

Better Betting: The Importance of Personalization for Betting and Data Analytics Programs

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JUNE 14		ODDS TO WIN 2016 WORLD SOCCER CHAMPIONSHIP @ RUSSIA		ODDS TO WIN 2018 WORLD SOCCER GROUPS @ RUSSIA		ODDS TO WIN 2018 PRO FOOTBALL CHAMPIONSHIP AT ATLANTA, GA.	
130		11:00AM		SUNDAY, FEBRUARY 3, 2019		5:30PM	
FINAL		88001 GERMANY		3/1 88051 URUGUAY		20/21 88001 PATRIOTS	
140		88002 ARGENTINA		5/1 88052 RUSSIA		28/29 88002 EAGLES	
120		88003 SPAIN		11/2 88053 EGYPT		5/1 90003 STEELERS	
150		88004 FRANCE		11/2 88054 SAUDI ARABIA		40/1 90004 VIKINGS	
130		88005 BRAZIL		7/2		88005 FALCONS	
15		88006 BELGIUM		5/1 * GROUP B *		88006 PACKERS	
05		88007 ENGLAND		16/1 88056 SPAIN		1/2 20007 RAMS	
20		88008 PORTUGAL		18/1 88057 PORTUGAL		8/5 20008 GIANTS	
15		88009 COLOMBIA		40/1 88058 MOROCCO		16/1 20009 JAGuars	
05		88010 RUSSIA		40/1 88059 IRAN		30/1 20010 COWBOYS	
20		88011 URUGUAY		30/1 * GROUP C *		90011 49ERS	
05		88012 CROATIA		35/1 88061 FRANCE		90012 RAIDERS	
20		88013 MEXICO		7/2 DENMARK		2/7 20013 PANTHERS	
05		88014 SWITZERLAND		PERU		4/1 20014 SEAHAWKS	
20		88015 HUNGARY		AUSTRALIA		10/1 20015 TEXANS	
05		88016 SWEDEN		* GROUP D *		16/1 20016 CHIEFS	
20		8:00AM		ARGENTINA		PAGE 1 OF 2	
05		9:00A		CROATIA		8/15	
20		10:00A		ICELAND		9/4	
05		11:00A		NIGERIA		11/1	

Agenda

01

Purpose

03

Data Insights

02

Methods

04

Recommendations

Purpose

Within the last few years the number of states that have legalized sports betting has increased

More than 20 states have legalized sports betting and in the last year the total handle in the US was around \$21.5 billion

1 in 7 US adults (21+) reported having placed a sports bet within the last year

Source: ESPN.com



Research Objectives



- 1 Why do people sports bet?
- 2 How do people sports bet?
- 3 What things could enhance the betting exprience?

Research Methods



Instagram

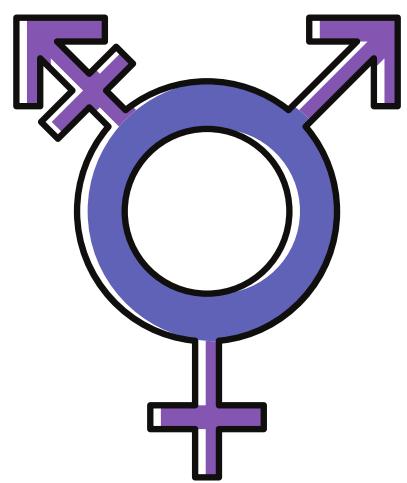


Demographics



PARTICIPANTS

130 Surveyed
17 Interviewed



GENDER

94% Male



AGE

40% ages 21-26
40% ages 27-35
12% ages 35-45
7% ages 45+



INCOME

Most earned 50-100k per year

Demographic Correlations

Statistics analyzed on SPSS



People with higher incomes...

Bet less often, but when they do bet, it is more, and more bets per session

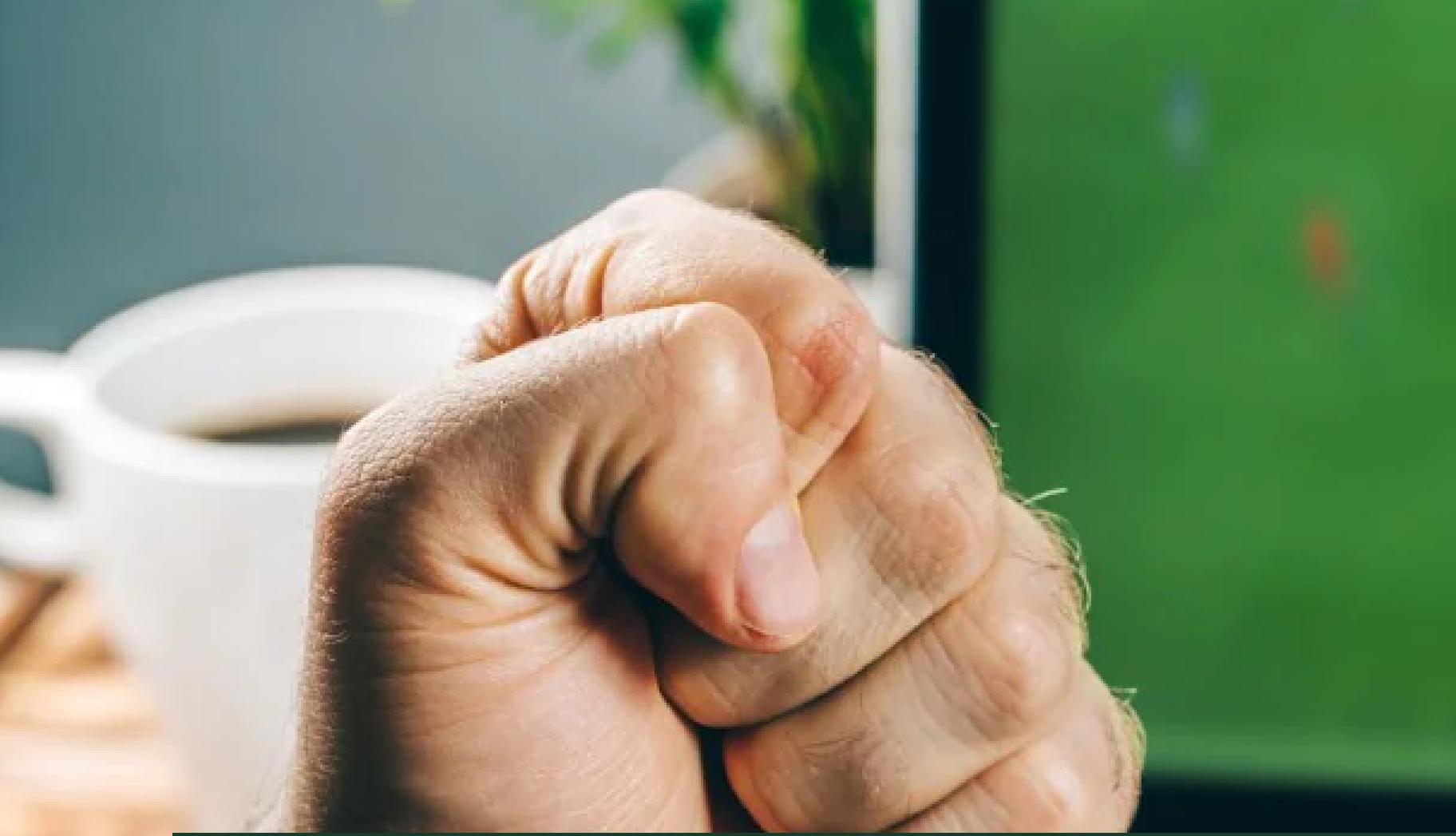
Older people...

Bet less often than younger people



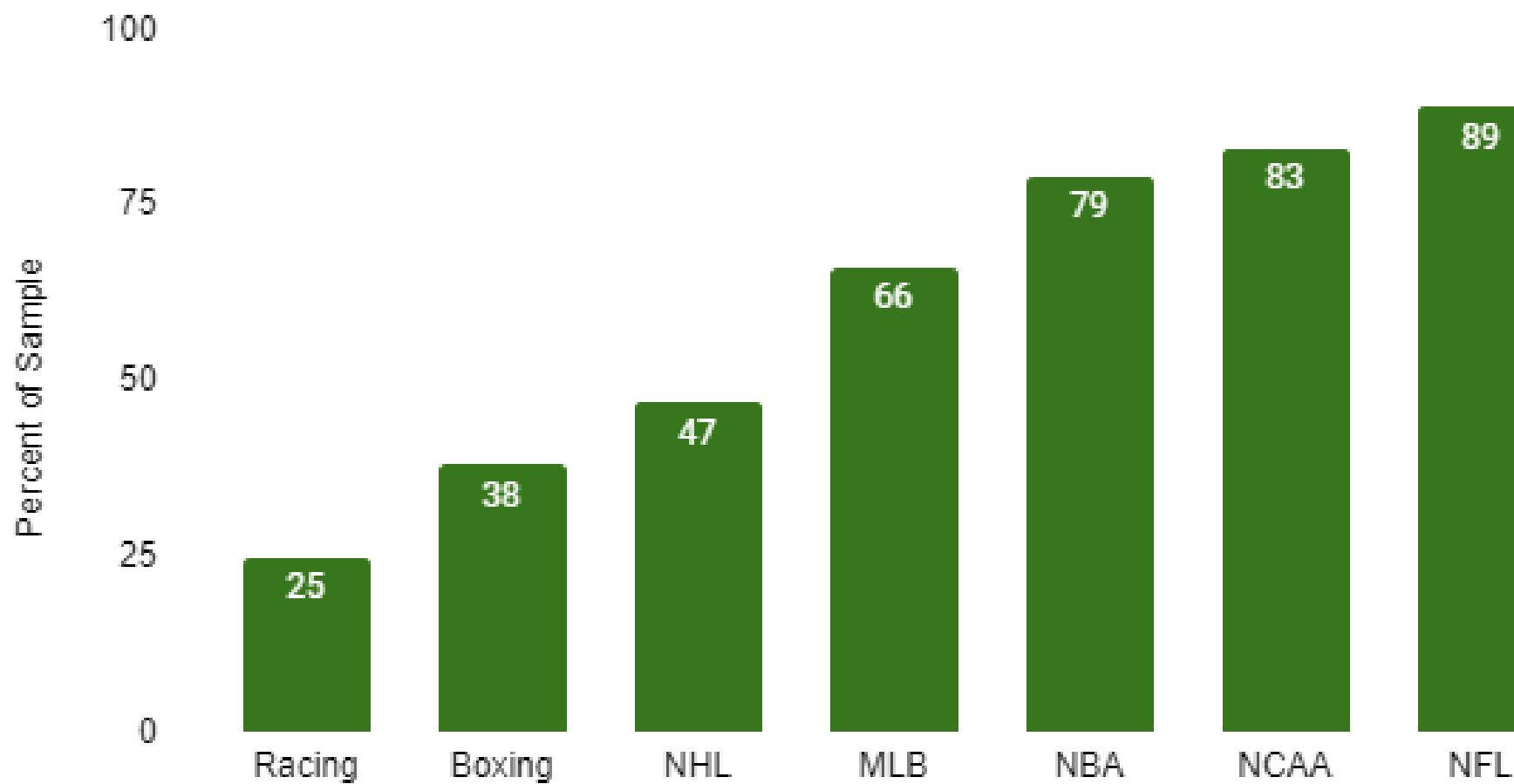
Part 1:

Why do People Bet?

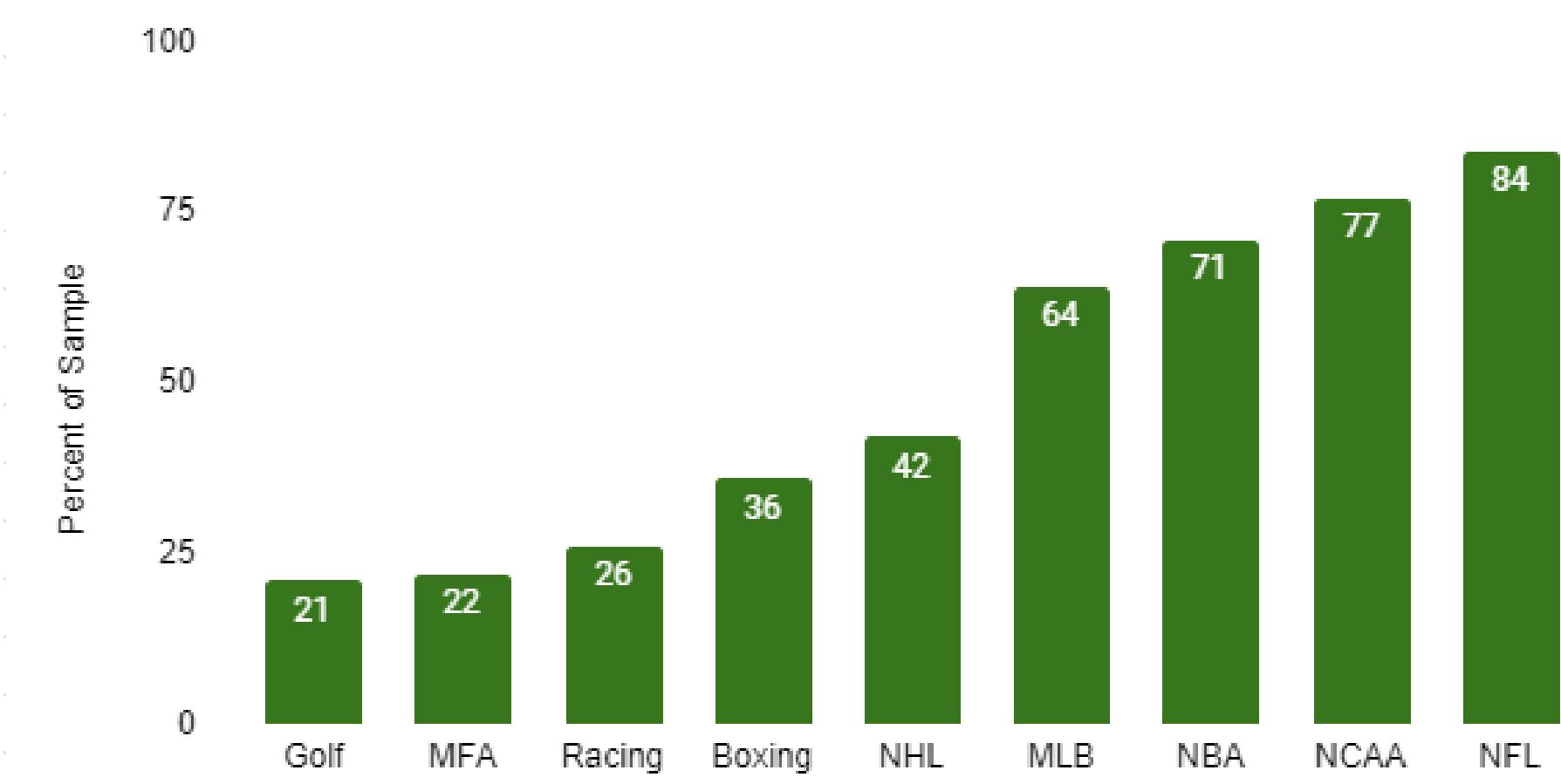


People bet on what they watch

Sport Viewership



Betting by Sport



“ ... I mostly bet on my teams since I'm watching them already ”





Betting Betters Sports

- “ [Betting makes the game] way more enjoyable. When I have money on the line it's much more exciting and energizing. ”
- “ "Betting adds a deeper social component if everyone has a bet" ”

*When asked
"Do you enjoy sports more or less when betting?"*

73.7% said they enjoy it MORE!

Part 2:

How do People Bet?



Bettors love unique stats for player props

66% of bets placed are player props

Fanalyze should focus on making stats as in depth and creative as possible



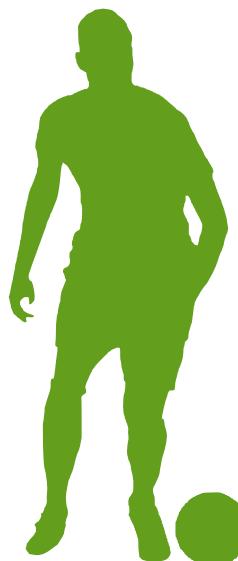
Evan said...

"[These stats] would need to be robust! I need internal analysis level analytics on obscure soccer teams and players. I would need it to be super high level, specific things for the sports and teams that I like"

Bettors consider more than just analytical statistic data

Matchups, Injuries, Win Streaks, Payout

Storylines are important!



26%
Consider
Player and
Team Stats



20%
Consider
Data Models
or Systems

Disrupting the market

Over 90%

Use data to bet

Only 30%

Use a stats and analytics program
to bet

**HUGE OPPORTUNITY FOR
FANALYZE BETTING**



Part 3:
**What do
bettors want?**





Bettors Want Significant Information Faster

An easier way to understand the spreads and probabilities quickly

A tool that provides qualitative and statistical data faster

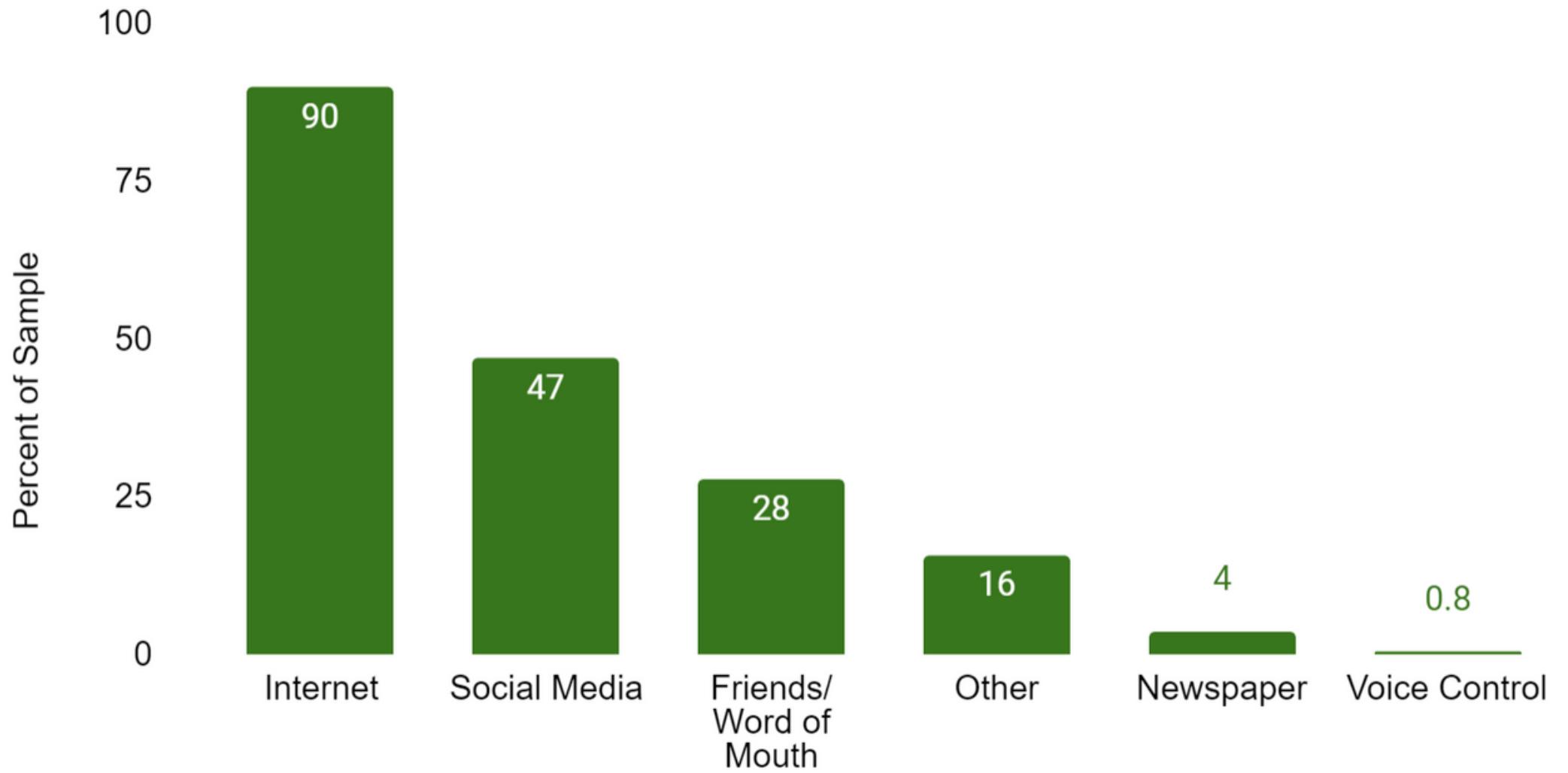
65% of the requests bettors mentioned involved having significant information delivered faster



Voice control for betting would be "annoying"

Siri is completely unused, there does not seem to be any AI or conversational software talking bets

Where do you get Sports Data?



65% claim to not know about or use live notifications, they are "traps"

Part 3:

Recomendations





Customization is key

People claim that if a program was personalized to them, they'd be more likely to use it

People want personalization for types of bets made, stats analyzed, and previous betting history. They want profiles.

Focus on the users **favorite teams** since they are more likely to bet on them

Bettors do not like being overloaded with stats that aren't relevant to them



Provide a seamless way to provide important information fast

Participants watch sports to have "more fun" and "pay attention to the game," so need to provide a way to get information fast that would not interrupt their watching experience.



Fanalyze must create loyal users

People are not loyal to online sports books

People use a ton of different platforms, with "Other" at 54%.

Loyalty programs, player profiles, and data (betting) history



Smart Speakers

Overall, people are not ready for smart speakers. They do not trust that they would receive the correct info when they wanted it.

People "do not trust Siri," find voice control "annoying"

It would need to be integrated with phone apps

Since money is involved, people like the visuals of seeing the bet confirmed

On a scale of 1-10, how helpful would a smart speaker be for betting experience? **3**

Thank You!