

PRODUCT DATA ANALYST TASK

GEMBET: SPORT PREDICTOR FEATURE

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[HTTPS://GITHUB.COM/BM-ALVARO/LUDICRUM-ABM-TASK](https://github.com/BM-ALVARO/LUDICRUM-ABM-TASK)

PROJECT RECAP

- WHAT IS IT ABOUT?

Free Sport Predictor feature for Euro2024 and Copa America on GemBet.

- HOW DID IT WORK?

Users predicted match scores: full points for exact, partial for correct outcome.

- OBJECTIVES

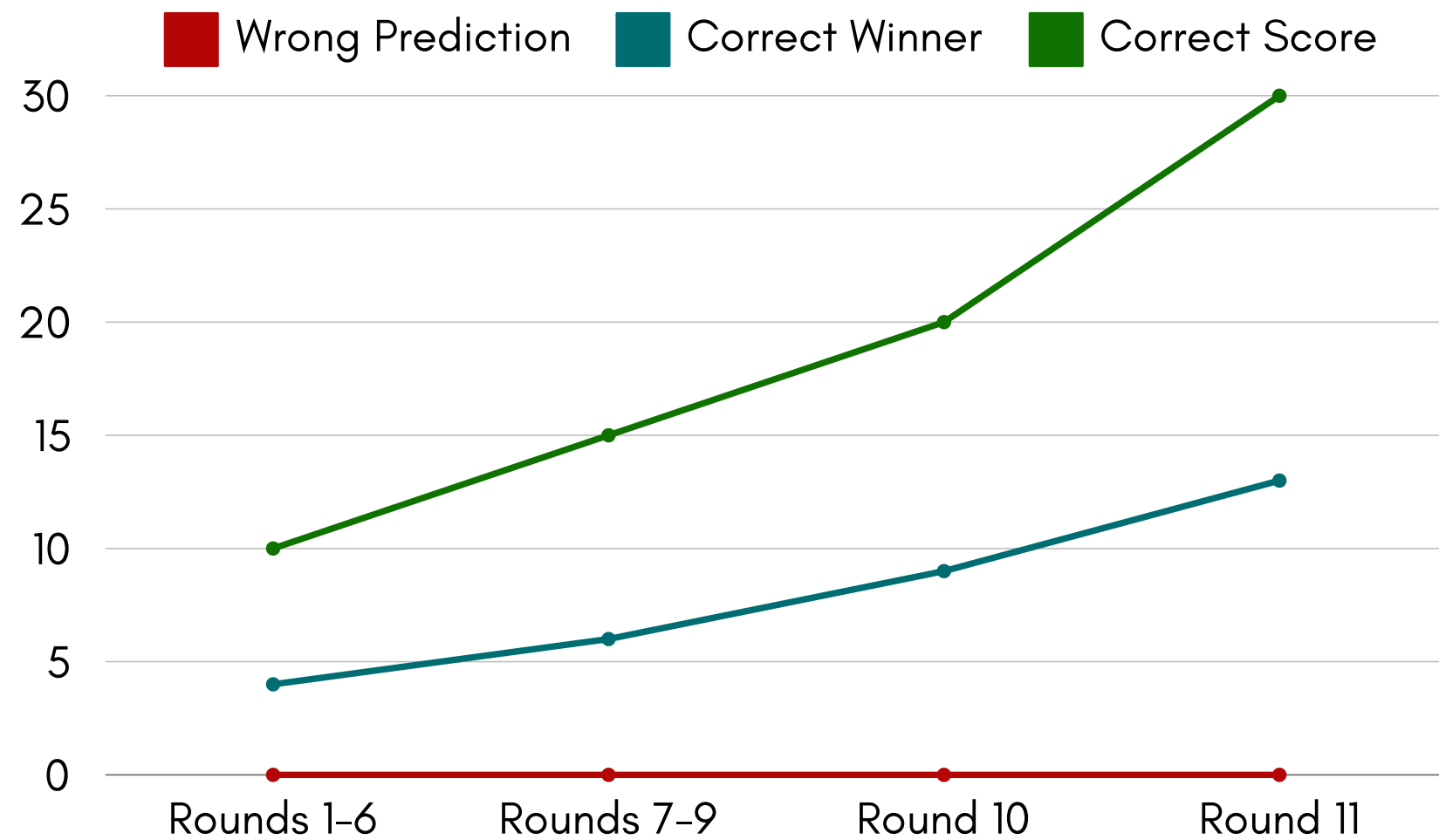
Analyze the prediction accuracy and the user behavior.

- FINAL GOAL

Uncover insights to inform and support future business decisions.

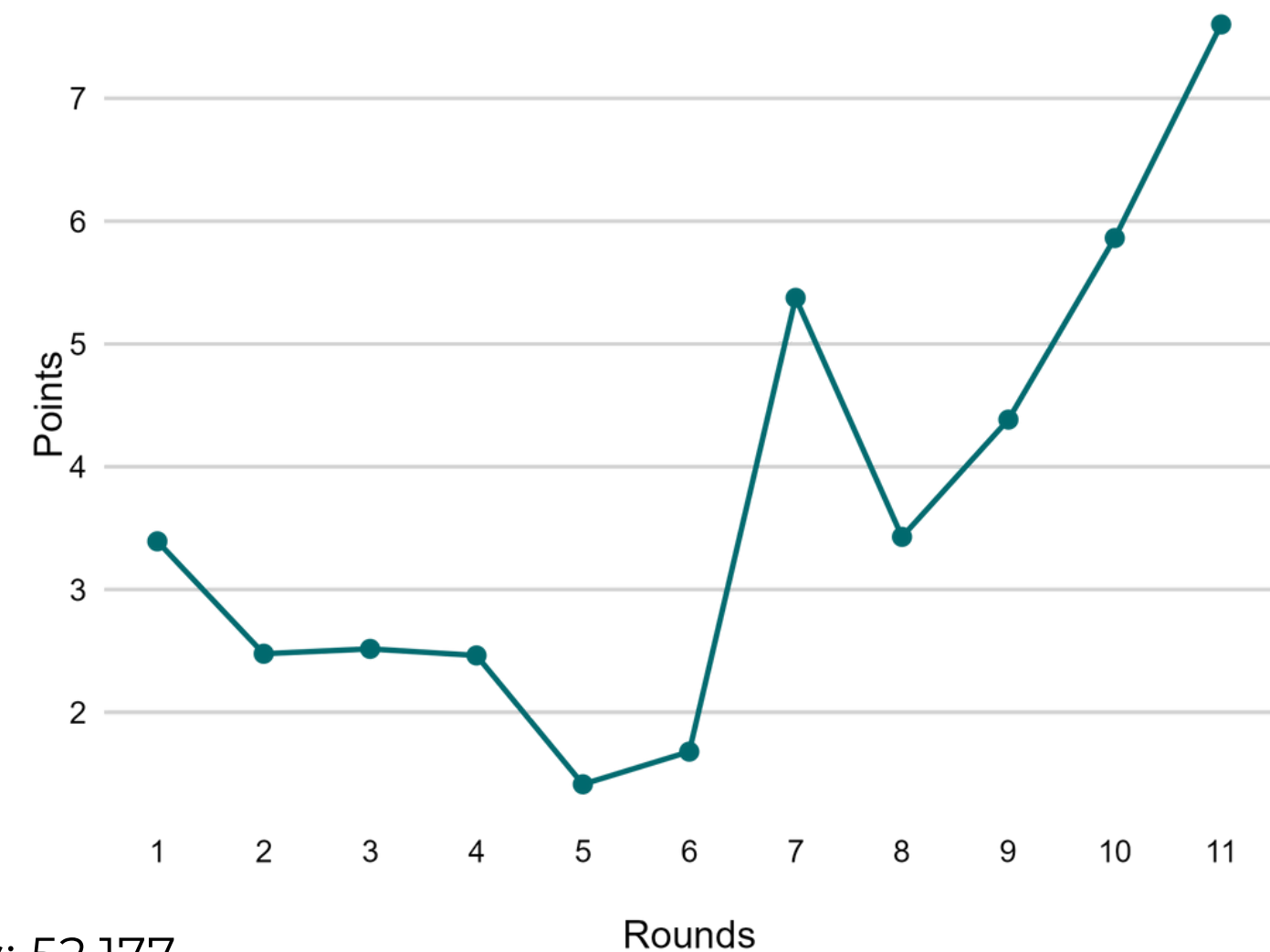
PRELIMINARY ANALYSIS

HOW MANY POINTS WERE AWARDED?



AVERAGE OF POINTS PER ROUND:

Average Points per Round

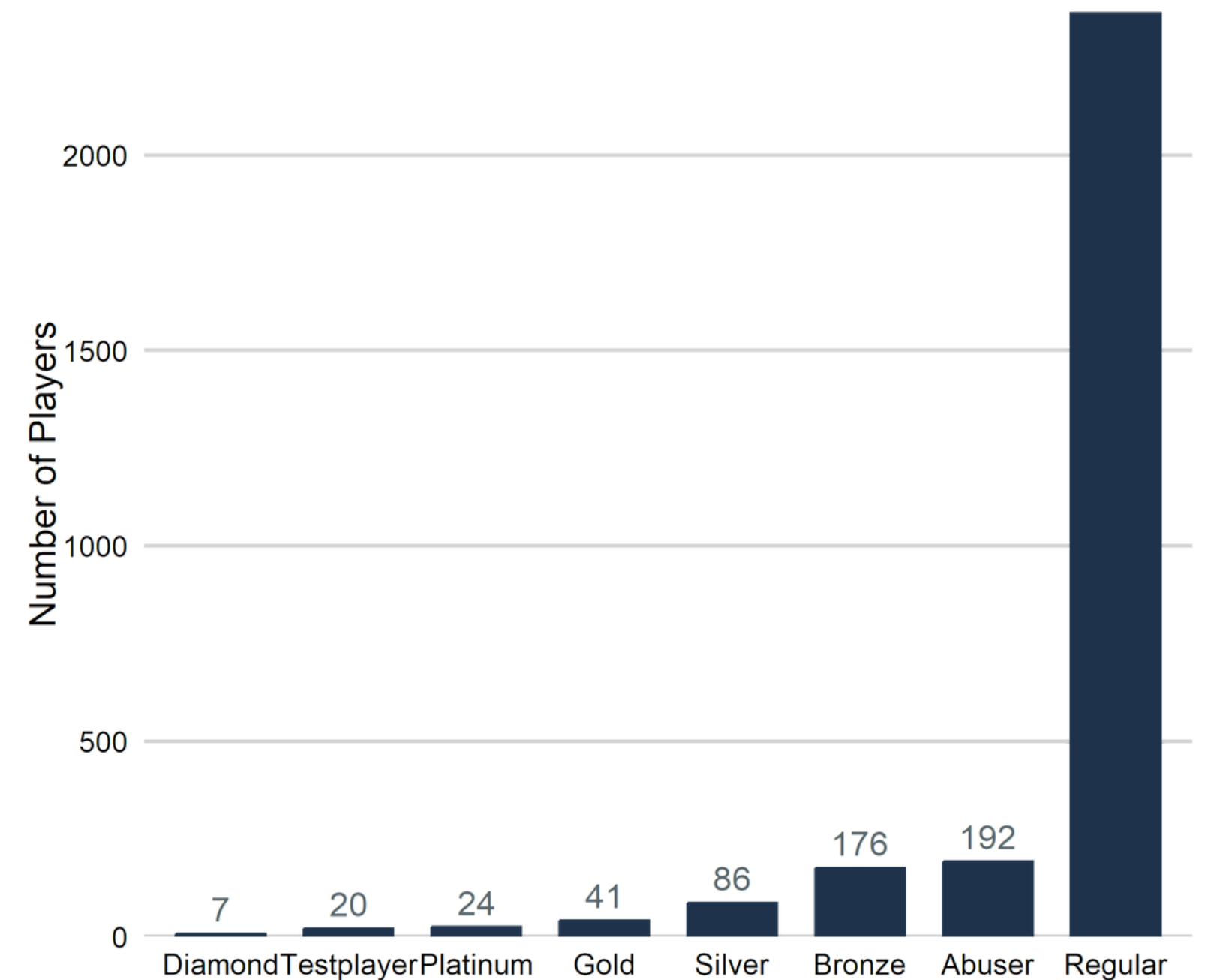
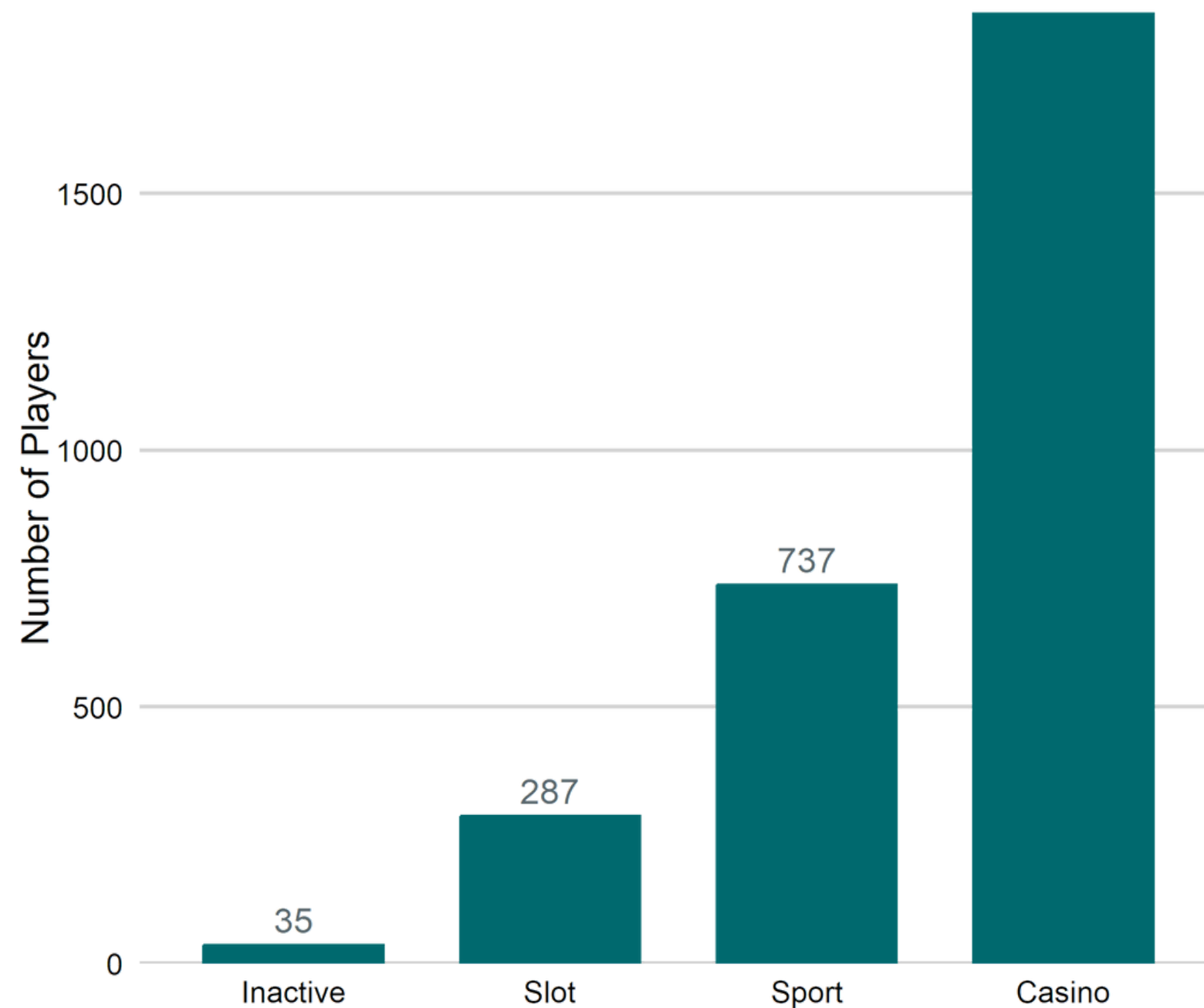


Total **number** of **predictions**: 52,177

Number of **players**: 2,912

PRELIMINARY ANALYSIS

WHAT WAS THE **PLAYERBASE PROFILE?**





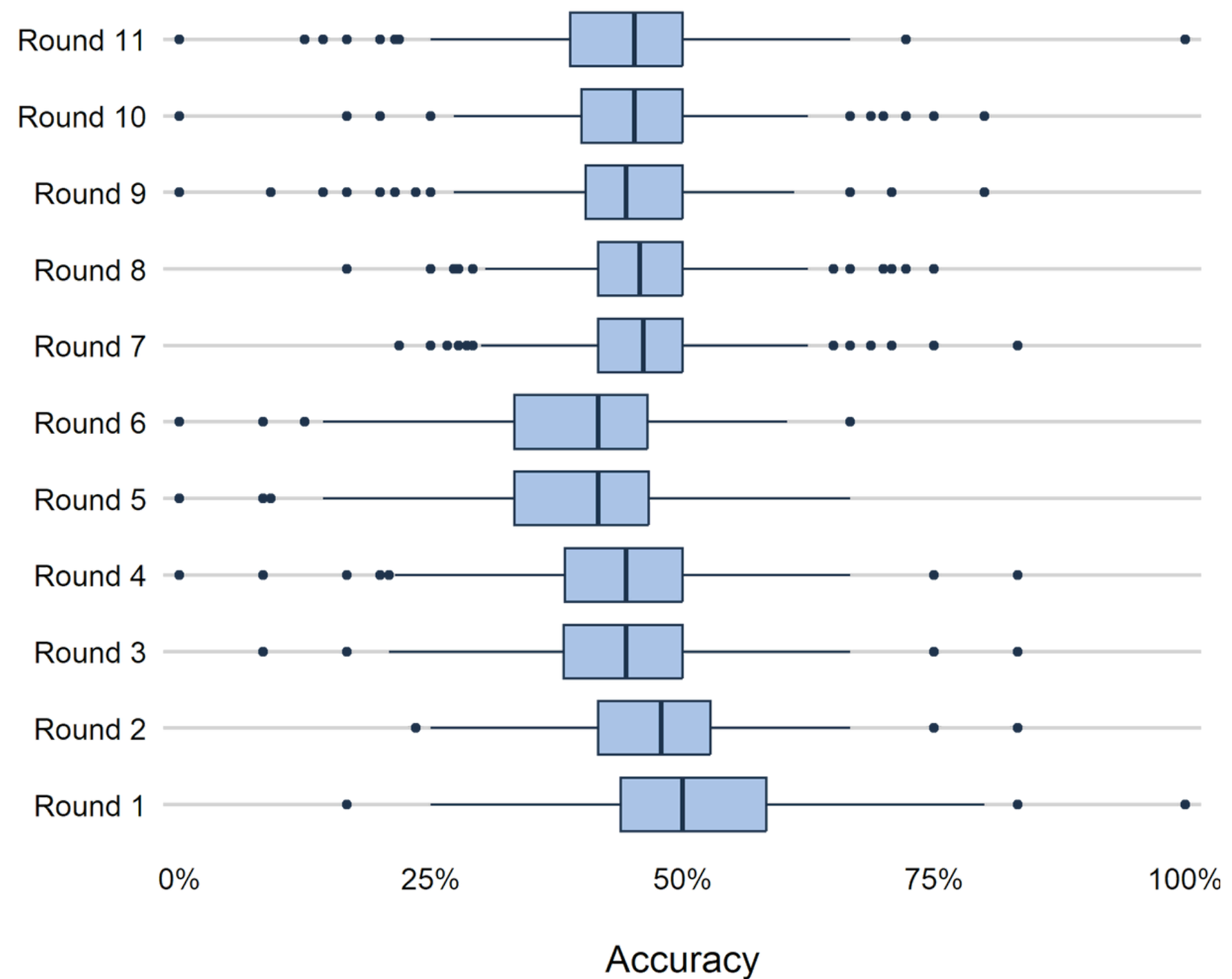
— PREDICTION ACCURACY

- _ HOW OFTEN DID USERS PREDICT CORRECTLY?
 - _ WAS ACCURACY DEPENDENT ON CATEGORY AND TYPE OF PLAYER? HOW MUCH?
-

PREDICTION ACCURACY

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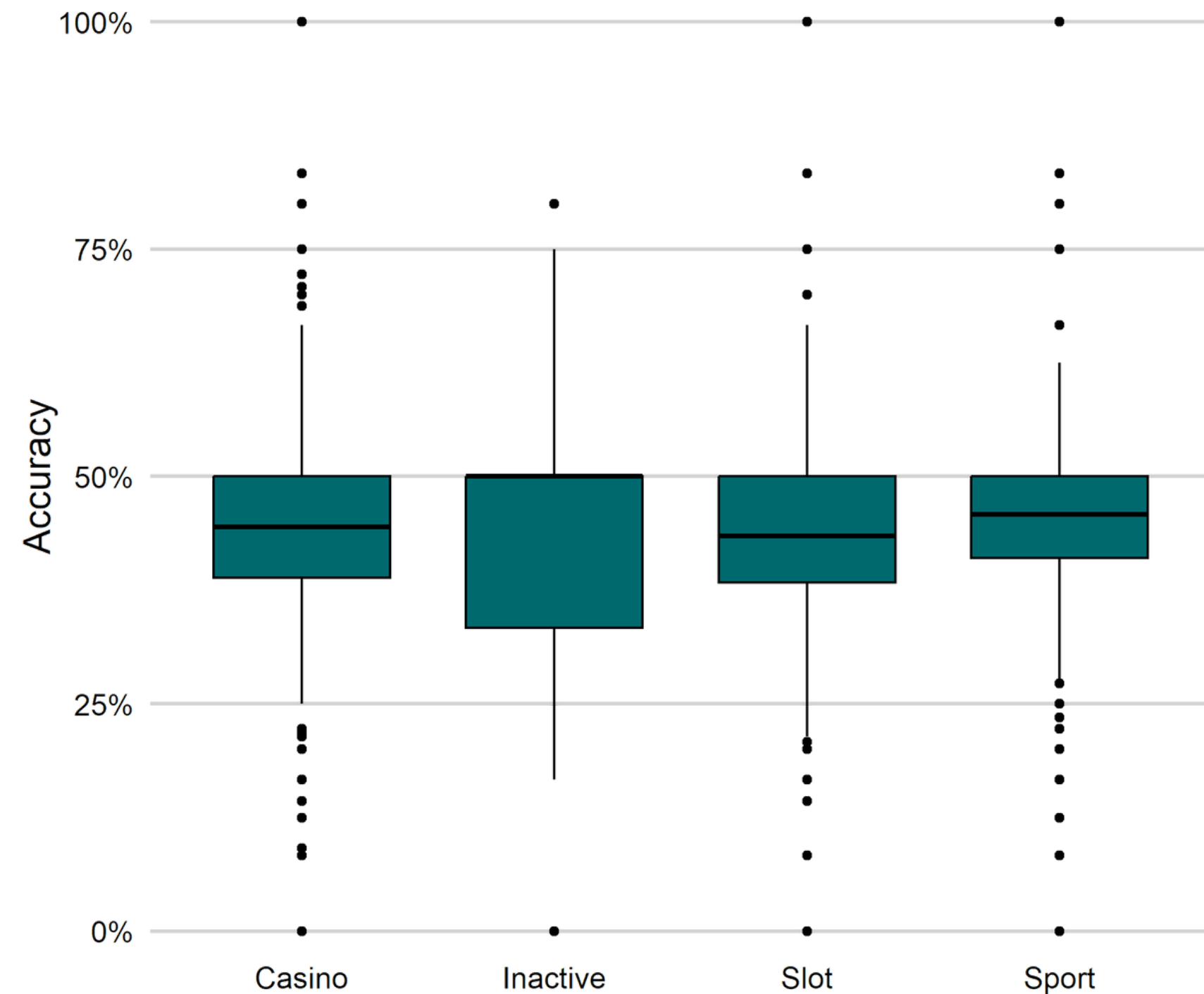
- **Overall accuracy** for all players: 44%
- **Accuracy** to correctly predict the **winner**: 32%
- **Accuracy** to correctly predict the **winner and score** of the match: 12%



PREDICTION ACCURACY

WAS ACCURACY
DEPENDENT ON
CATEGORY AND TYPE OF
PLAYER? HOW MUCH?

● DID **CATEGORY** OF **PLAYER** **SIGNIFICANTLY** AFFECT THE
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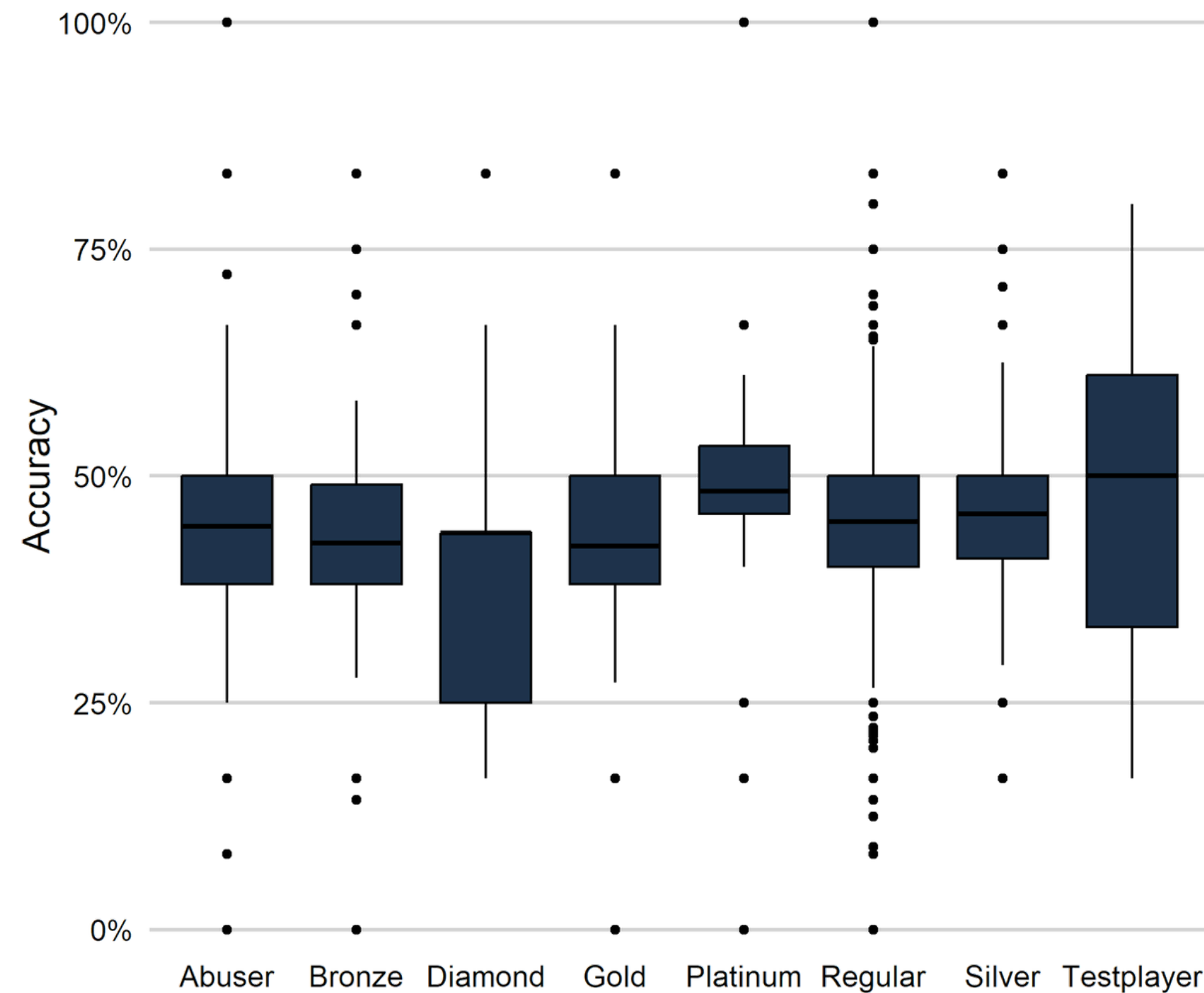


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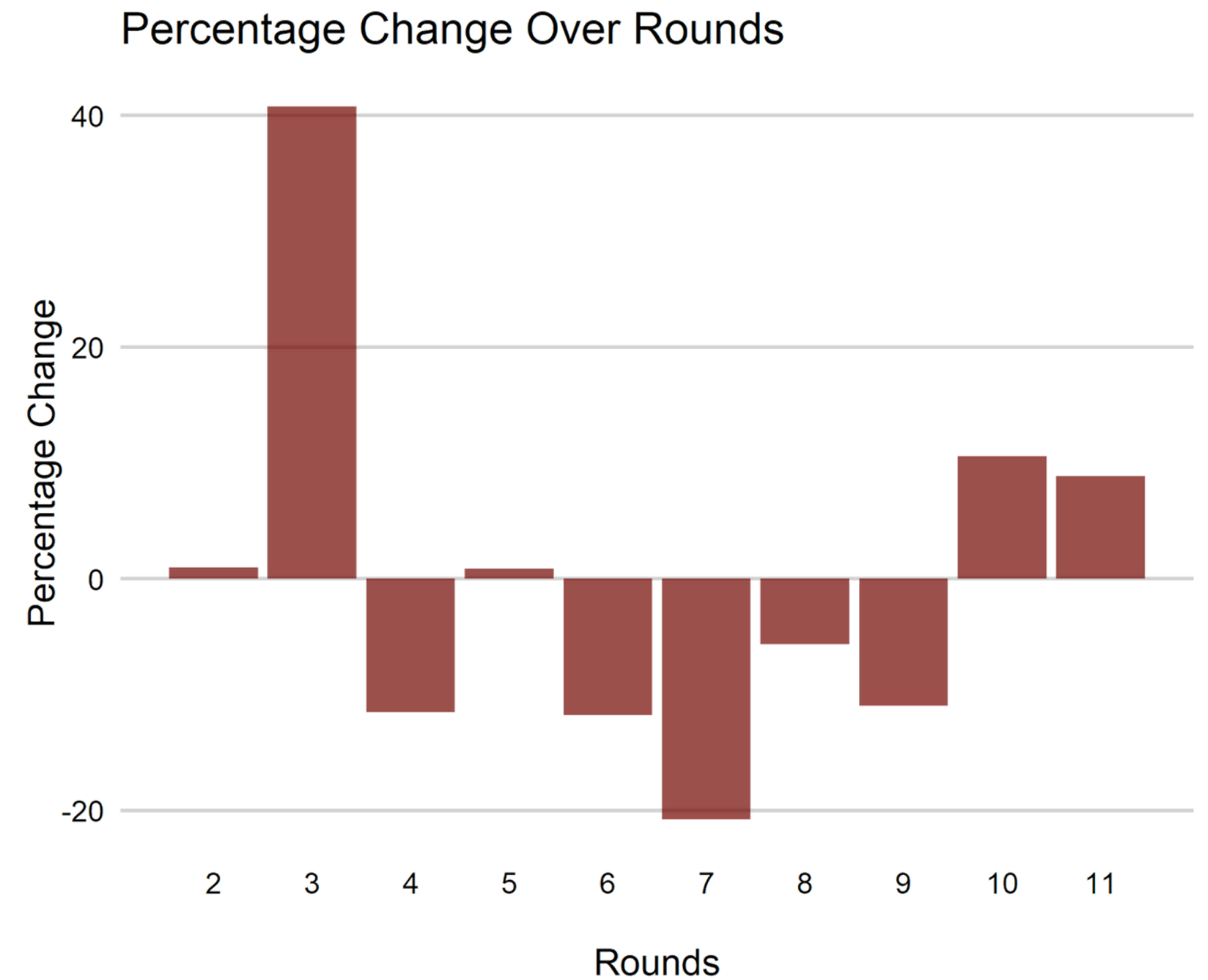
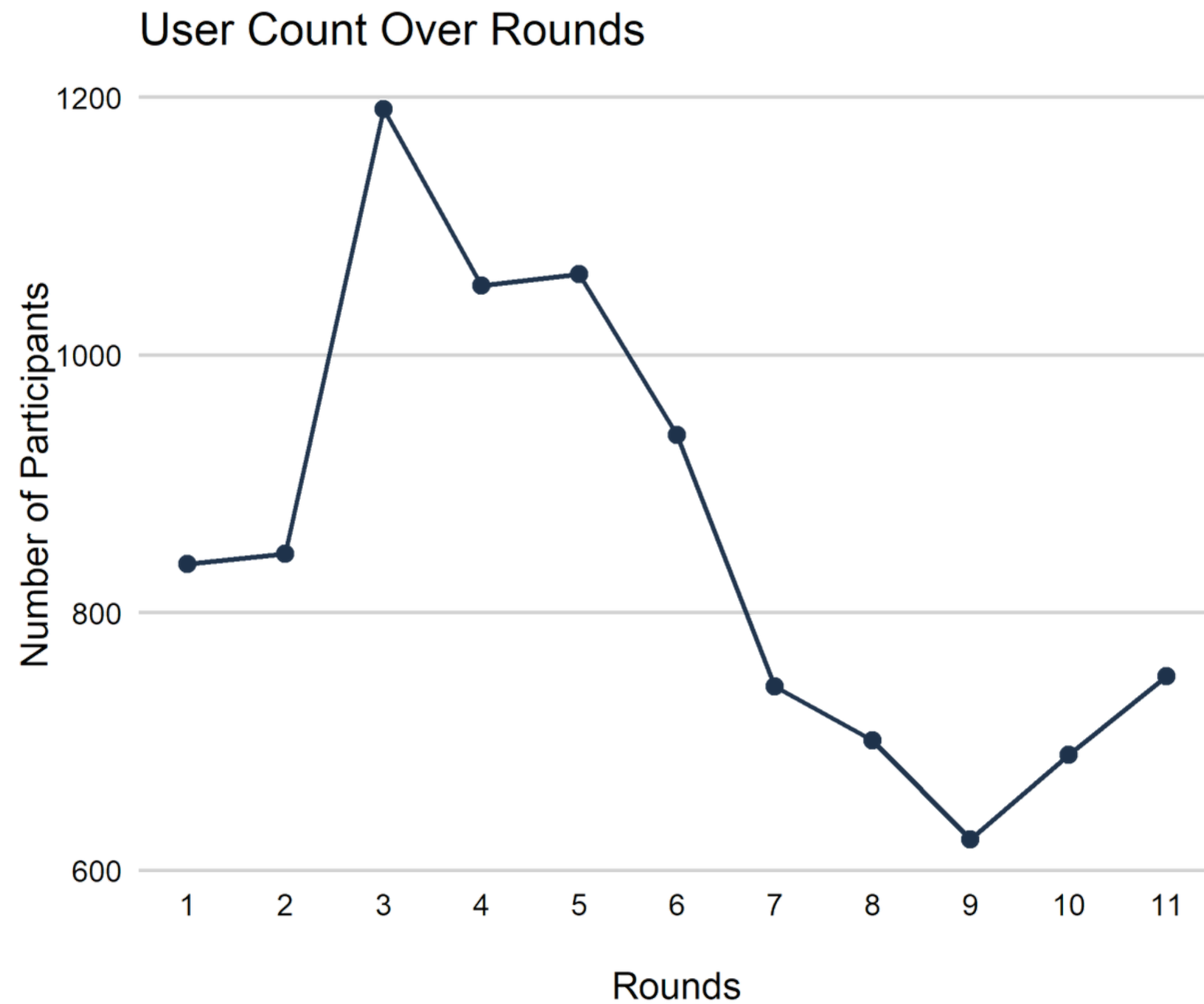
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— USER ENGAGEMENT

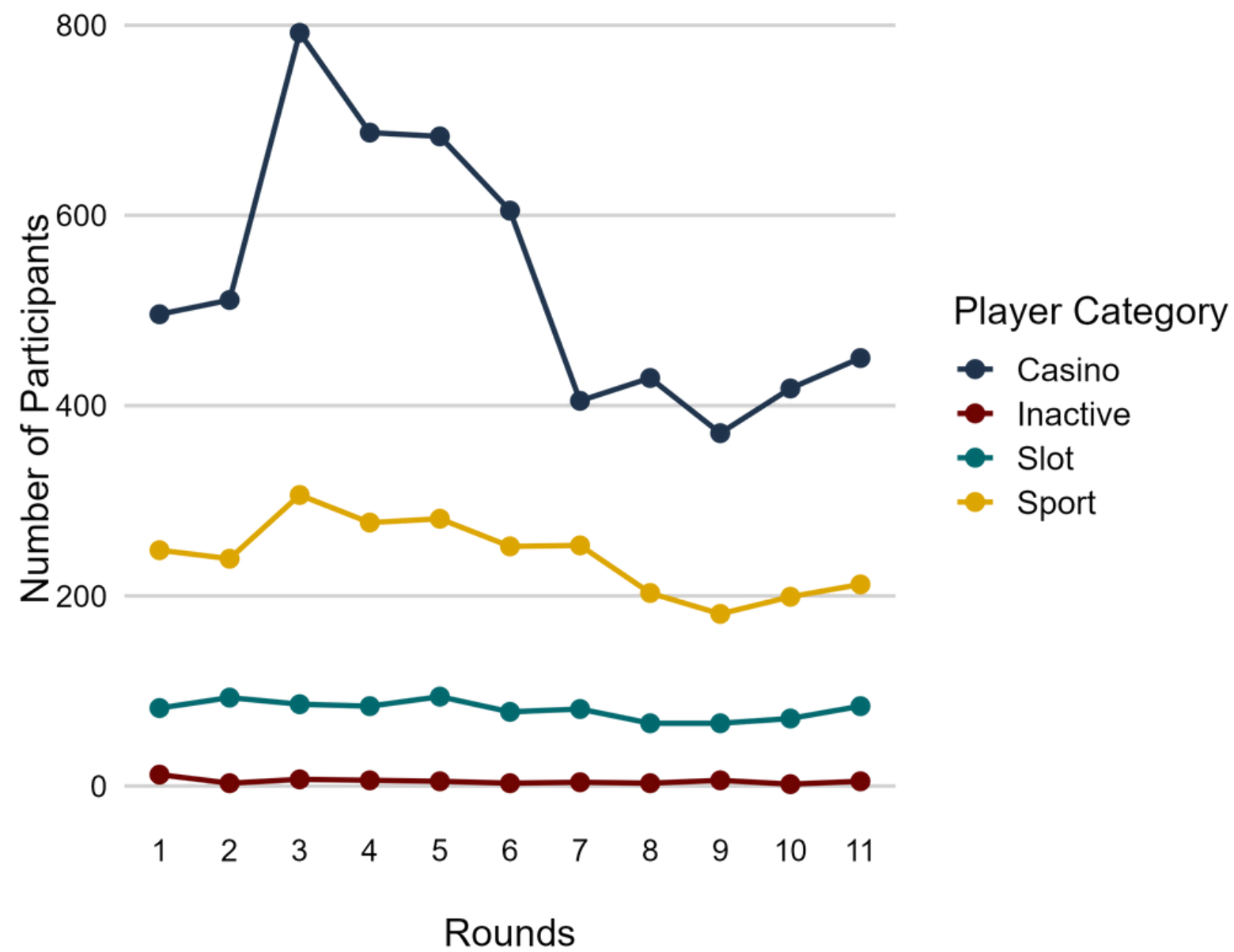
- _ HOW MANY USERS PLAYED EACH ROUND?
 - _ WHAT INFORMATION DID THE SURVEY REVEAL?
-

USER ENGAGEMENT

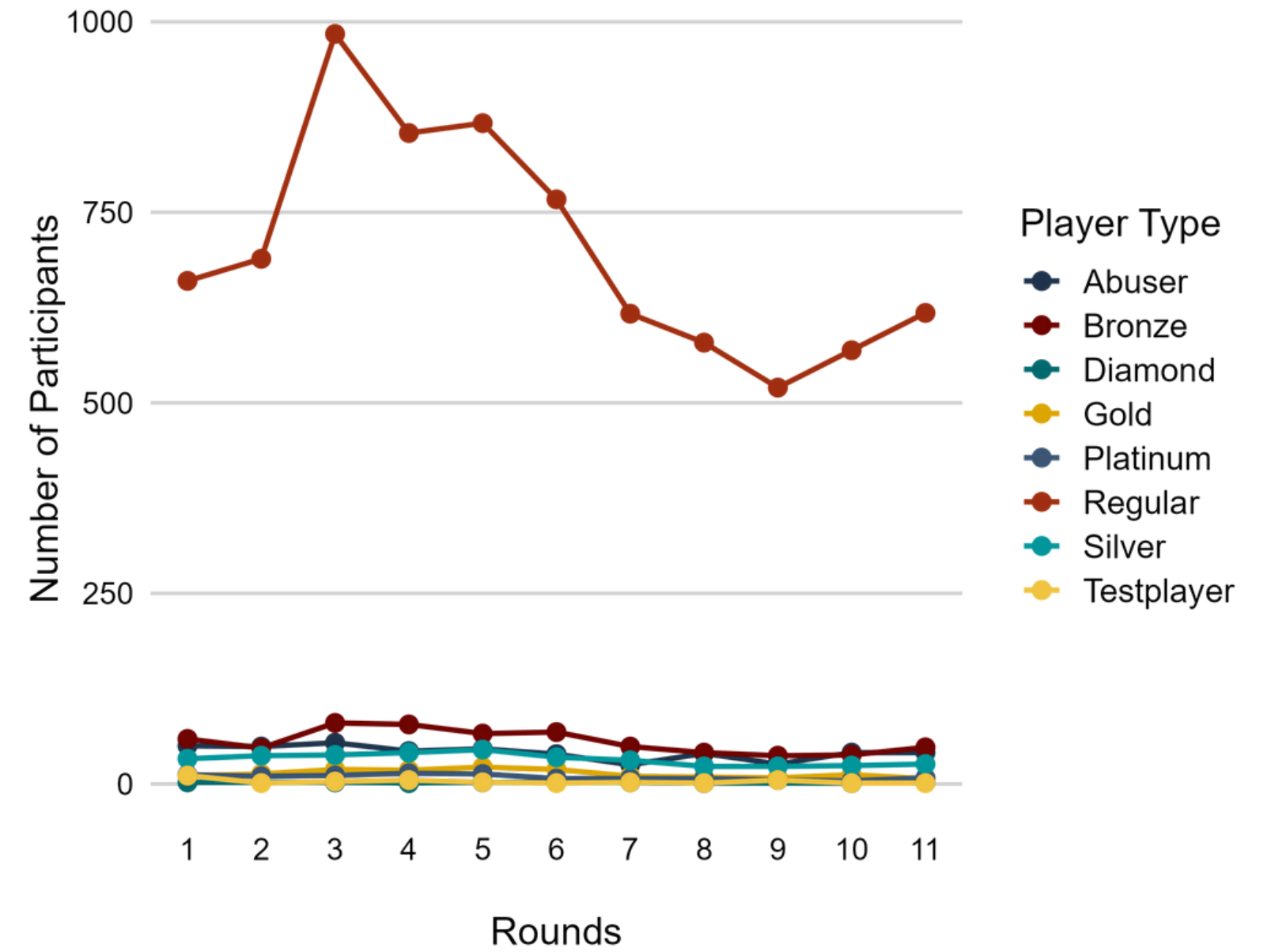


USER ENGAGEMENT

User Count Over Rounds by Category



User Count Over Rounds by Type





— CONCLUSION

_ INSIGHTS AND RECOMMENDATIONS

INSIGHTS

WHAT HAVE WE DISCOVERED?

Playerbase

WHO PLAYED?

Most of the playerbase fell in the **Casino** and **Regular** categories.

Accuracy

HOW OFTEN WERE USERS **CORRECT**?

Overall accuracy, taking into account both people who only correctly predicted the winner of the match and those who predicted also the score, was **44%**.

WHAT **TYPE OF PLAYER** HAD THE **BEST ACCURACY**?

Further research is needed; however, a larger sample of users could allow for better segmentation, enabling more informed business decisions.

Engagement

HOW **MANY** USERS **PLAYED**? FOR HOW LONG?

A **total of 2912** players used this feature. The highest **peak** of users was reached in **round 3**, with 1,191 players. After that, engagement declined, with almost every round from 4 to 9 seeing a **reduction of around 10%** in the number of players compared to the previous round. However, there was a significant **uptick in rounds 10 and 11**, where the number of players nearly matched that of the first round. Uptick in rounds 10 and 11 may have been caused by the importance of the semifinals and finals. **Casino** and **Regular** players had the **greatest variation** in engagement.

RECOMMENDATIONS

RECOMMENDED ACTIONS FOR FUTURE IMPROVEMENTS



ENHANCE USER RETENTION STRATEGIES

- Implement rewards or challenges to keep users engaged.
- Try to replicate the hype from the final rounds and emphasize importance of middle tournament rounds.



SEGMENT AND TARGET USERS

- Utilize data from different player categories to better segment the user base.



“CASINO” AND “REGULAR” USERS

- Develop personalized incentives for Casino and Regular players
- Establish regular feedback loops with these players to gather insights into their experience.
- Launch targeted marketing efforts aimed at these users.