

Online Gambling – Marketing Data Manual Report

Théau Bruno | Alexandra-Maria Ionascu | Venkat Jayanarasimhan

Introduction

This report presents a detailed marketing insight on the **Online Sports Gambling Company**. The Marketing Data Mart has been created based on the Demographics, Users and Poker Chip conversion data.

In total, the **Marketing Data Mart** contains **42648 rows** and **70 columns**, which are leveraged in this analysis for gaining insights.

Quick Overview

The Total Profit of the Company is € **7,198,707**

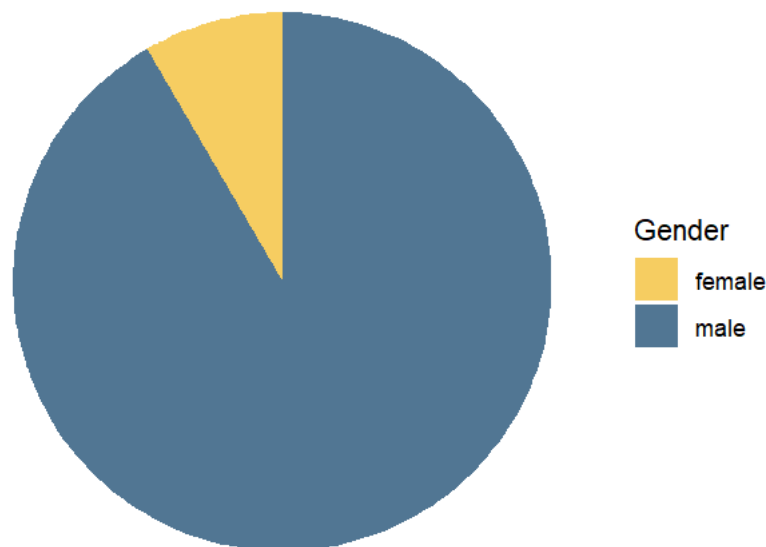
Total Number of Users is **40,498**

The Average Age of the Users is **30 years**

Overall Summary

1) Demographics Analysis

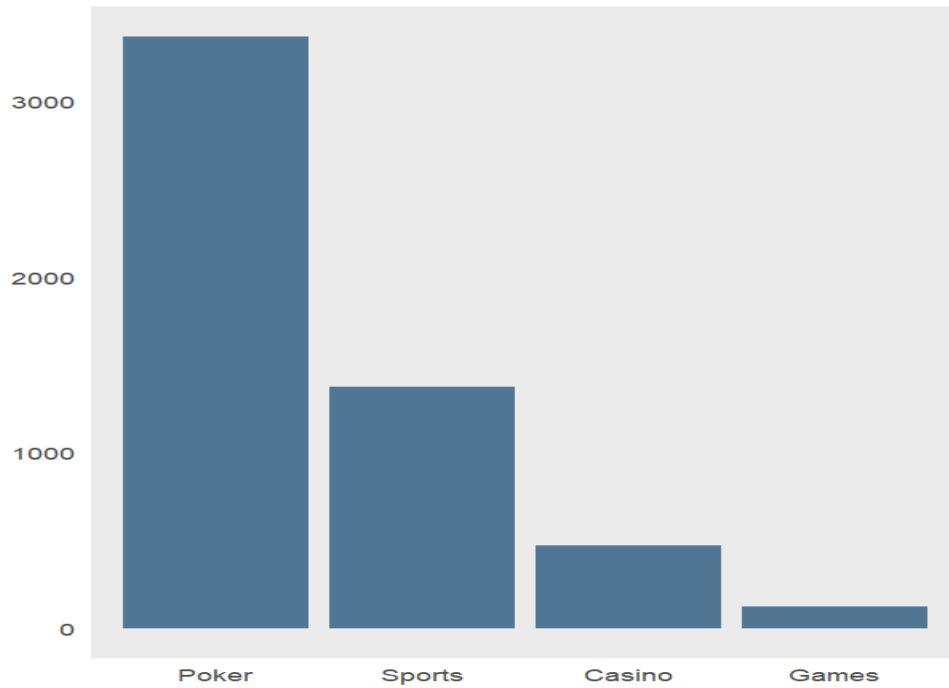
The below plot shows that most of the users are **Male (90%)** and the remaining **10%** are **Females**



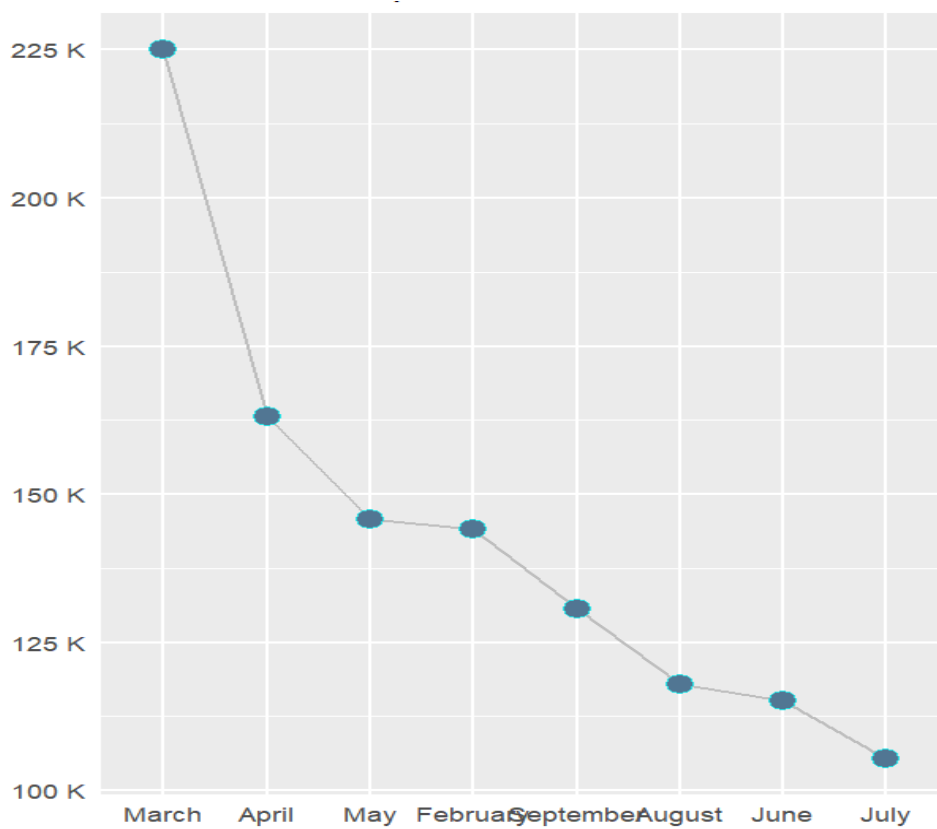
The **highest** number of **users** are **20 to 30** years old (Around **18,000**) and the second highest are 30 to 40 years old (Around 11,000). There are only **very few** users with age **more than 40 years**.

2) Gambling Analysis

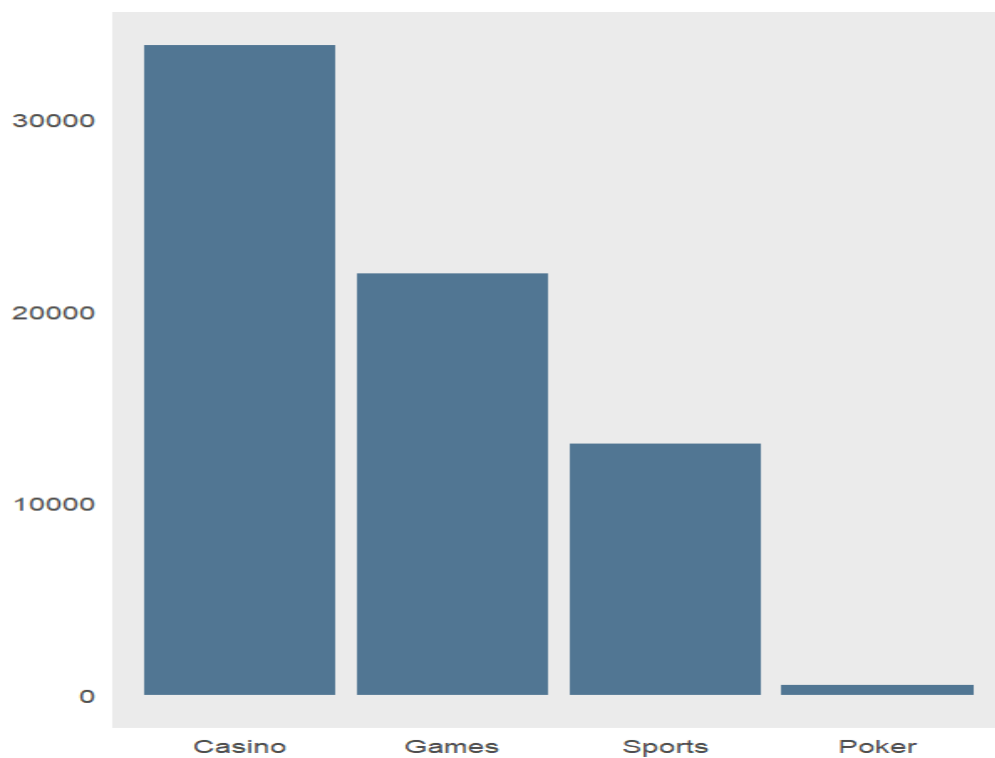
Out of the total bets, **highest** amount of **stakes** are made in **Poker** (€ 3,500)



The total amount of Poker stakes was **highest** in the month of **March 2005**

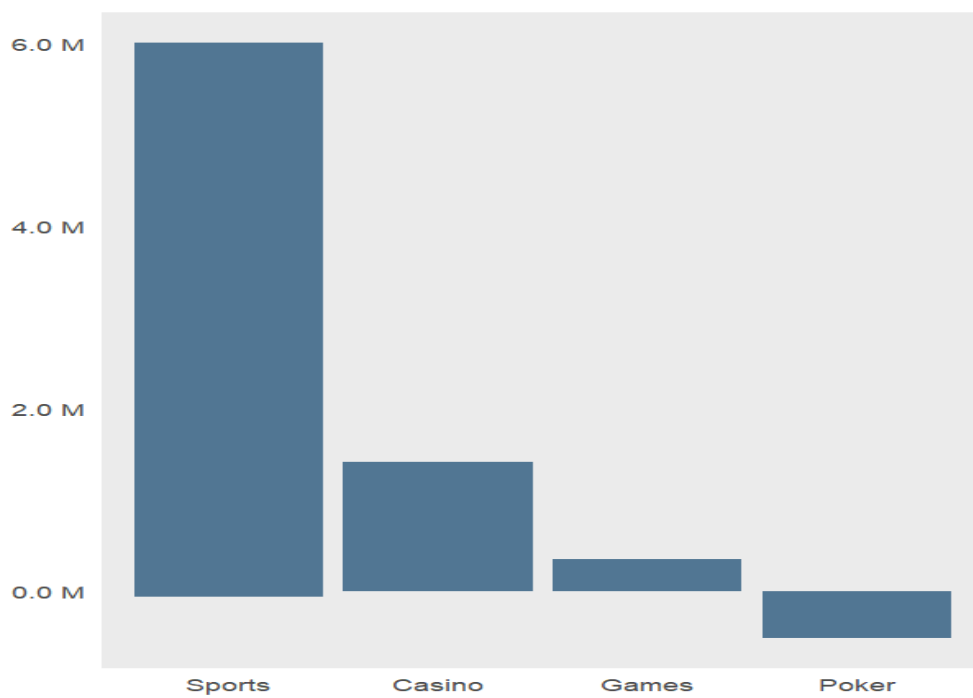


Out of the total players, **highest** number of **bets** are made in **Casino (35,000)**



3) Profit Analysis

In comparison with all available gambling types, **highest profit** is achieved through **Sports Gambling** amounting to **6 Million Euros**



4) Country Analysis

There are totally **82 countries** from which users participate in the gambling activities and most of the users are from **Germany (24,171 Users)**

Derived Gambler's Metrics

In order gain deeper insights from the available dataset, several gambler's metrics were derived. The following are the list of derived metrics and its detailed description,

Total Profit : **Total Stakes – Total Wins**

Total Users : **Count of User ID**

Average Age : **Aggregate mean of user's age**

Conclusion

Based on the analysis, it is evident that the user characteristics, demographics, and the gambling avenue **highly influences** the intensity of the sports gambling activities. The following are the **key insights** from the marketing data mart,

- a) Male users are significantly high in all gambling activities
- b) Youngsters and middle-aged people are showing significant interest in gambling
- c) More stakes are placed in Poker whereas more bets are placed in Casino
- d) Sports gambling leads to the highest profit
- e) Germany is the major country helping us achieve a huge user base