Marketing Report on BWIN.com

SUBMITTED BY

(Group 9) –

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CUSTOMER BEHAVIOUR ANALYSIS FOR ONLINE GAMBLING ACTIVITIES FOR "BWIN.COM"

(Link to our Shiny App - https://group9shiny.shinyapps.io/Group9_Assignment/)

About the Dataset -

These datasets come from the collaborative Internet gambling research project between the Division on Addictions (DOA) and Bwin Interactive Entertainment, AG (Bwin), an Internet betting service provider headquartered in Vienna, Austria. These datasets provide evidence from the first eight months of the first prospective longitudinal, real-time, Internet sports betting behaviour study that took place from February 1, 2005 through September 30, 2005. The analytic dataset contains information representing eight months of aggregated betting behaviour data for 40,499 sequential Bwin Internet sports subscribers who opened an account with Bwin during the period from February 1, 2005 through February 27, 2005.

Project Approach -

We created the final Datamart by merging four different 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. From all the derived variables we made in our DataMart, we tried to correlate variables and find trends. These can help the Marketing Analyst Teams to make informed decisions in terms of Customer Targeting & Market Growth Strategies. Towards the end you will find an appendix with all variables of the Datamart and a short explanation.

Various Graphs and Interesting Business Insights we could get for the Marketing Team at Bwin.com:

Player "AGE" Distribution –
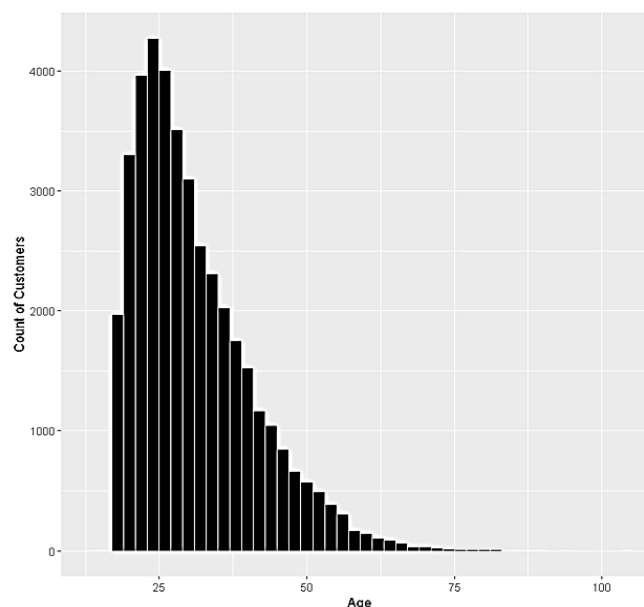
From the above graph we can see that a very high count of Bwin platform users are of the Age 25. Moreover, the majority of overall distribution is falling under the age bracket of 15-40's which sees a falling trend as the age increases.

Player "GENDER" Distribution –
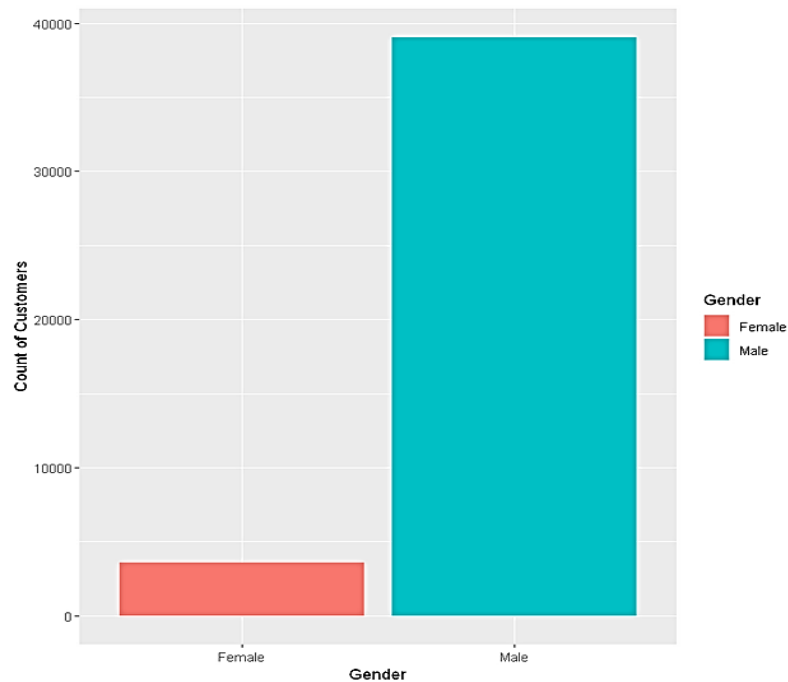
The above graph shows that the over activities happening on the Bwin platform are highly Male dominating. The marketing team at Bwin could try and target the untapped market of Female users which can be a potential growth channel.

Player "LANGUAGE" Distribution –
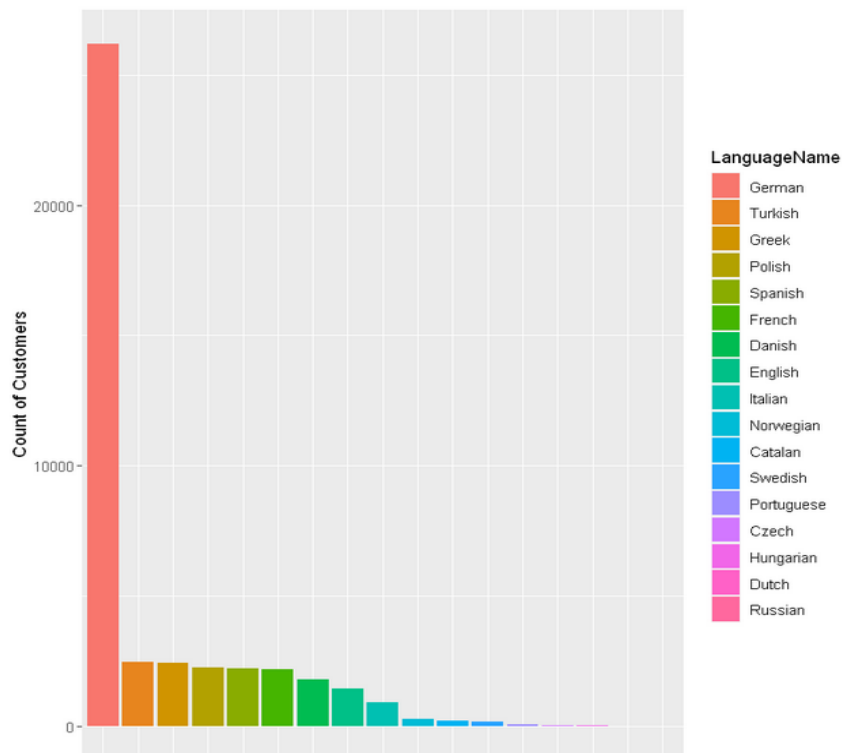
The above graph depicts that the overall userbase is very highly dominated by German speaking people. Followed by Turkish, Greek, Polish, Spanish, French, Danish and English which too have some handful number of users. The company can build some Marketing programs under these languages to engage users further.

Player "COUNTRY" Distribution (Top 5 Countries) –
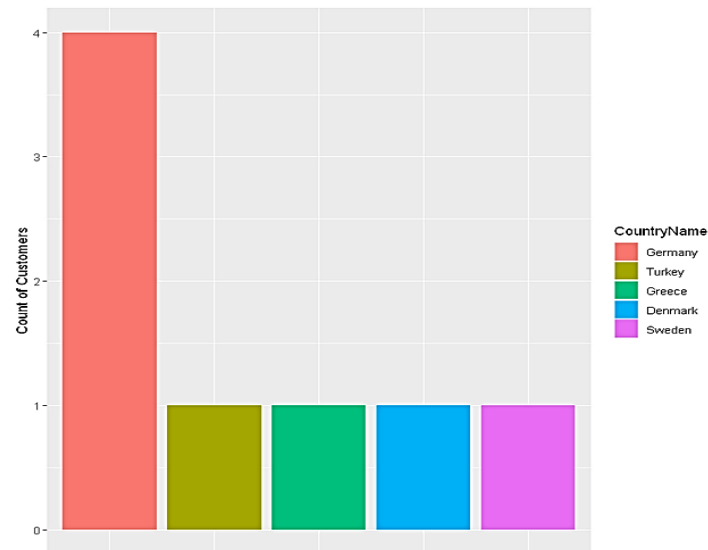
We can see that "Germany" happens to be the top country in terms of customer base. This is followed by "Turkey", "Greece", "Denmark" and "Sweden".

Player "APPLICATION PLATFORM" Distribution –
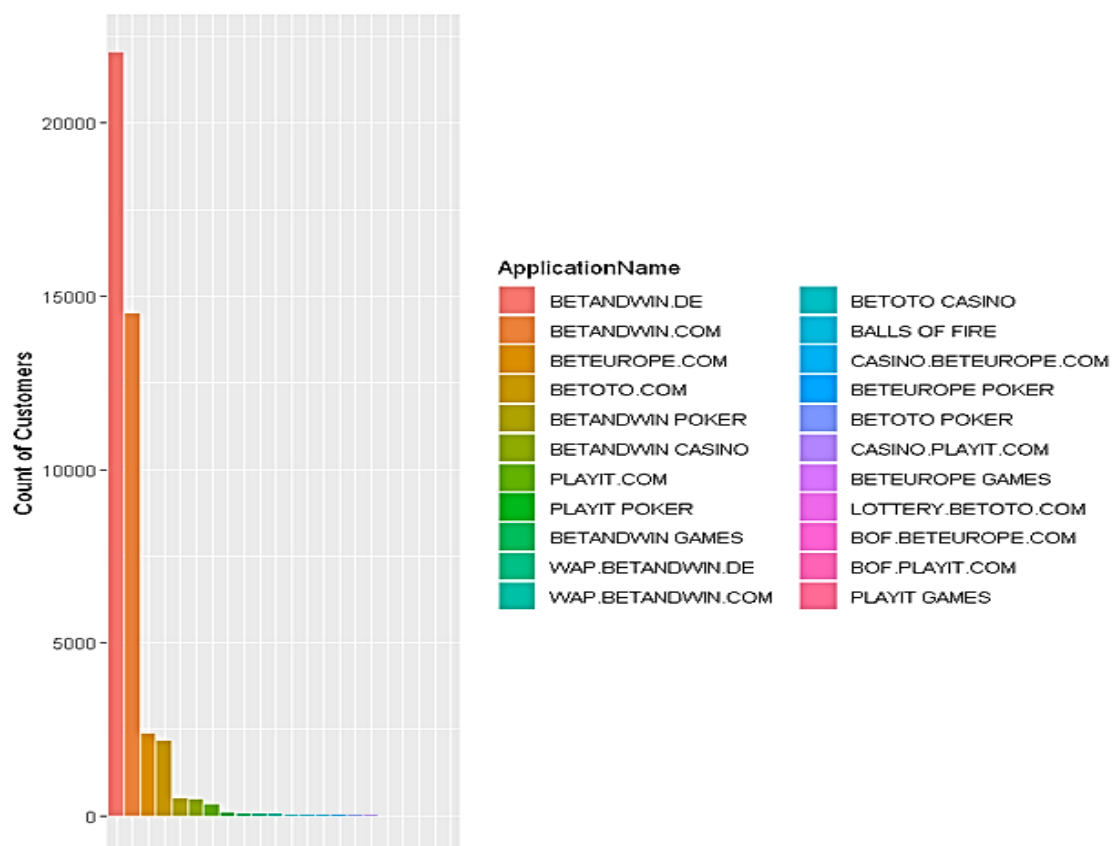
The above graph shows that "BETANDWIN.DE" happens to be the most likable platform from the Bwin group. There is even a significant similar usage for "BETANDWIN.COM".

"BETEUROPE.COM" and "BETOTO.COM" also has some traction among users. Followed by "BETANDWIN POKER" and "BETANDWIN CASINO".

Comparing "CUSTOMER LOYALTY" vs "ACTIVATION PERIOD" –
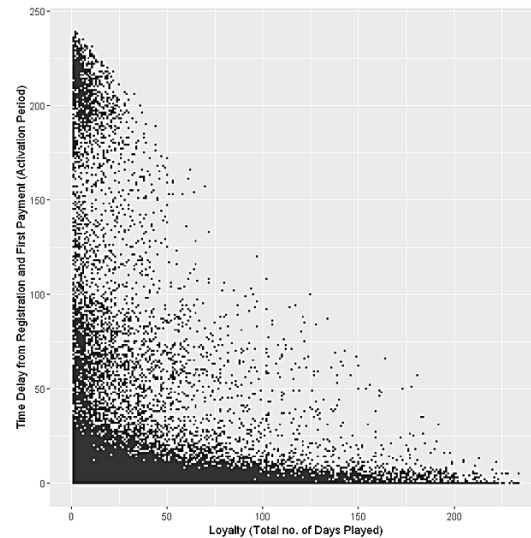
While trying to find the correlation between the "Activation Period" (i.e. the time delay between the date a customer registered to the date when he/she made a first purchase) and "Loyalty" (i.e. the total number of days played), we found that as people who take lesser time for getting active on the platform result in to be more Loyal to the company. In other words, we may conclude that people with higher activation time have higher chances of being less loyal and thereby less profitable for Bwin in long term.
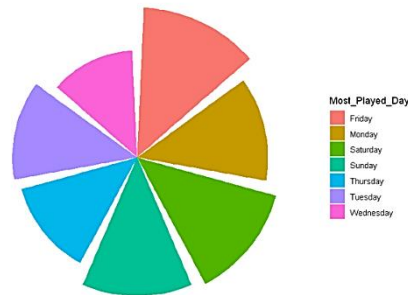
Player "SEGMENT" Distribution –
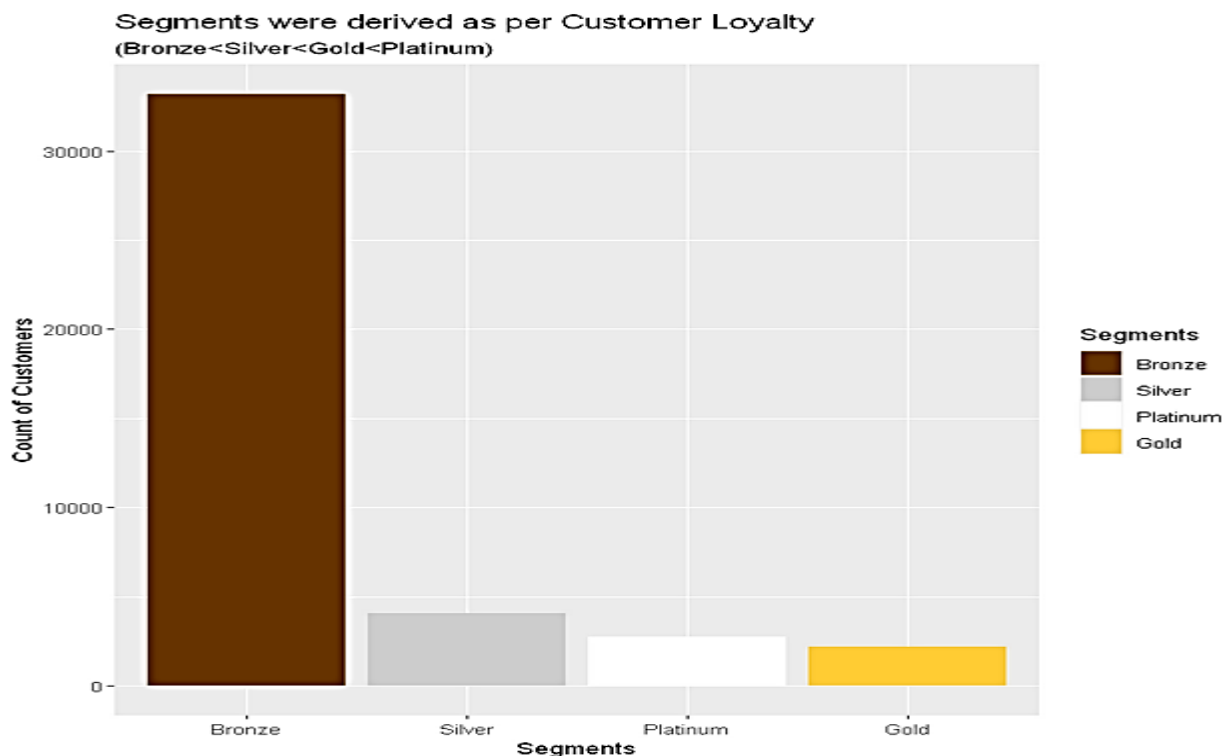
The entire user base was divided into 4 major segments as per the total days they have used the Bwin platform.

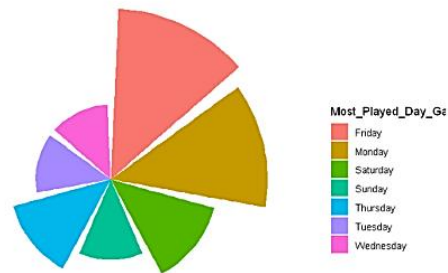(Bronze: Less than 50 days, Silver: 50-75 days, Gold: 75-100 days, Platinum: More than 100 days).

From the above graph we can easily see that high majority of users left the platform within 50 days. This should be a concern area and a good Marketing plan can be made to retain such customers.
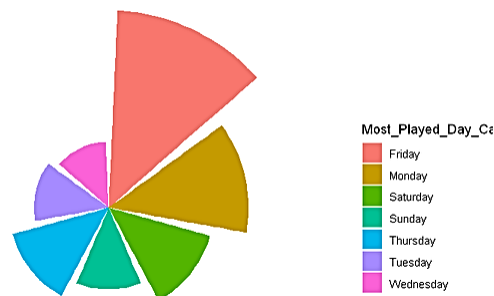
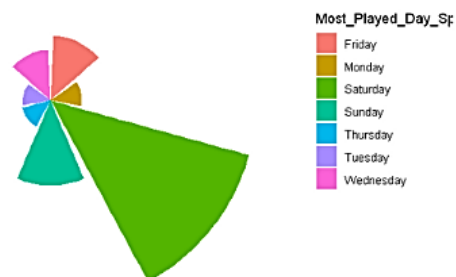Product-Wise comparison for "BEST PLAY DAYS"

For POKER –

Most_Played_Day
- Friday
- Monday
- Saturday
- Sunday
- Thursday
- Tuesday
- Wednesday

For GAMES –

Most_Played_Day_Ga
- Friday
- Monday
- Saturday
- Sunday
- Thursday
- Tuesday
- Wednesday

For CASINO -

Most_Played_Day_Ca
- Friday
- Monday
- Saturday
- Sunday
- Thursday
- Tuesday
- Wednesday

For SPORTS -

Most_Played_Day_Sp
- Friday
- Monday
- Saturday
- Sunday
- Thursday
- Tuesday
- Wednesday

From the above plots one can conclude the following preference trend of days for all Products –

Poker – Fridays > Saturdays > Sundays > Mondays > Tuesdays > Thursdays > Wednesdays

Games – Fridays > Mondays > Saturdays > Thursdays > Sundays > Wednesdays > Tuesdays
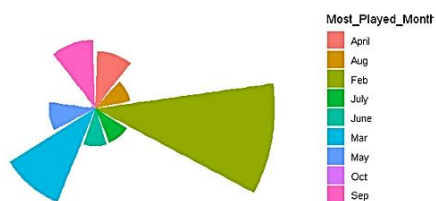
Casino – Fridays > Mondays > Saturdays > Thursdays > Sundays > Tuesdays > Wednesdays

Sports – Saturdays > Sundays > Fridays > Wednesdays > Mondays > Thursdays > Tuesdays
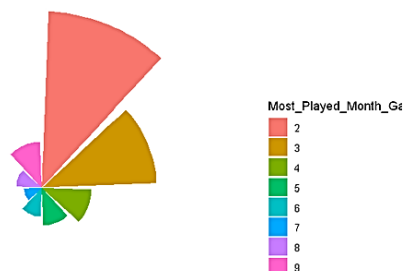
We can see that Sports activities are highly preferred on Saturdays while other three it's Fridays.

Product-Wise comparison for "BEST PLAY MONTHS"

For POKER -

For GAMES -

For CASINO -
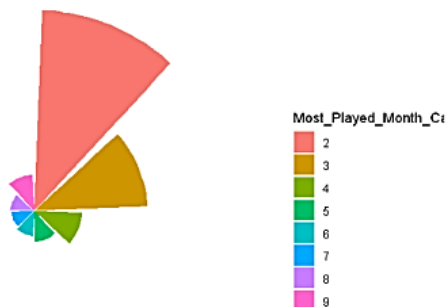
For SPORTS -
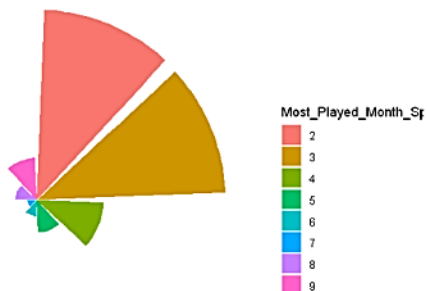
From the above plots one can conclude the following preference trend of top 5 months for all Products –

Poker –   February > March > September > April > May

Games –   February > March > April > September > July

Casino –   February > March > April > September > July

Sports –   February = March > April > September > July

We can see that for all activities the most preferred month is February, followed by March and April as a general trend. July and September are too months with high usage of the platform.

<u>GLOBAL MAPS</u> (Global_Stakes, Global_Winnings, Global_Bets) –

Global Stakes
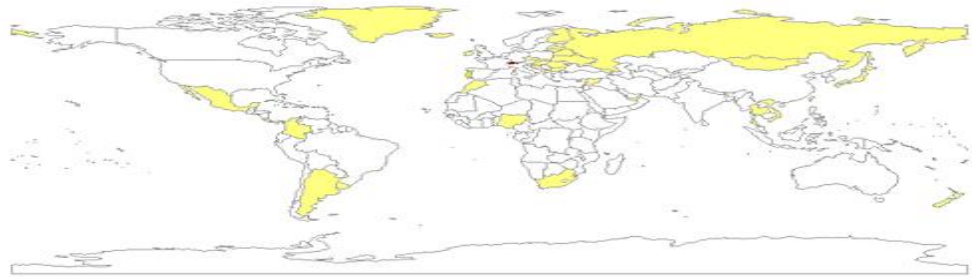
Global Winnings
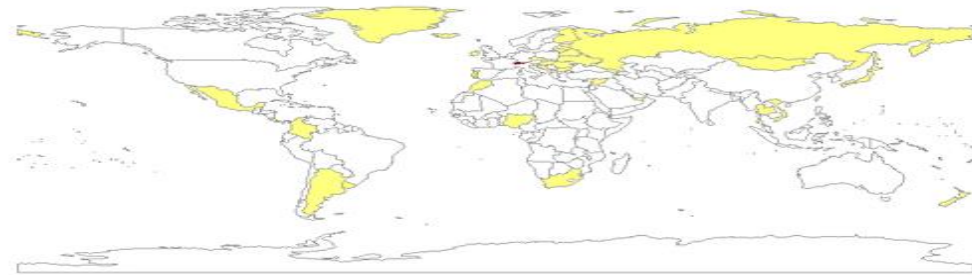
Global Bets

From the above Maps we could see that Total Stakes, Total Winnings as well as Total Bets globally follow a similar trend with a very high usage concentrated in European region, particularly in Germany.

Our Final Datamart and Variables Description:

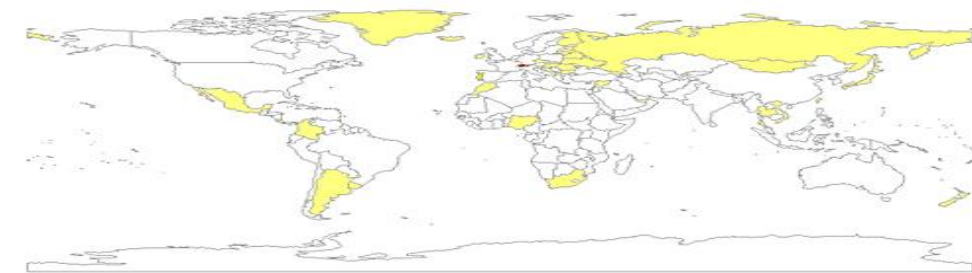| SNo.	DATAMART VARIABLES	DESCRIPTION
1	UserID	UserID
2	RegDate	Date of Participant's Registration
3	FirstPay	Participant's first betting money deposits date.
4	FirstAct	Participant's first active play date.
5	FirstSp	Participant's first sports book play date.
6	FirstCa	Participant's first casino play date.
7	FirstGa	Participant's first games play date.
8	FirstPo	Participant's first poker play date.
9	Gender	Participant's Gender
10	CountryName	Participant's Country of Residence
11	LanguageName	Participant's Primary Language
12	ApplicationName	Different route of access to bwin.
13	Activation_Period	Number of days between Participant's Registration Date and First Active Play Date
14	Age	Participant's Age
15	FOTotalStakes	Total stakes each participant betted on fixed-odds plays
16	FOTotalWinnings	Total winnings each participant received on fixed-odds plays
17	FOTotalBets	Total number of bets each participant betted on fixed-odds plays
18	FOTotalDaysActive	Total days of active fixed-odds plays of each participant
19	LATotalStakes	Total stakes each participant betted on live-action plays
20	LATotalWinnings	Total winnings each participant received on live-action plays
21	LATotalBets	Total number of bets each participant betted on live-action plays
22	LATotalDaysActive	Total days of active live-action plays of each participant
	MARKETING METRICS BASED ON PRODUCTS	
	Sports	
23	Sum_Stakes_Sp	Total number of Stakes for Sports
24	Avg_Stakes_Sp	Average number of Stakes for Sports
25	Sum_Winnings_Sp	Total number of Winnings for Sports
26	Avg_Winnings_Sp	Average number of Winnings for Sports
27	Total_Bets_Sp	Total number of Bets for Sports
28	Nbr_Days_Played_Sp	Total number of Days Sports has been played
29	Most_Played_Month_Sp	The month for which maximum plays happened
30	Most_Played_Day_Sp	The weekday for which maximum plays happened
	Poker	
31	Nbr_Days_Played	Number of days in which the User played Poker
32	Most_Played_Day	Day of the week in which the User Played the most
33	Most_Played_Month	Monthin which the User played the most
34	Avg_Sold	Average Amount Sold Per User
35	Avg_Bought	Average Amount Bought Per User
36	Max_Sold	Max Amount Sold Per User
37	Max_Bought	Max Amount Bought Per User

38	Morning_Plays	No of Transactions Done in the Morning
39	Noon_Plays	No of Transactions Done in the Morning
40	Evening_Plays	No of Transactions Done in the Evening
41	Midnight_Plays	No of Transactions Done in the Night
	Games	
42	Sum_Stakes_Ga	Total number of Stakes for Games
43	Avg_Stakes_Ga	Average number of Stakes for Games
44	Sum_Winnings_Ga	Total number of Winnings for Games
45	Avg_Winnings_Ga	Average number of Winnings for Games
46	Total_Bets_Ga	Total number of Bets for Games
47	Nbr_Days_Played_Ga	Total number of Days Games has been played
48	Most_Played_Month_Ga	The month for which maximum plays happened
49	Most_Played_Day_Ga	The weekday for which maximum plays happened
	Casino	
50	Sum_Stakes_Ca	Total number of Stakes for Casino
51	Avg_Stakes_Ca	Average number of Stakes for Casino
52	Sum_Winnings_Ca	Total number of Winnings for Casino
53	Avg_Winnings_Ca	Average number of Winnings for Casino
54	Total_Bets_Ca	Total number of Bets for Casino
55	Nbr_Days_Played_Ca	Total number of Days Casino has been played
56	Most_Played_Month_Ca	The month for which maximum plays happened
57	Most_Played_Day_Ca	The weekday for which maximum plays happened
	OTHER METRICS	
58	Days_Ttl	Total number of days a player has played
59	Ttl_Stakes	Total Stakes Placed By the Participant
60	Ttl_Winnings	Participant's Total Winnings
61	Ttl_Bets	Total Bets Placed by the participant
	CUSTOMER LOYALTY METRIC	
62	Segments	Four User Segments classified based on Total number of Play Days Bronze: Less than 50 days of play Silver: 50-75 days of play Gold: 75-100 days of play Platinum: More than 100 days of play