers (31%), followed by Finland (29%). According Top Active Casino by country, Finland had the highest percentage of active casino gamers (34%), followed by Sweden (32%).

The month of April recorded the highest active players obtained globally over all 3 products across the market leading at 37%; followed by March at 32%. The month of February recorded the highest number of winnings globally over all 3 products across the market leading at 40%; followed by April at 31%.

The month of April recorded the highest number of customers globally who did not followup with our product patronage on all 3 products across the market leading at 3,261; followed by February at 3,044.

The month of April recorded the highest deposit made globally over all 3 products across the market leading at 35%; followed by March at 32% respectively.

The top 5 active players by countries according to performance ranking include Finland, Sweden, Brazil, Norway and Canada; with Finland leading the chart with 3,985 Active players followed by Sweden with 2,953 active players.

Winnings to Turn Over/Deposit Ratio by Country record shows Peru, Malta and Sweden at the top with 6%; followed by Ireland, Brazil, Norwary, Canada, Finland, New Zealand at the same percentage range concurrently.

Brazil lead with 77% of customers that went away following inactive signups; followed by Chile at 9%. The top 3 countries paying winnings according to performance ranking include Sweden with 56%, Finland with 23%, Norway with 15%.

**Here is a summary of the metrics:**

**year**: The year of the data record or transaction

**month:** The month of the data record or transaction month.

**site\_id:** An identifier for the site or country.

**market:** The market associated with the site. This refers to the country ISO codes, country ID

**Countries**: The country associated with the site. Where the transaction was carried out

**registrations:** Number of registrations/signups/newly registered customer.

**ftds:** FTDS (First-Time Depositors). First time depositing customers. The count of new users/signups that deposited.

**Churned Customer**: The number of customers that went away: Number of inactive signups.

**Ftds Conversion:** This shows the success ratio of converting a signup customer to a depositing customer.

**Churned rate** (%): The rate of inactive customers.

**active\_players**: Number of active players (unique.). It consist of old(ftds) and new(ftds) players. Old and new active players.

**deposit\_count**: Count of deposits. The total number of deposits(not unique). The number of times deposit was made.

**unique\_depositors**: Count of unique depositors. The unique numbers of customers depositing.

**sports\_active\_players**: Number of unique active sportsbook players.

**casino\_active\_players**: Number of unique active casino players.

**live\_casino\_active\_players**: Number of unique active live casino players.

**turnover\_eur**: The total turnover in euros.

**winnings\_eur**: The total winnings in euros.

**ggr\_eur**: Gross Gaming Revenue in euros.

**withdrawal\_adjustments\_eur**: Withdrawal adjustments in euros.

**deposit\_adjustments\_eur**: Deposit adjustments in euros.

**bonus\_withdrawn\_eur**: Amount of bonuses withdrawn in euros.

**bonus\_issued\_eur**: Amount of bonuses issued in euros.

**cashback\_eur**: Cashback amount in euros.

**goodwill\_amount\_eur**: Goodwill amount in euros.

**ngr\_eur**: Net Gaming Revenue in euros.

**deposits\_eur**: Total deposits in euros.

**ftd\_amount\_eur**: First-Time Depositors' total amount in euros.(new customers)

**reload\_amount\_eur**: Reload deposit amount in euros.(old customers)

**withdrawals\_eur**: Total withdrawals in euros.

**net\_deposits\_eur**: Net deposits in euros.

**sports\_turnover\_eur**: Sports turnover in euros.

**sports\_winnings\_eur**: Sports winnings in euros.

**sports\_ggr\_eur**: Sports Gross Gaming Revenue in euros.

**sports\_bonus\_issued\_eur**: Sports bonuses issued in euros.

**sports\_bonus\_withdrawn\_eur**: Sports bonuses withdrawn in euros.

**sports\_ngr\_eur**: Sports Net Gaming Revenue in euros.

**casino\_turnover\_eur**: Casino turnover in euros.

**casino\_winnings\_eur**: Casino winnings in euros.

**casino\_ggr\_eur**: Casino Gross Gaming Revenue in euros.

**casino\_bonus\_issued\_eur**: Casino bonuses issued in euros.

**casino\_bonus\_withdrawn\_eur**: Casino bonuses withdrawn in euros.

**casino\_ngr\_eu**r: Casino Net Gaming Revenue in euros.

**live\_casino\_turnover\_eur**: Live casino turnover in euros.

**live\_casino\_winnings\_eur**: Live casino winnings in euros.

**live\_casino\_ggr\_eur**: Live casino Gross Gaming Revenue in euros.

**live\_casino\_ngr\_eur**: Live casino Net Gaming Revenue in euros.

**vip\_bonus\_eur**: VIP bonus amount in euros. This is the bonus amount paid to VIP customers. It is a subset of **total\_bonus\_eur**.

**total\_bonus\_eur**: Total bonus amount in euros.

**BDR**: Bonus to Total deposit ratio. This shows the % of bonus amount paid out from total deposits.

**ABPU**: Average Bonus per User. Cost of bonus paid to a single user.

**VIPBR**: VIP Bonus Ratio. What % of bonus is paid to VIP customers

**ATPU\_SB**: Average SB Turnover per SB User.   
**ATPU\_Cas**: Average Casino Turnover per User.

**ATPU\_Live\_Cas**: Average Live Casino Turnover per User.

**AFTDPU**: Average First Time Deposit per User. Aka DPA (Deposit per Acquisition). This is the cost of deposit for a single new customer.

**ADPU**: Average Deposit per User. Aka DPU (Deposit per User). This is the cost of deposit for a customer(new and old).

**ARPU\_NG**: Average Net Gaming Revenue per User. Net revenue made from a single user.

**ARPU\_GG**: Average Gross Gaming Revenue per User .Gross gaming revenue made from a single user

**ReloadDep \_Ratio**: Reloaded Deposit Ratio. This shows the deposit % share btw old and ftds.

**NetDep Ratio**: Net deposit Ratio.

**FtdDep Ratio**: First Time Deposit Amount Ratio.

**WTD\_Ratio**: Withdrawal to Deposit Ratio (Total Withdrawal to Total Deposit). It shows the % of withdrawal from deposit.