DATA STORY TELLING PRESENTATION

- Nivedha A

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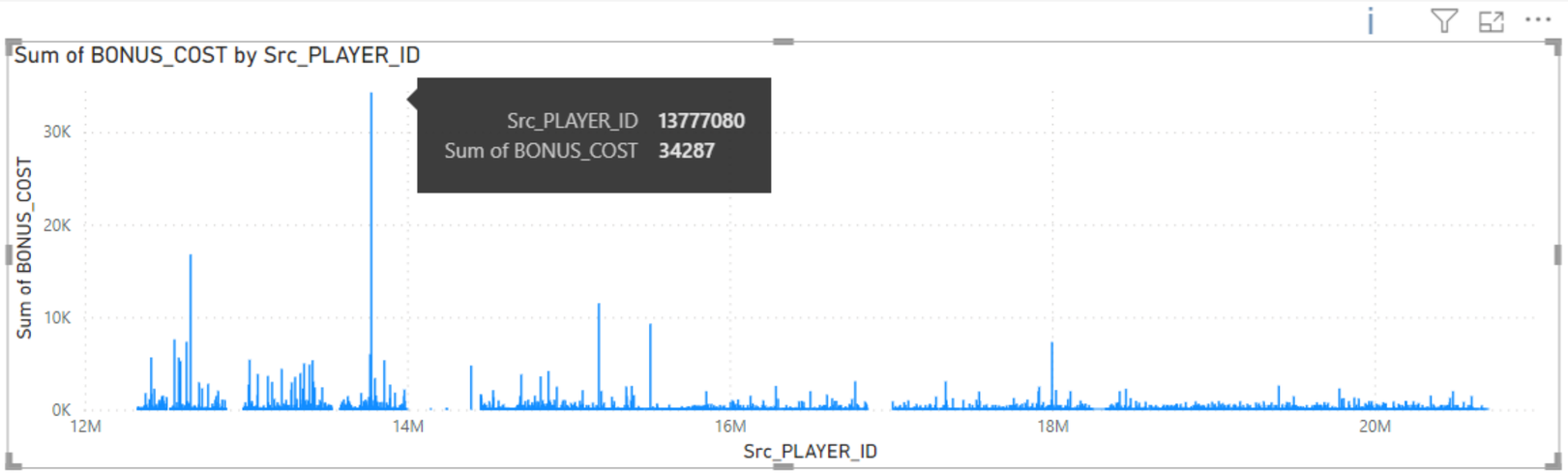
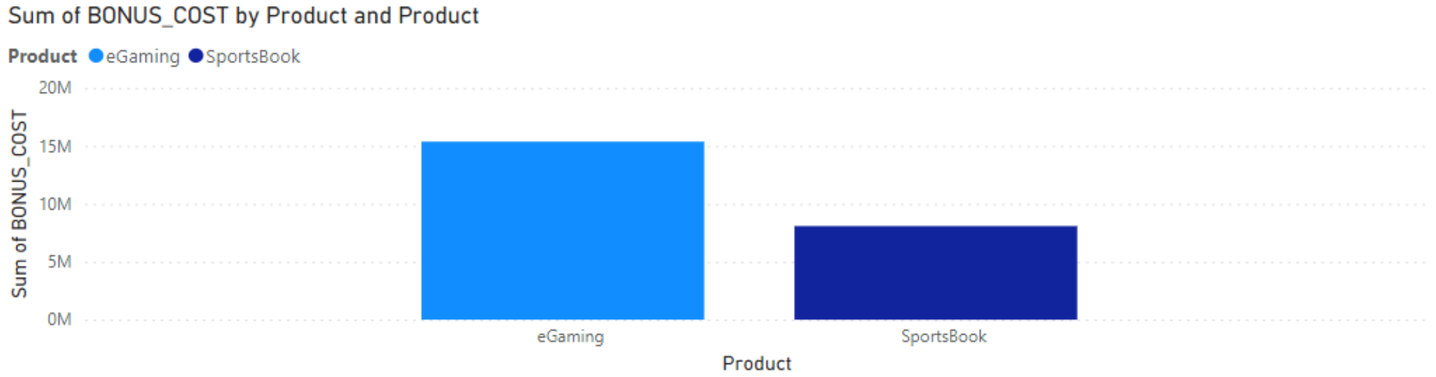
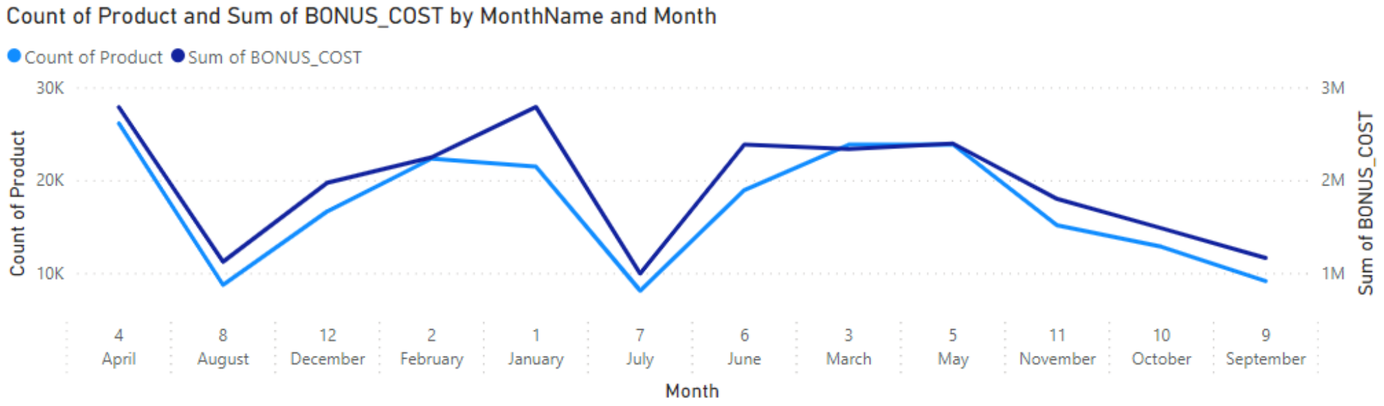
INSIGHTS : BONUS COST DATA

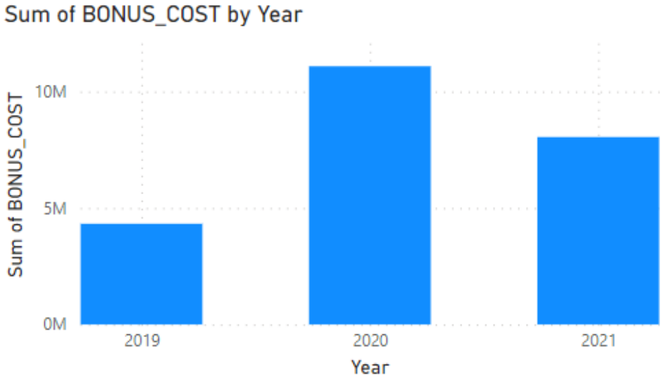


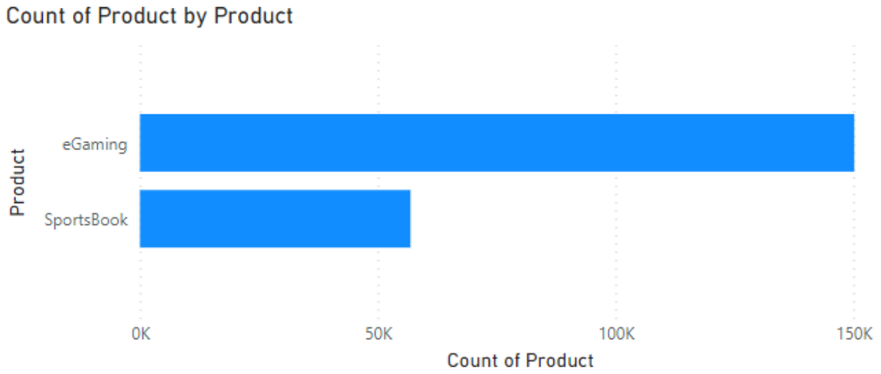


INFERENCE

- **Player** with **id 34287** had the maximum **bonus cost**
- **eGaming** produces most **bonus cost** than the **Sports book** in the **product category**







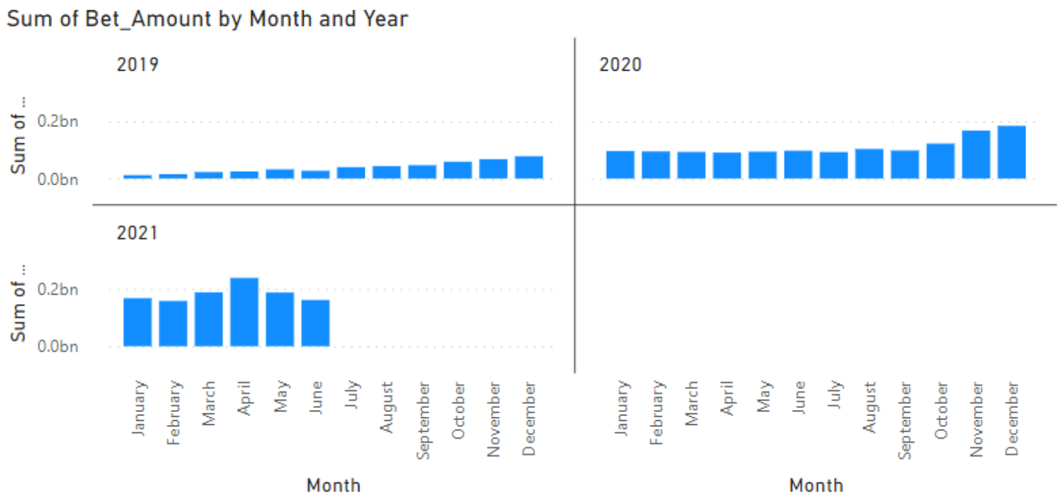
INFERENCE

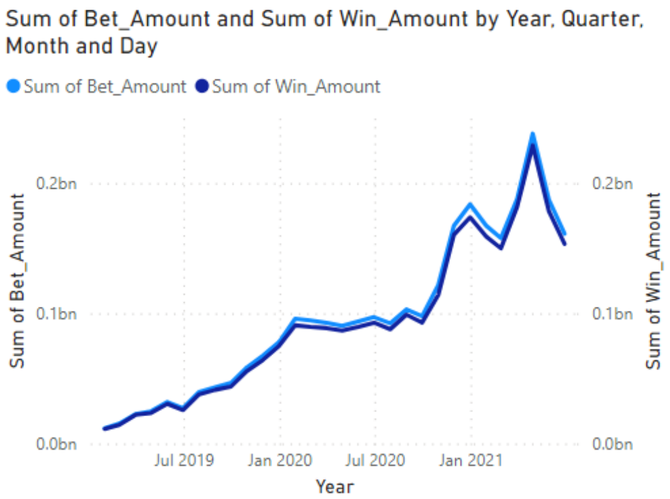
- **Product count** and **bonus cost** is low at months August , July and September
- We observe the pattern of raise and fall of **bonus cost** and **product count**
- **Both** are maximum at January which may be probably because it is the start of the year , and at that time bonus and product cost is high

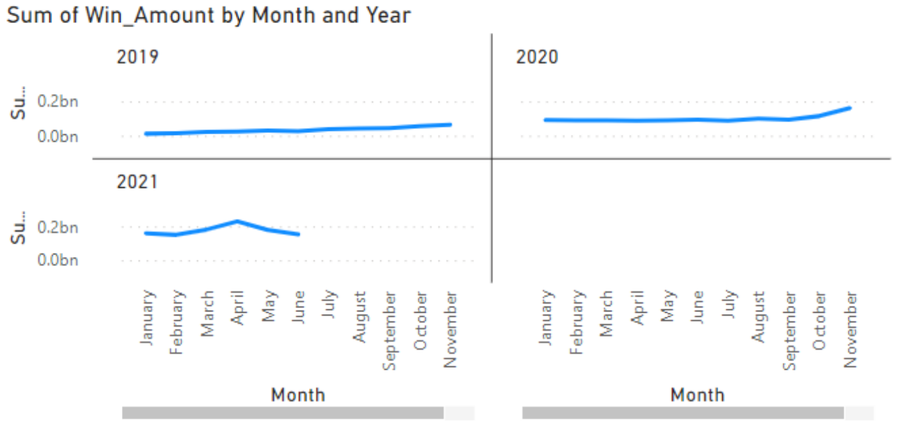
- Comparitively **2020** performed well in obtaining **bonus**

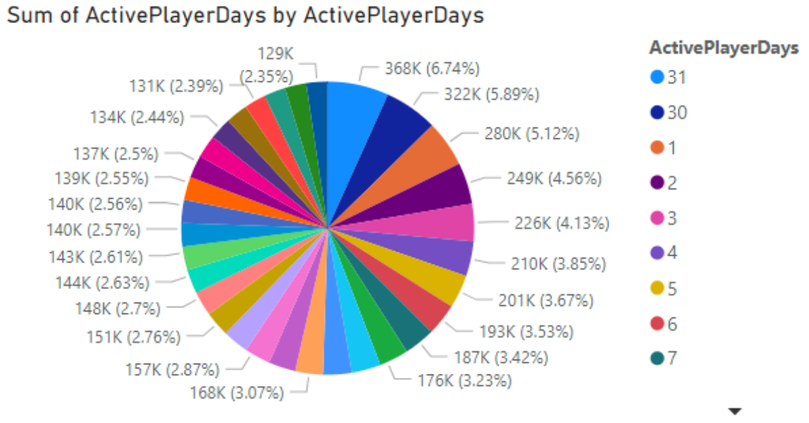
- **eGaming** has lot of **product** count that **Sportsbook**

INSIGHTS:PLAYER ACTIVITY DATA









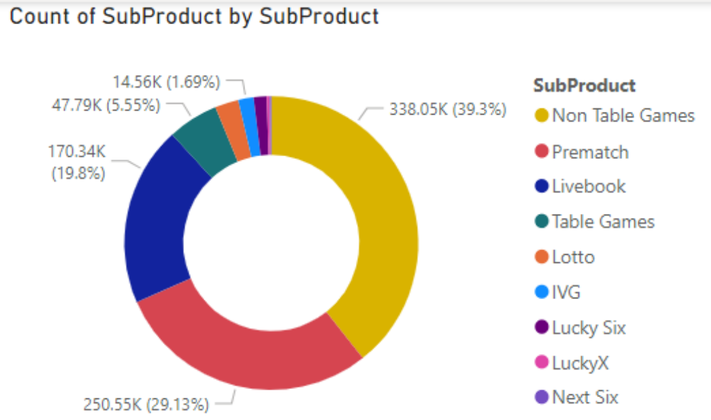
INFERENCE

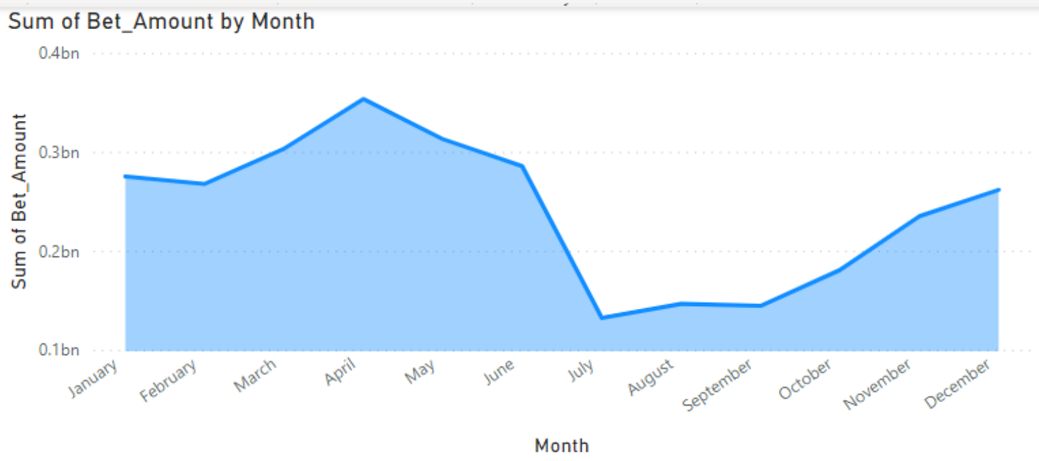
- It seems that **Bet amount** have been increased through the years
- In **2019 and 2020**, **bet amount** gradually increased throughout the year
- In **2021** , **bet amount** have high and low fluctuation but only to light extent

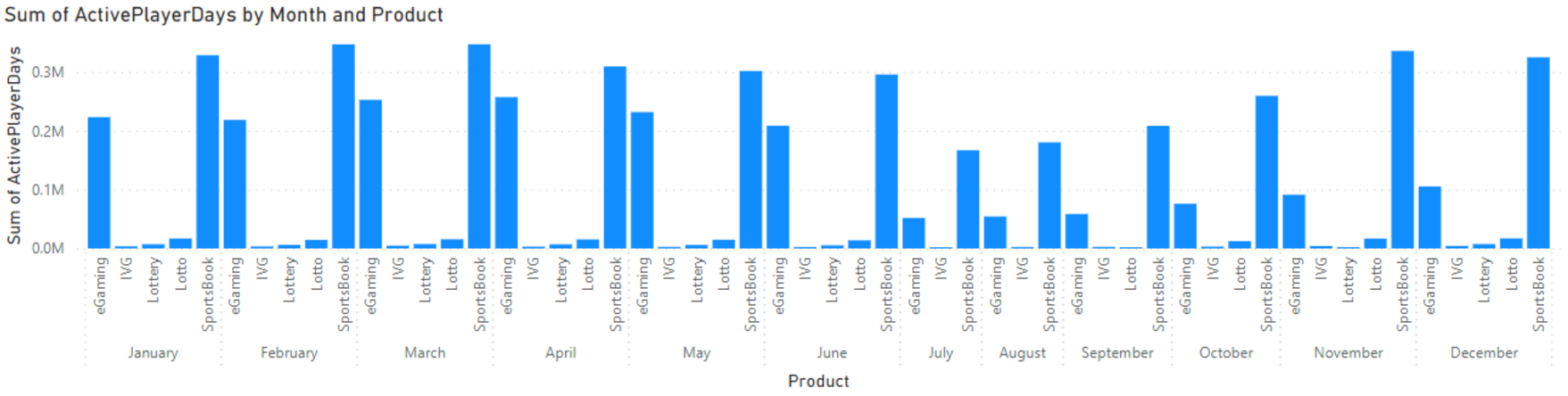
- **Bet amount** and **win amount** are almost equal / close to eachother throughout the year

- **Winning amount** is consistent in both 2019 and 2020 and have light fluctuation in 2021

- We observe large number of **Active players players** in the end and startof the month



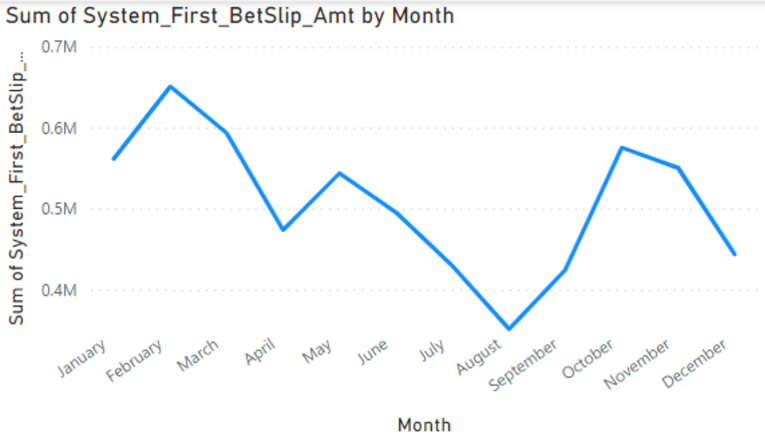


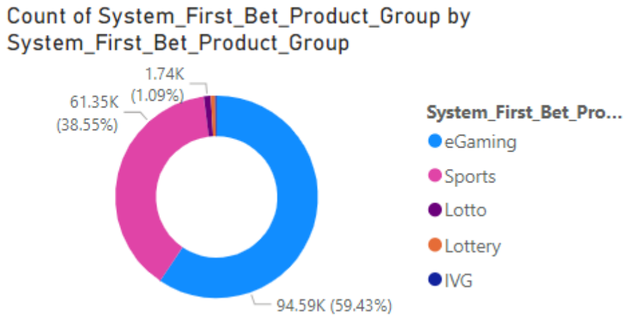


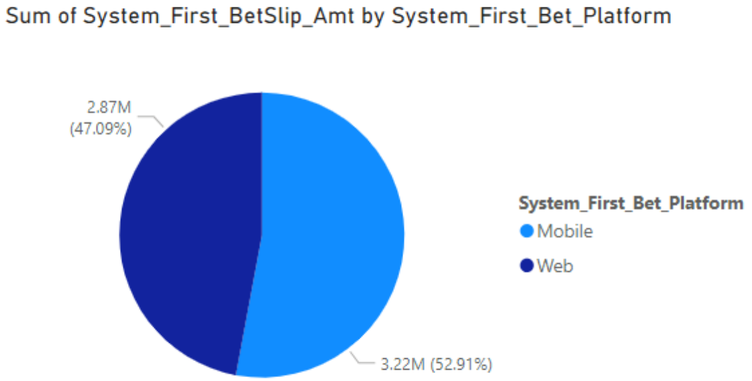
INFERENCE

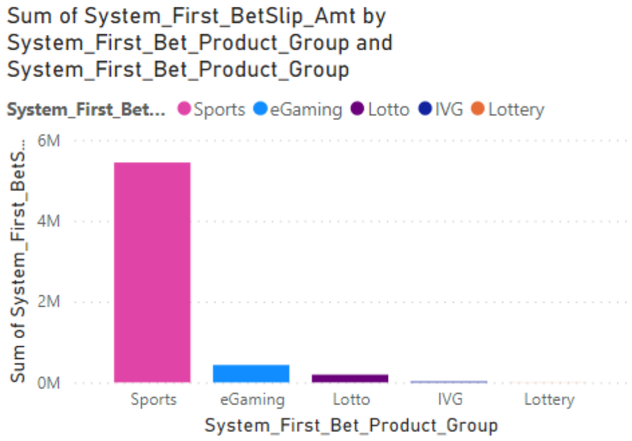
- **Non Table Games** have maximum count and **Lucky Six** have minimum count
- The **bet amount** is minimum at mid month (July) and maximum at April
- In all the months **SportsBook** have highest **Active player days** and the second highest is **eGaming**
- **IVG** have least Activeplayer days

INSIGHTS :FIRST BET DATA







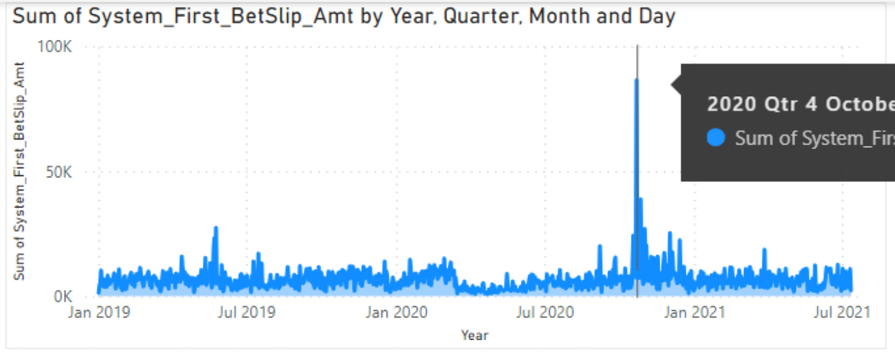


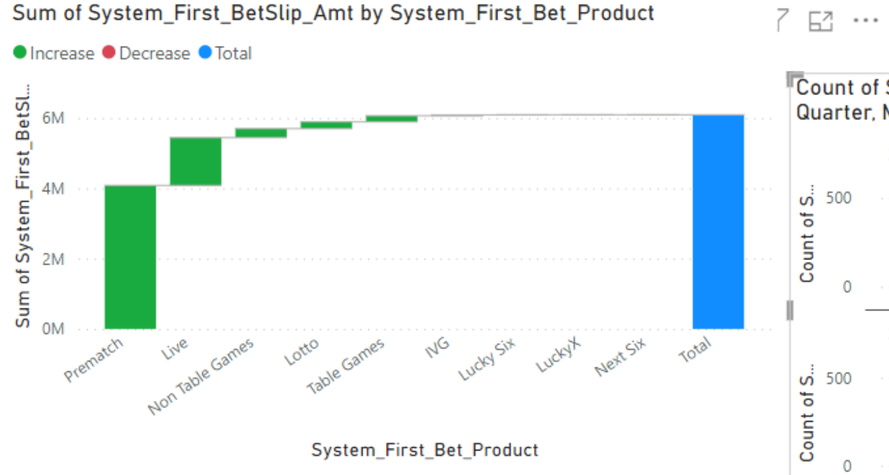
INFERENCE

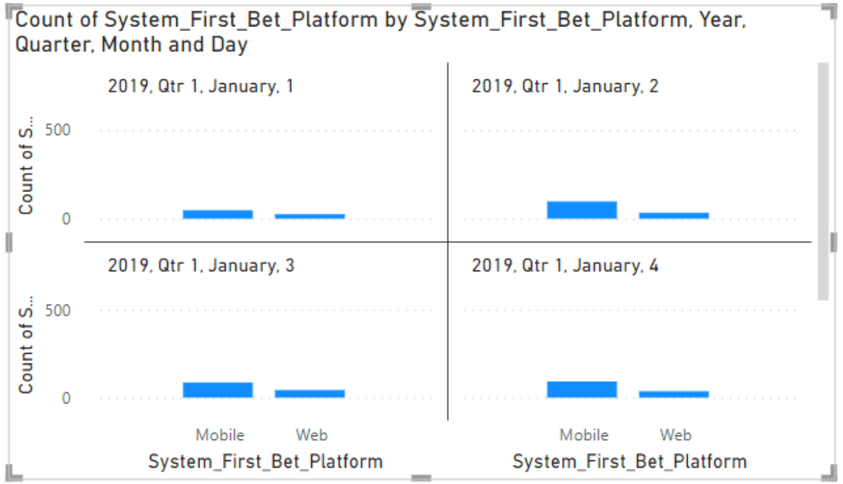
- By the **bet slip amount** we can infer that the least is observed at August and Maximum at February . Also there is consistent raise and fall of Bet slip amount

- Even though the count of **eGaming** is maximum followed by **sports** and the least is **IVG** (*by doughnut chart*)
- The maximum **bet slip amoun**t is produced by **Sports** followed by **eGaming** and we can observe that the difference of bet slip amount is huge between Sports and eGaming *(by bar chart)*

- Large number of users use **Mobile** platform than **web**



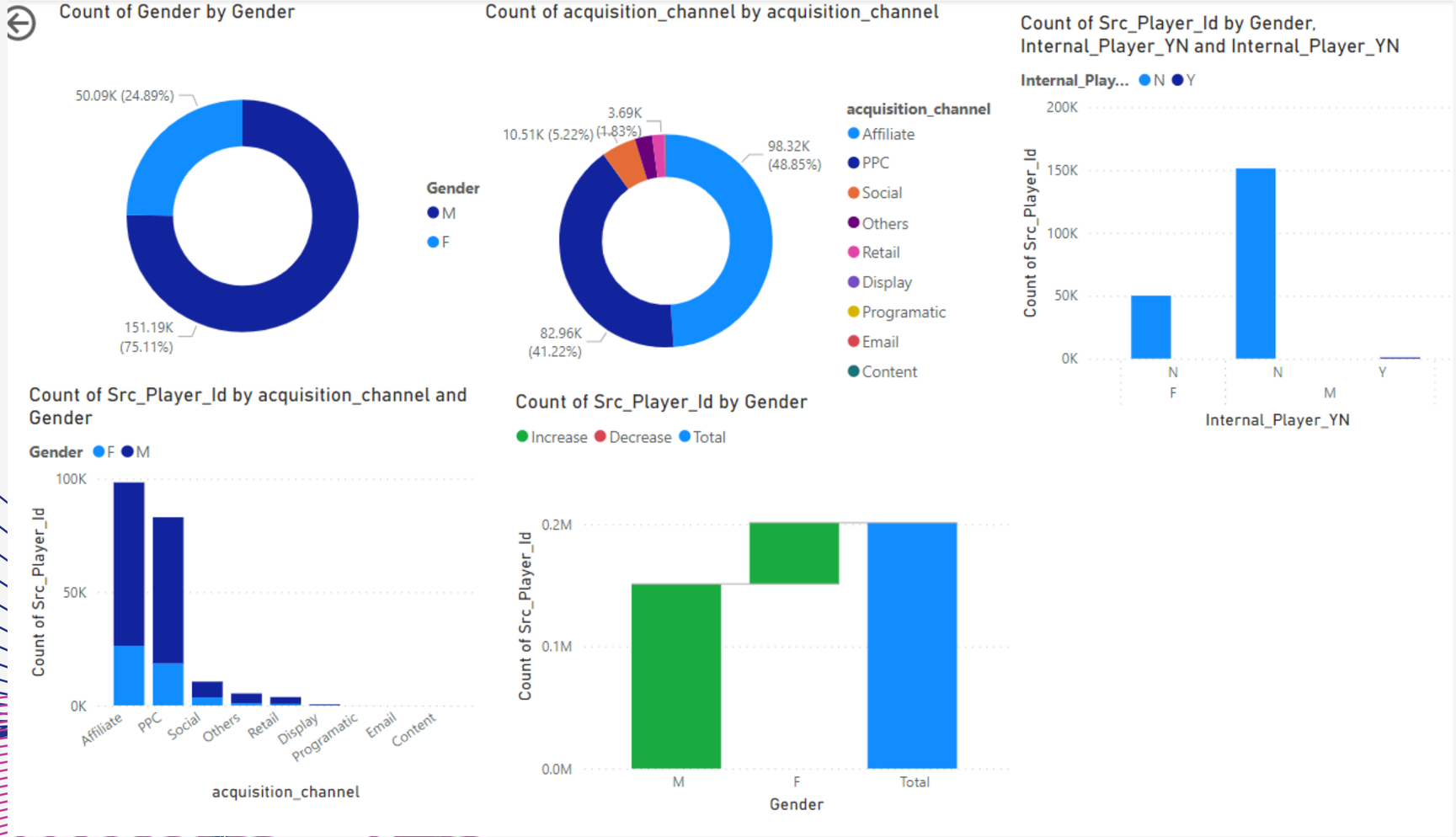




INFERENCE

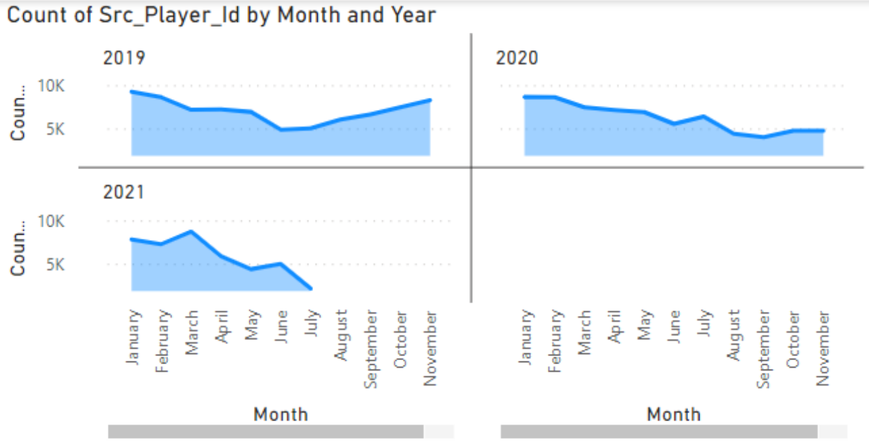
- The highest **Bet slip amount** is recorded from October 19 to October 24
- We have observed Increase in first **bet slip amount** in all the first bet product *(by waterfall chart)*
- Comparing all the years , its clear that most people prefer **mobile** than **web**

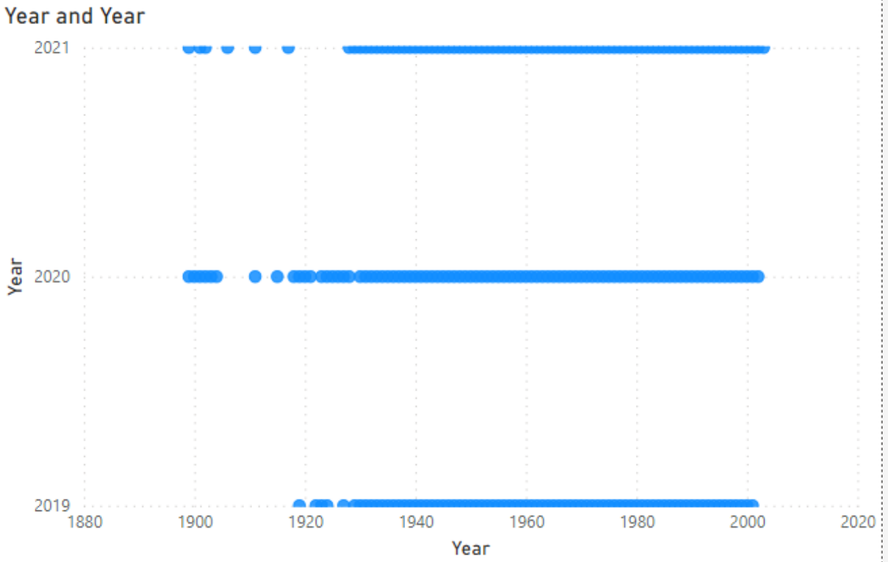
INSIGHTS:PLAYER DETAILS DATA

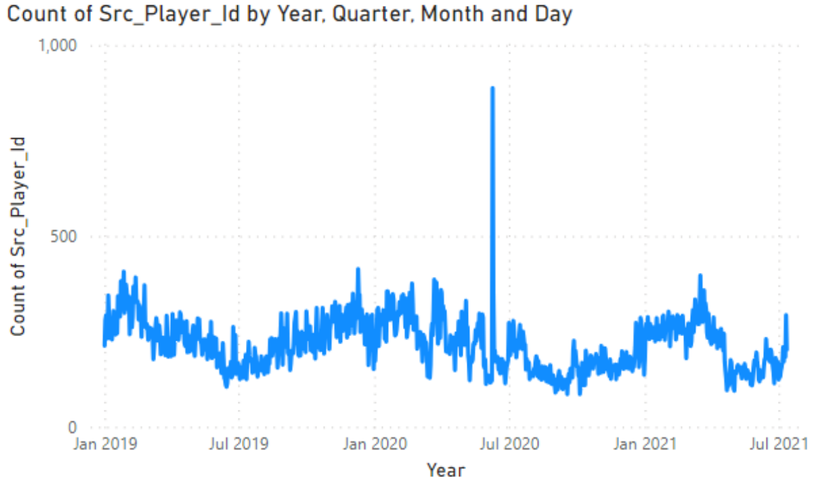


INFERENCE

- More number of **male** players than **female** players
- In **aquisiation channel affiliate** is in high count folllowed by **PPC** and the least is **content**
- **Male** have maximum count in all **aquisition channel**
- Internal player is "**No**" most probably for both **Female** and **Male**
- Count of **Male and Female** have increased throughout the year



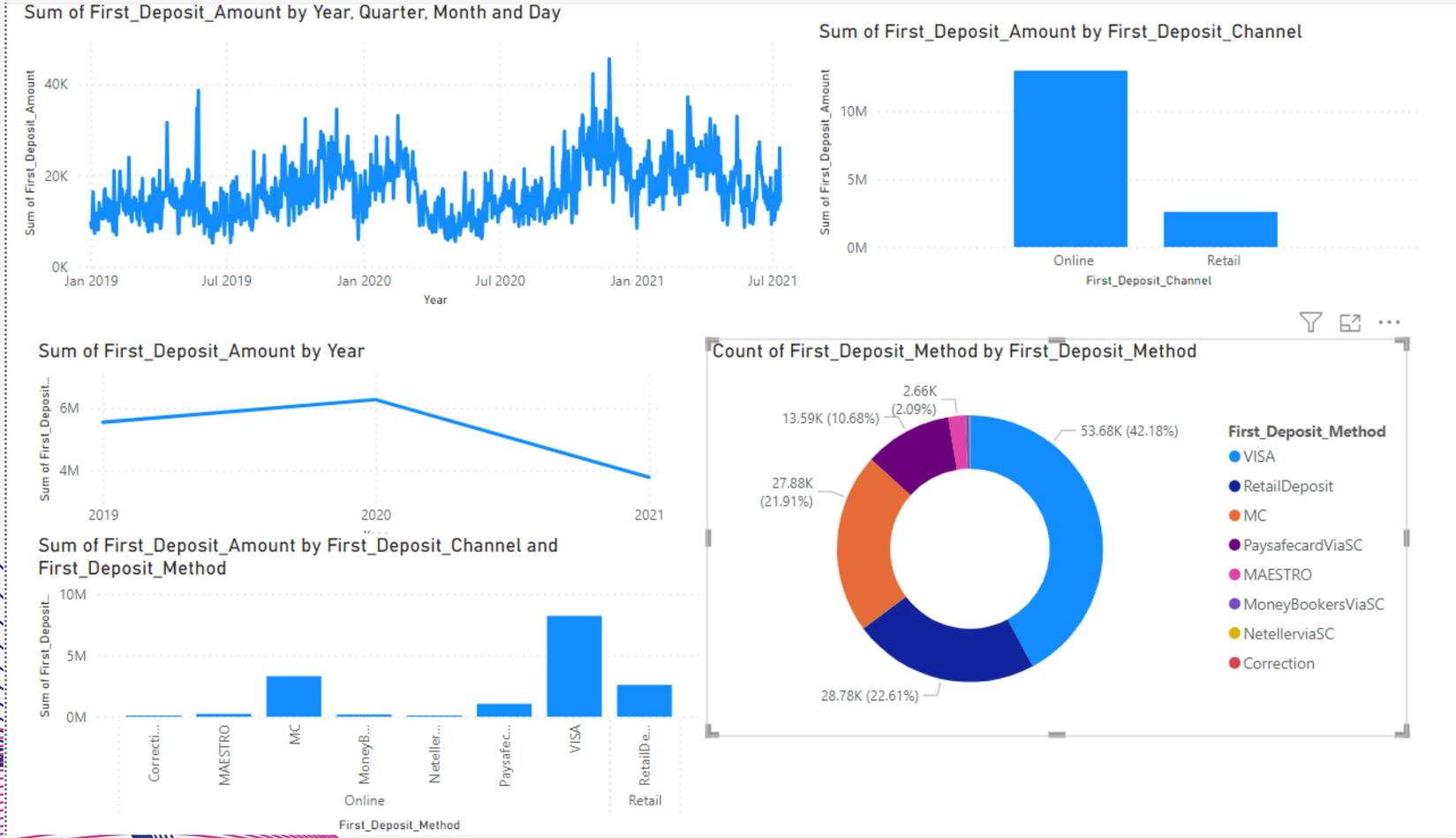




INFERENCE

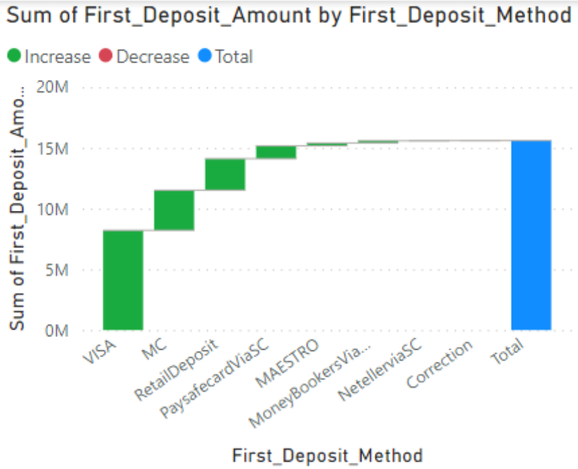
- We can observe that the **players** are high at starting of year and there is gradual decrease and again it increases
- Highest count of **players** are observed in June month
- The scatter plot is to know if there is any relationship between DOB and signup date , we can observe that regardless of when they are born most of the people have been signed up on 2020

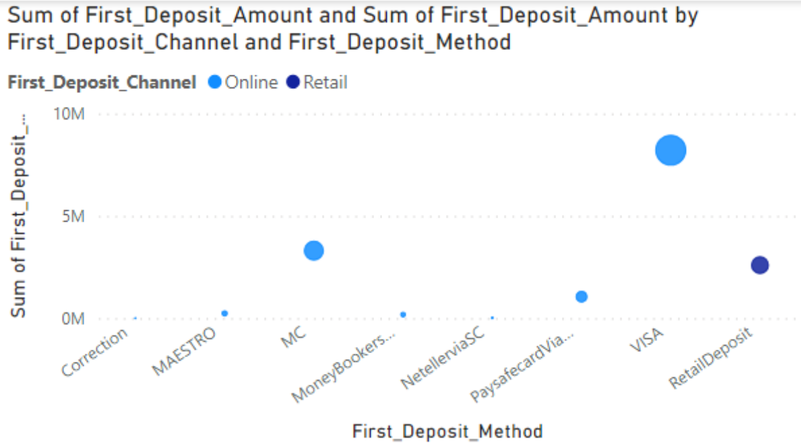
INSIGHTS :FIRST DEPOSIT DATA

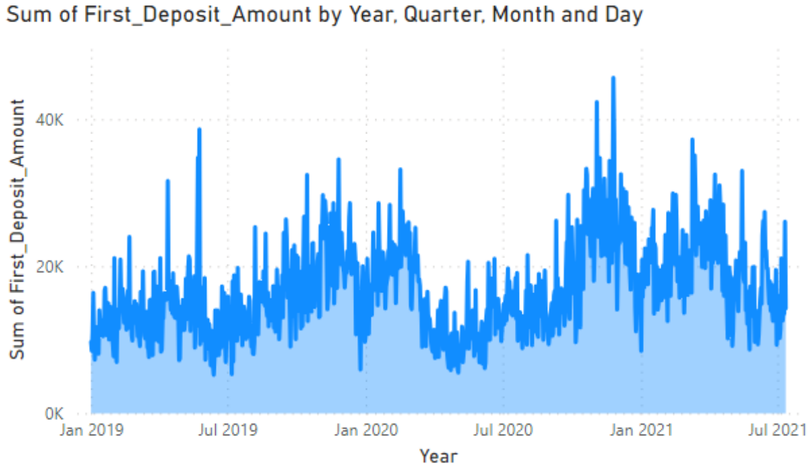


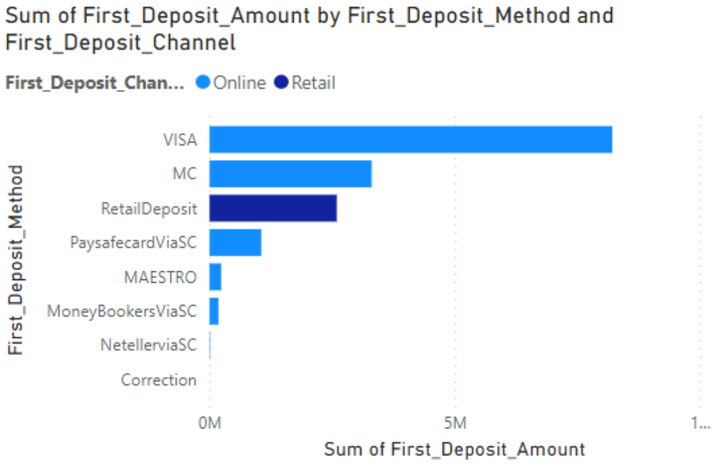
INFERENCE

- First **deposit amount** is maximum at November 2020 and minimum at December 2019
- **First deposit** amount by **Online channel** is greater than **retail channel**
- **Deposit amounts** have been considerably decreased throughout 3 years
- In "**Online**" deposit channel "**Visa" method** have large value and in **Retail** deposit channel , **"Retail deposit** have large value .
- **VISA** method have highest count followed by **Retail Deposit(** eventhough Retail deposit is used ony by the ones who use retail chnnel **)** and **MC** and the least one is **Correction**







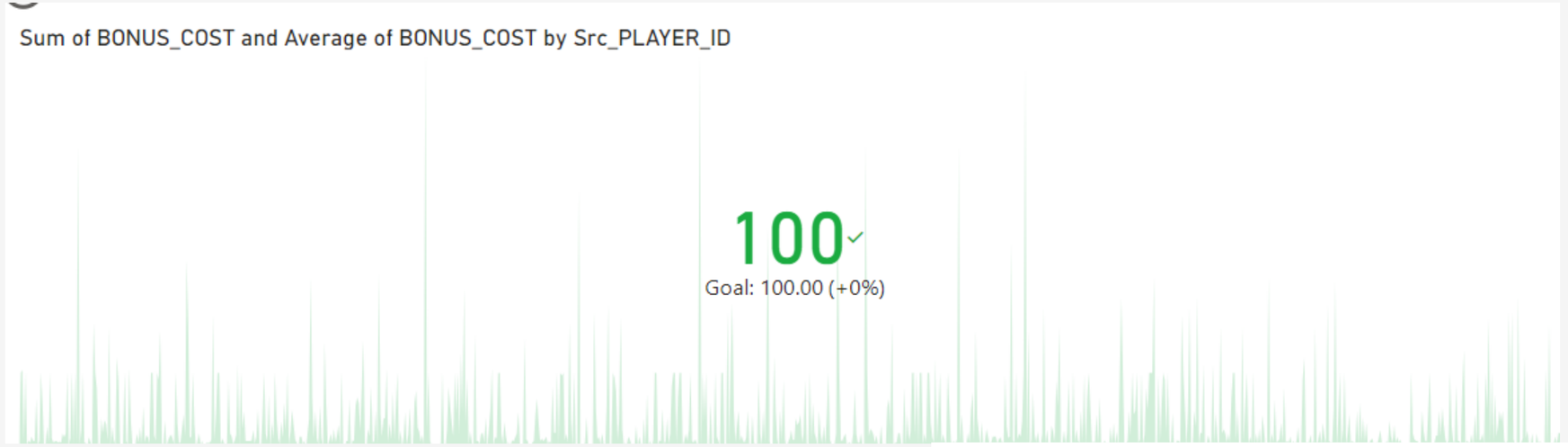


INFERENCE

- **Deposit methods** have seen increase in their use
- The inference we got from the previous slide for first deposit amount in each channel for every method is visualized by *bubble chart*
- The **first deposit amount** is maximum at end of 2020
- **Retail channel** only follows **Retail Deposit method** and rest of the methods are taken by **online channel**
- maximum number of **first deposit amount** are done by **VISA method through online**

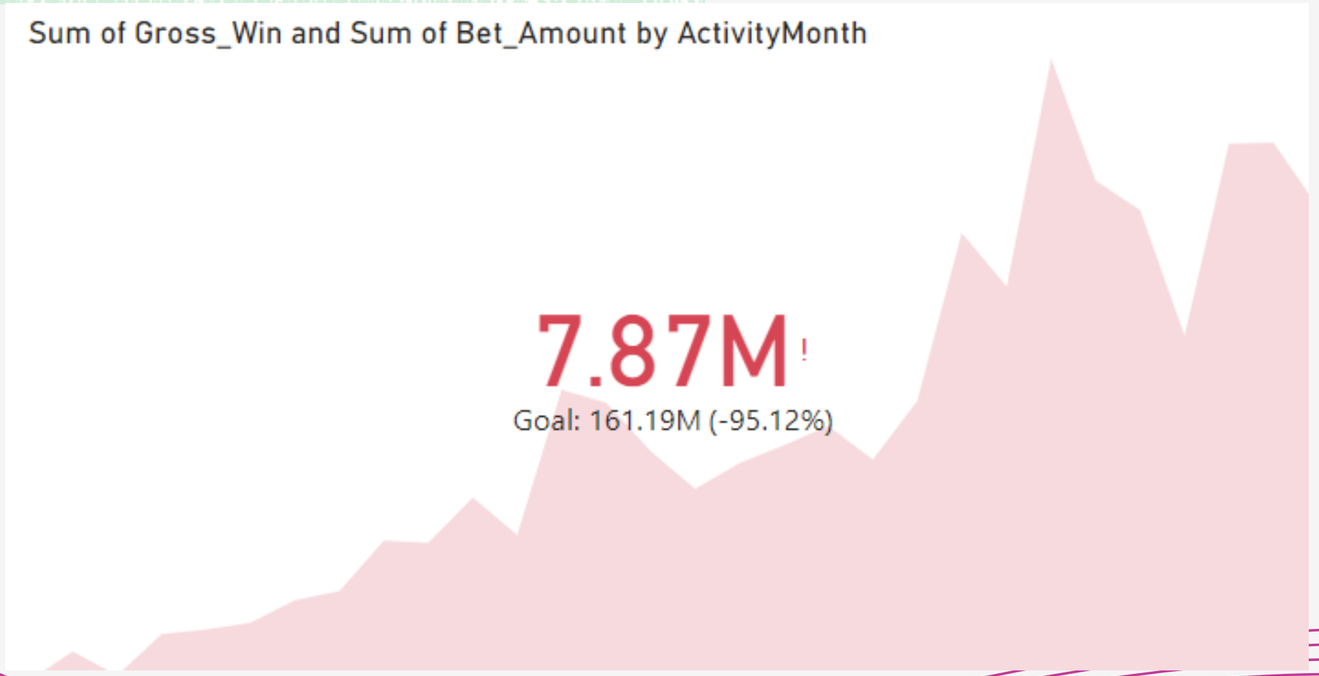
KPI METRICS IN DATASETS

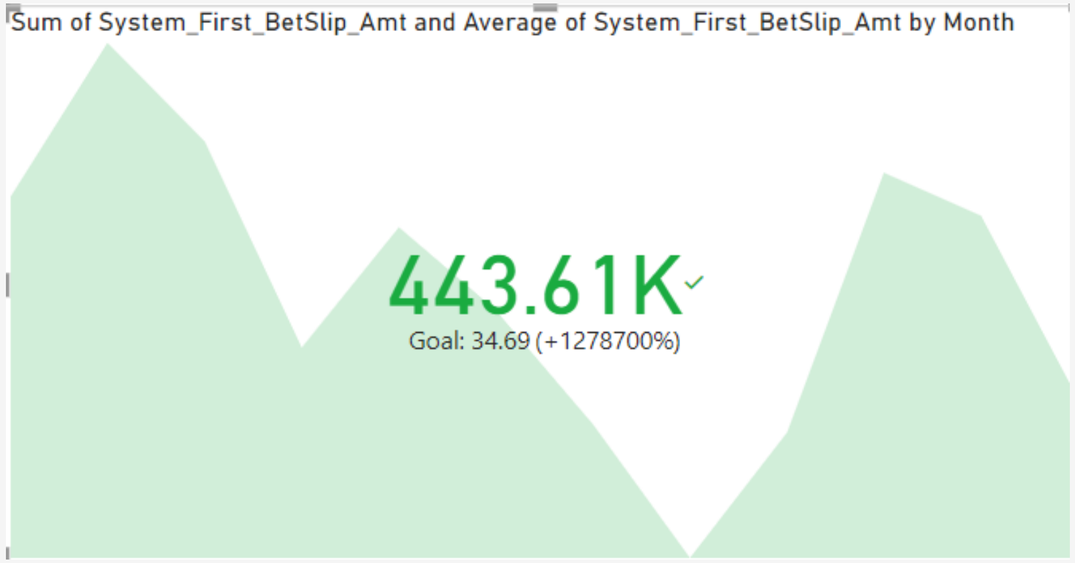
(USING TABLEAU)



- Keeping the target value as average of Bonus cost itself , We can say that we reached the target

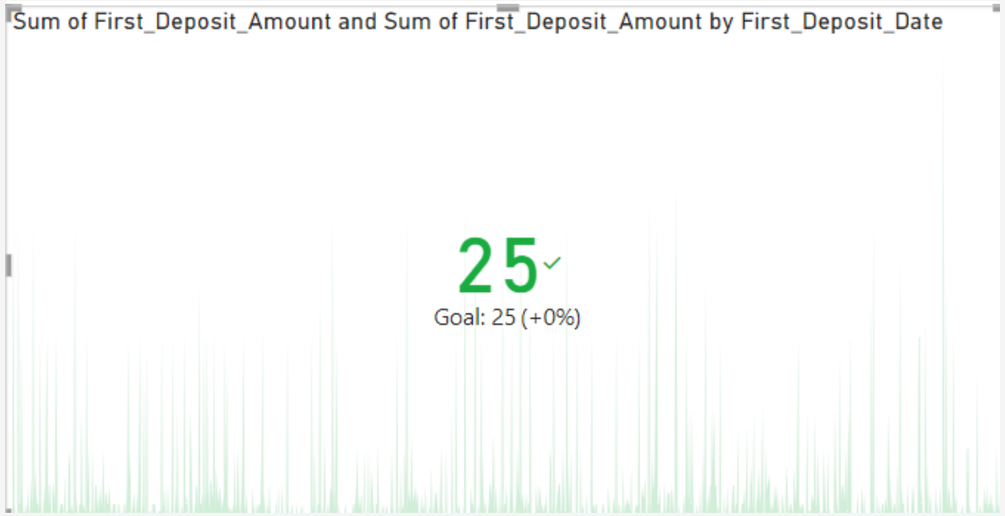
- It is profit when the Win amount is larger than bet amount but we see that the performance is poor





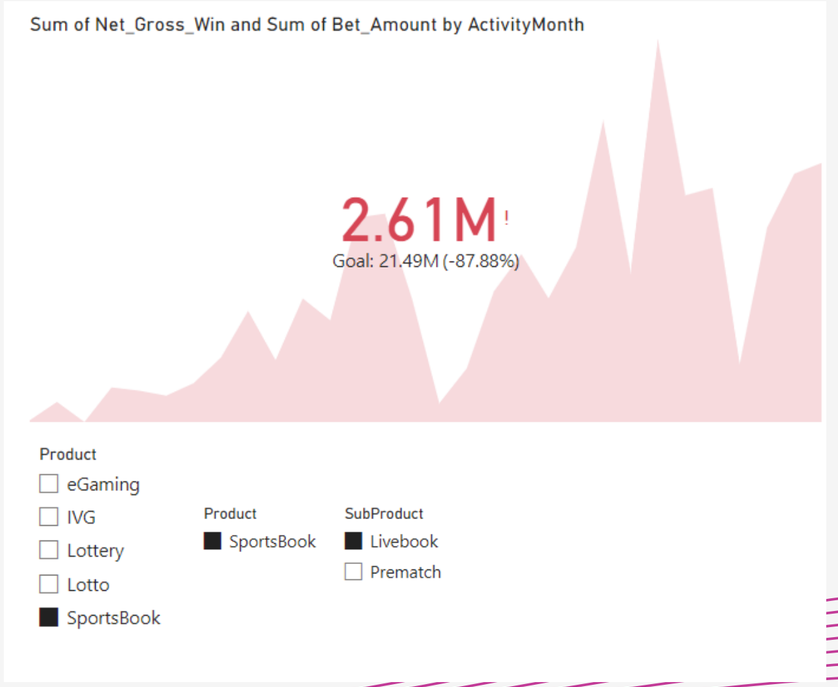
- Keeping the target as average of bet slip amount , we can see that we reached the goal

- We do always observe we have more than average number of players



- The deposit amount isalways greater than average amount

- The win amount is always lesser than bet amount in all the product and sub product



INSIGHTS AND METRICS AFTER JOINING AND CORRELATING DATASETS

(USING PYTHON)

DATA AFTER MERGING AND PREPROCESSING

- Merged all data with the common column "Src_Player_id " using join function to get insights between the datas

	src_player_id	ActivityMonth_x	Product_x	SubProduct	ActivePlayerDays	Bet_Amount	Win_Amount	Gross_Win	Net_Gross_Win	Src_PLAYER_ID	...
2	12845036	2019-05-31	SportsBook	Prematch	28	1229.48	1177.85	41.6300	34.969200	12845036.0	...
6	12580168	2020-12-31	eGaming	Non Table Games	1	74.00	54.60	18.6674	15.680616	12580168.0	...
7	12580168	2020-12-31	eGaming	Non Table Games	1	74.00	54.60	18.6674	15.680616	12580168.0	...
8	12580168	2020-12-31	eGaming	Non Table Games	1	74.00	54.60	18.6674	15.680616	12580168.0	...
9	12580168	2020-12-31	eGaming	Non Table Games	1	74.00	54.60	18.6674	15.680616	12580168.0	...
...	...	...	...	...	...	...	...	...	...	...	...
3492207	15816105	2021-05-31	eGaming	Table Games	1	125.00	50.00	75.0000	63.000000	15816105.0	...
3492208	13435803	2020-12-31	eGaming	Non Table Games	1	31.40	11.45	19.9500	16.758000	13435803.0	...
3492209	13435803	2020-12-31	eGaming	Non Table Games	1	31.40	11.45	19.9500	16.758000	13435803.0	...
3492210	13435803	2020-12-31	eGaming	Non Table Games	1	31.40	11.45	19.9500	16.758000	13435803.0	...
3492211	13435803	2020-12-31	eGaming	Non Table Games	1	31.40	11.45	19.9500	16.758000	13435803.0	...

2020634 rows × 35 columns

Note : After merging , the dataset is too large to save as Excel and work in Power Bi because the size was beyond the capacity so here I used python to get insights

INSIGHTS : MERGED DATASET

- Total bonus cost per player (DESCEDING ORDER)

src_player_id	
12996364	1993563.0
12582603	935906.0
13928829	934550.0
12655429	931676.0
13781394	815512.0
...	
13879352	0.0
16488856	0.0
13059359	0.0
20119385	0.0
14889757	0.0

- Total bet amount per player (DESCEDING ORDER)

Src_PLAYER_ID	
12346653.0	1.464642e+08
13410752.0	1.329271e+08
12655429.0	1.016396e+08
12996364.0	1.014185e+08
13781394.0	1.007991e+08
...	
12347439.0	0.000000e+00
14870785.0	0.000000e+00
12423049.0	0.000000e+00
16446757.0	0.000000e+00
12368770.0	0.000000e+00

- Total win amount per player (DESCEDING ORDER)

Src_PLAYER_ID	
12346653.0	1.402861e+08
13410752.0	1.285004e+08
12655429.0	1.138036e+08
12996364.0	9.696702e+07
13781394.0	9.086329e+07
...	
18560156.0	0.000000e+00
18560772.0	0.000000e+00
18563985.0	0.000000e+00
12745145.0	0.000000e+00
20696055.0	0.000000e+00

- Player activity per month

ActivityMonth_x	
2019-01-31	1296
2019-02-28	2149
2019-03-31	2635
2019-04-30	3201
2019-05-31	3261
2019-06-30	2829
2019-07-31	2896
2019-08-31	3403
2019-09-30	3808
2019-10-31	4618
2019-11-30	5346
2019-12-31	6016
2020-01-31	6384
2020-02-29	6792
2020-03-31	6435
2020-04-30	4917
2020-05-31	5373
2020-06-30	6559
2020-07-31	7036
2020-08-31	7042
2020-09-30	7407
2020-10-31	8604
2020-11-30	8997
2020-12-31	9241
2021-01-31	9908
2021-02-28	10199
2021-03-31	11004
2021-04-30	11225
2021-05-31	10607
2021-06-30	9336

- Acquisition channel distribution

PPC	1124335
Affiliate	581673
Others	175362
Retail	74828
Social	53253
Display	11164
Programatic	16
Email	3

- Average bet amount by gender

Gender	
F	6603.015914
M	5287.293176
Name: Bet_Amount, dt	

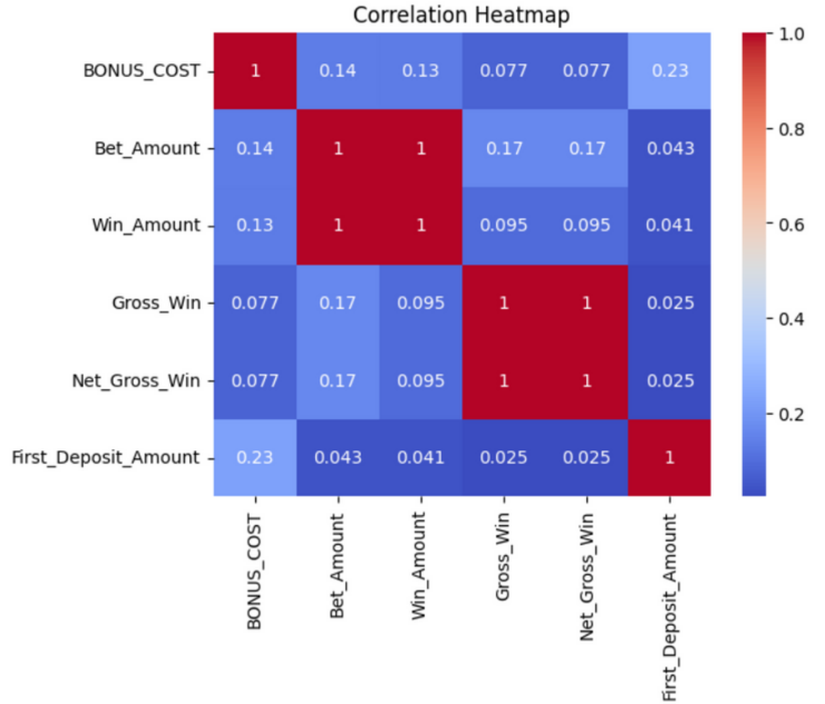
"Note: While the above data we derived provides valuable insights, I chose not to display the top 5 rows/values in the bar chart intentionally from the above derived data to showcases an alternative approach to obtaining essential information directly as a table itself without visualizing, especially when dealing with large number of values to avoid clutter and enhance clarity.

INSIGHTS : MERGED DATASET

- Average age of players

36

- Correlation matrix (HEAT MAP)

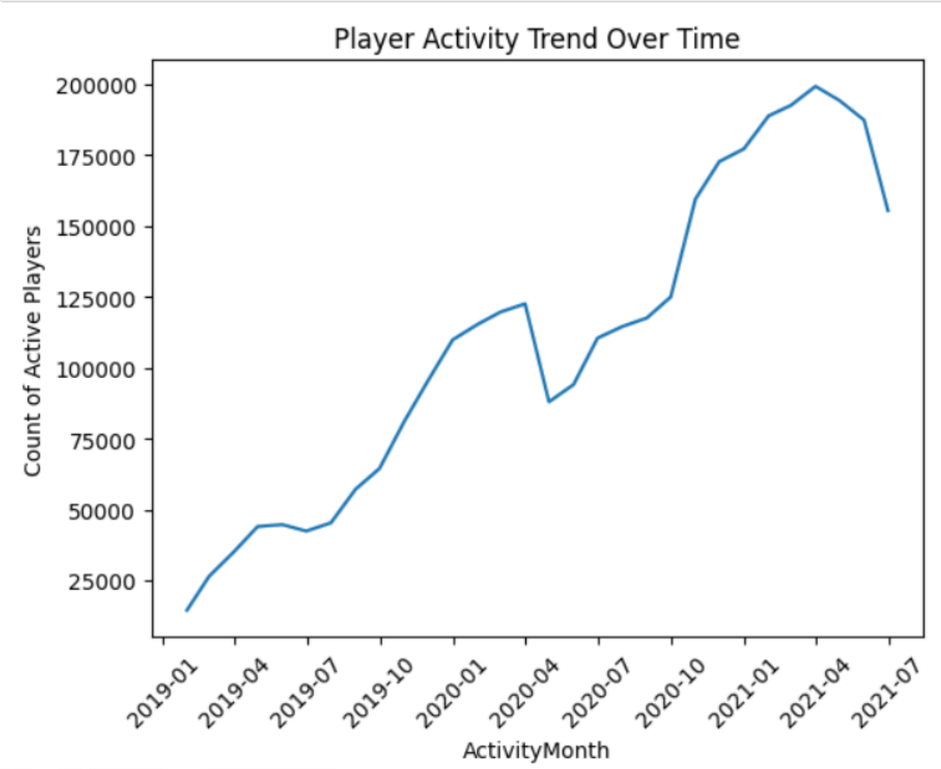


- Top players by net gross win

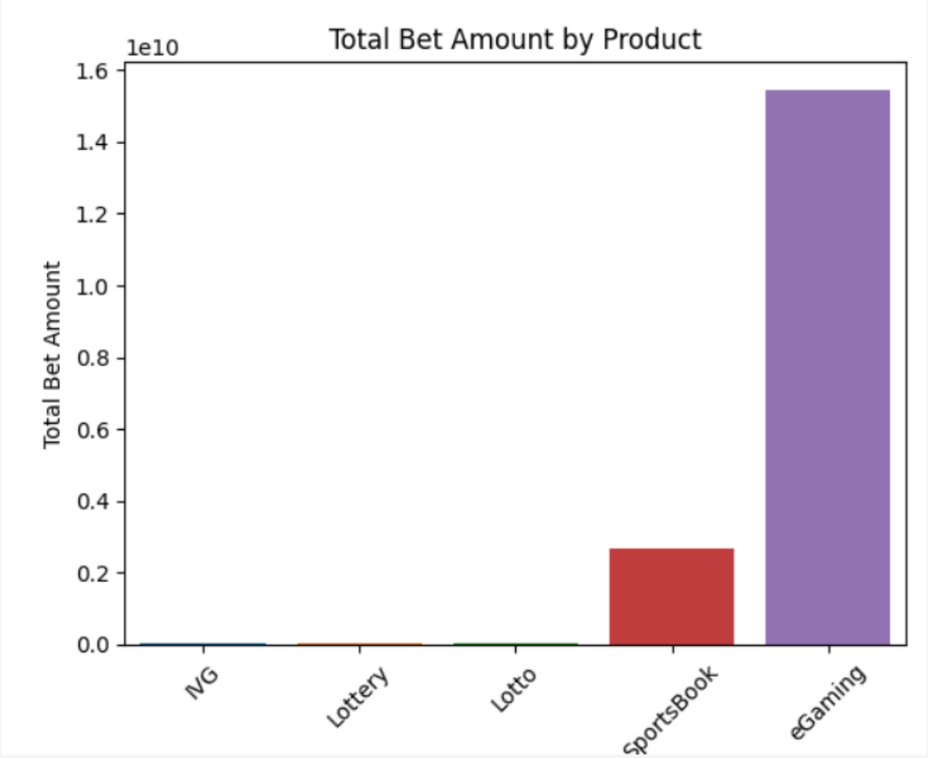
	Src_Player_Id_player_details	Net_Gross_Win
2459839	20077064.000000	254821.560000
2459840	20077064.000000	254821.560000
799342	nan	199311.000000
799343	nan	199311.000000
3217697	13781394.000000	175920.398238
3217698	13781394.000000	175920.398238
3217699	13781394.000000	175920.398238
3217700	13781394.000000	175920.398238
3217701	13781394.000000	175920.398238
3217702	13781394.000000	175920.398238

INSIGHTS : MERGED DATASET

- Player activity trend

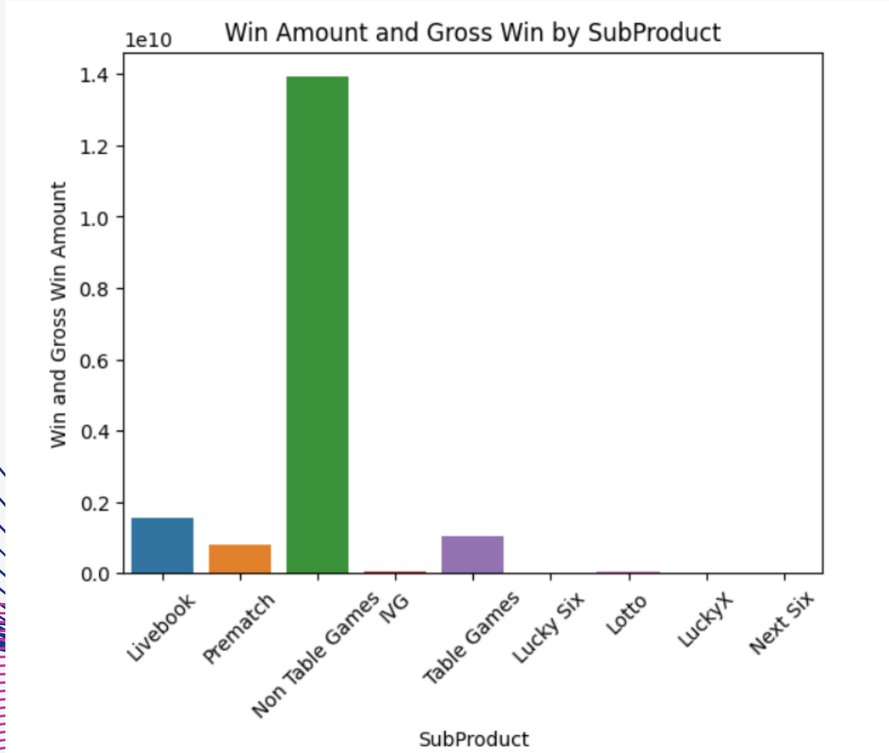


- Total bet amount by product

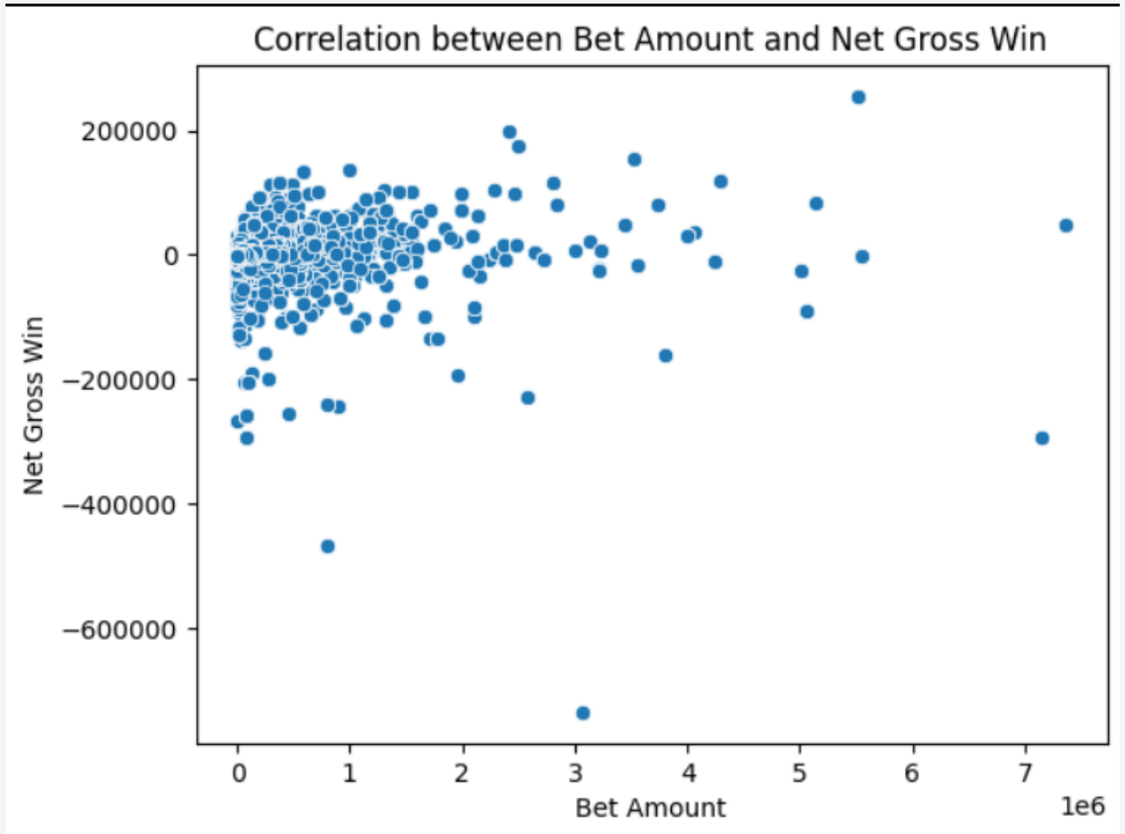


INSIGHTS : MERGED DATASET

- Win amount and gross win amount by sub product

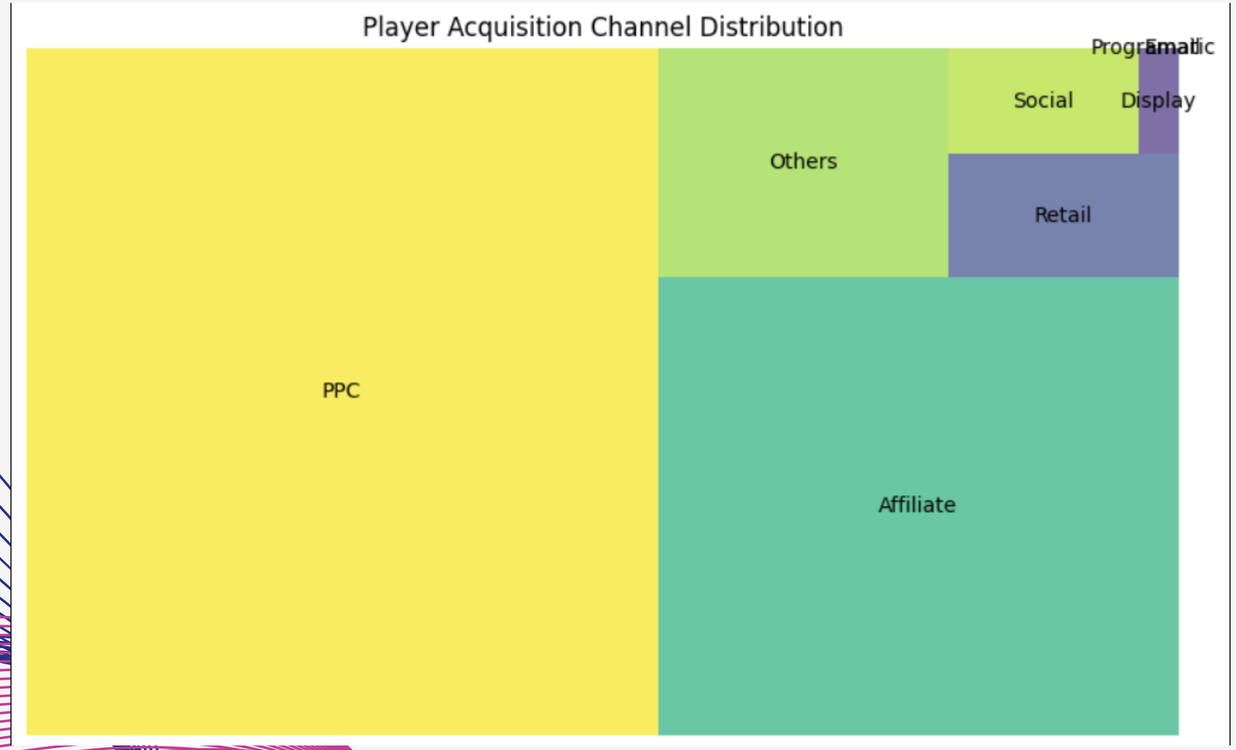


- Correlation between Bet amount and Net gross win

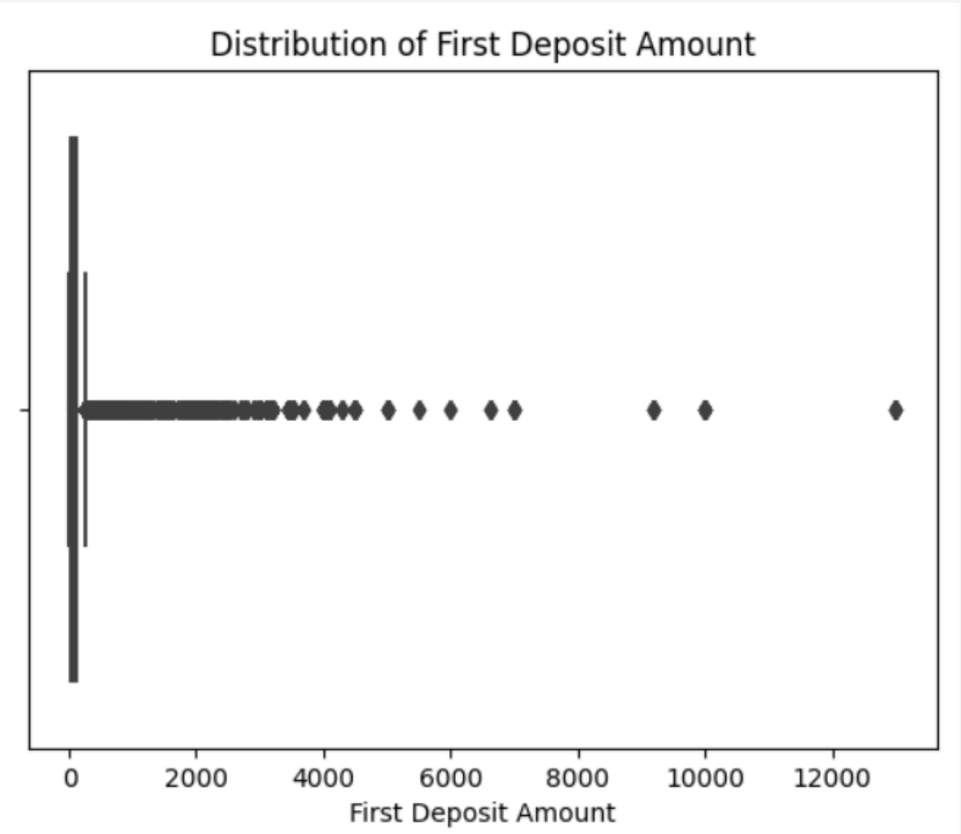


INSIGHTS : MERGED DATASET

- Player Acquisition by tree map

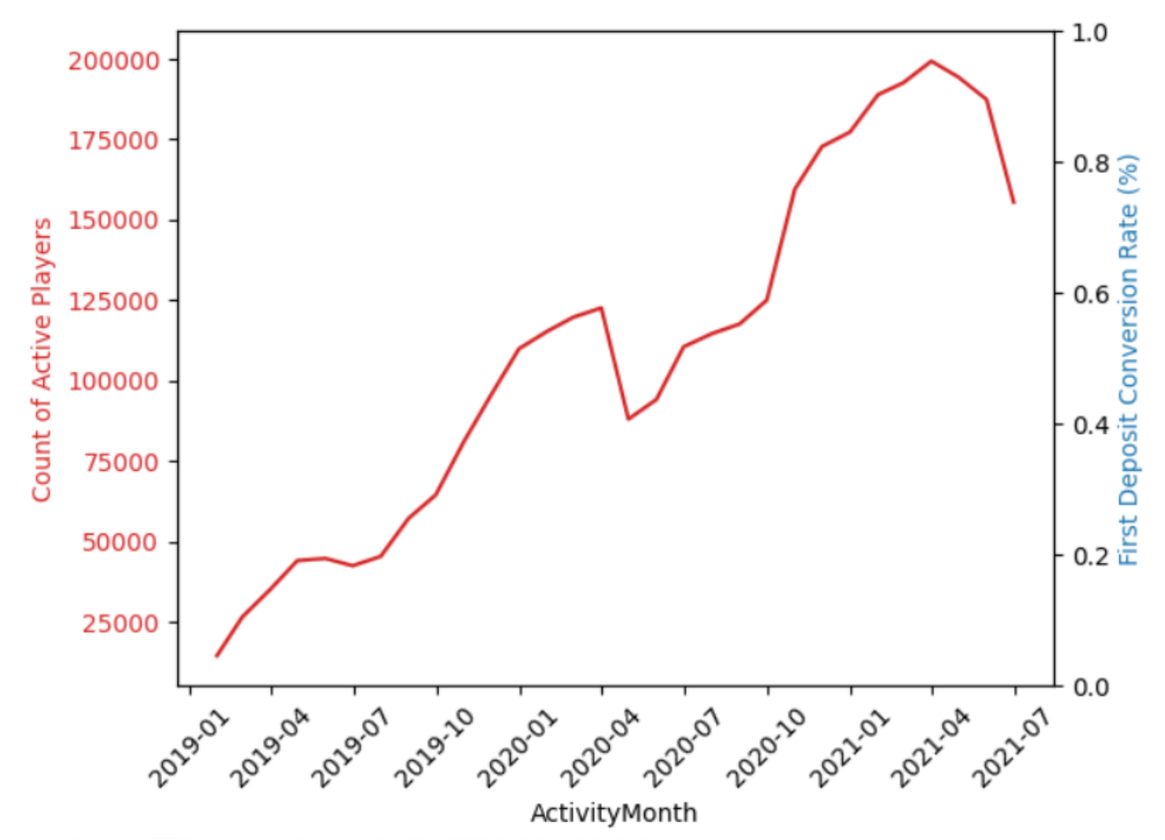


- Distriution of 1st deposit amount

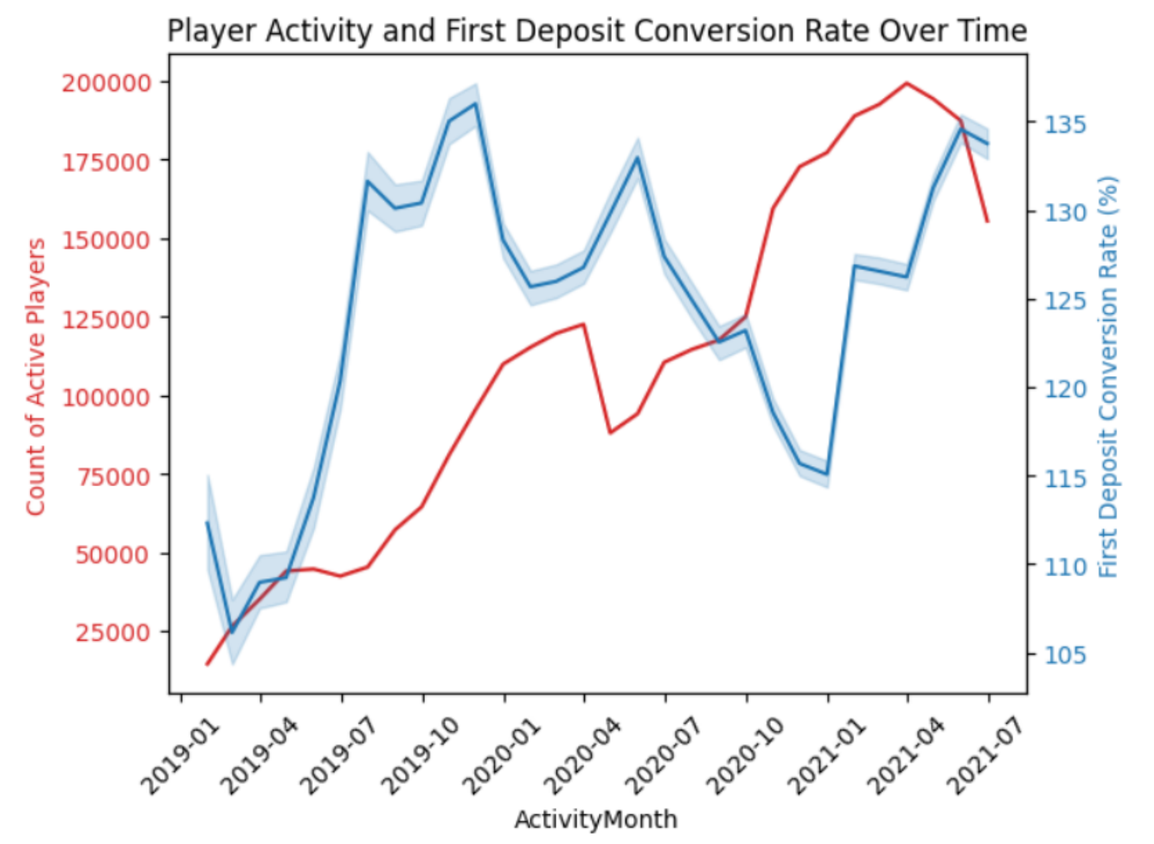


INSIGHTS : MERGED DATASET

- Active players throughout the month



- Player activity and deposit amount over time



Thank You

I hope you found this presentation insightful and valuable.
I am grateful for your time and consideration
Once Again Thank You !

Note :
Tools used : Power Bi and Python
No. of plots : 50