



# DREAM 11

Dream Big

**Dream 11 Survey**

<http://www.socialpivot.club/dream-11-survey/>



# Dream 11 Survey Results

Age	Gender	location	Favorite sport	Any other fantasy game in Dream 11?	Any other fantasy app
18-24	Male	Pune	Football	Yes	Fancode
25-34	Male	Bhubaneswar	Cricket	No	Tiktok
18-24	Female	Sri Ganganagar	Badminton	No	Gamezy
25-34	Male	Rishikesh	Cricket	Yes	Howzatt
25-34	Female	Pune	Football	Yes	My 11 circle
25-34	Male	Japan	Kabaddi	No	No
18-24	Female	Pune	Cricket	No	No
25-34	Female	Nawada	Cricket	Yes	No
25-34	Male	Pune	Cricket	Yes	Fancode
25-34	Male	Ranchi	Cricket	Yes	My 11 circle
25-34	Female	Pune	Badminton	Yes	Fancode

# Target Audience and Demographics

Age group	Sum of User count
18-24	3
25-34	8
Grand Total	11

Gender	Sum of User count
Female	5
Male	6
Grand Total	11

Location	Sum of User count
Bhubaneswar	1
Japan	1
Nawada	1
Pune	5
Ranchi	1
Rishikesh	1
Sri Ganganagar	1
Grand Total	11

Interest	Sum of User count
Badminton	2
Cricket	6
Football	2
Kabaddi	1
Grand Total	11

## OBSERVATIONS

- We noticed that most people engaged are from “25-34” age group. This shows that users are from 18+ age group.
- It is observed that there is a equal participation from male and female.
- People staying in big cities like Pune are mostly engaged.
- We observed that Cricket is the most popular sports in our country.

# Dream 11 and Competitor Analysis

Fantasy Apps	Dream11	My 11 Circle	Gamezy	HowZat
Games Included	Cricket, Kabaddi, Football, Basketball, Baseball, eSports, Handball, Volleyball, Hockey	Cricket, Kabaddi, Football, Basketball	Cricket, Kabaddi, Football	Cricket, Football
User Interface	Good	Good	Very Good	Straight forward
Points System	Reasonable	Points awarded are very less	Points are reasonable and can make team for second innings of the game too.	Reasonable
Gambling available ?	Yes	Yes	Yes	Yes
Shopping available ?	Uses Fancode for buying sports stuffs	NA	NA	NA

## Dream11 Strengths

- It uses Fancode for sports merchandise shoes, t-shirts and jerseys.
- It has maximum fanbase and has exposure to all team sports.
- It is the official sponsor of big tournament like IPL and ICC events.
- Prize money is high than other fantasy app.

## Dream11 Weakness

- The point system for football can be enhanced.
- It does not have expert team unlike of My 11 circle.
- Gamezy offers creating team for second innings too.