Lottery Sales in Texas
Business Analysis Template

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1 Business Description

1.1 Business Background

The Texas Lottery Commission offers a wide variety of lottery games across the state, ranging from the most popular instant-win scratch tickets to draw-based games like Powerball or Mega Millions. With millions in sales every month, understanding consumer behavior, retailer performance, and game popularity in this industry is crucial to optimizing operations, improving marketing, and increasing revenue.

This business initiative aims to use structured sales data across game categories to analyze and generate actionable insights, helping to drive decisions and investments more effectively.

1.2 Problems Due to Poor Data Management

Without structured, accessible, and reliable data management, the Texas Lottery operations may face the following issues:

- Inability to track ticket sales trends accurately across game types and regions.

- Difficulty analyzing retailer performance.

- Lack of visibility into ticket returns, cancellations, or adjustments.

- Delayed or incorrect decisions due to fragmented data sources.

1.3 Benefits from Implementing a Data Warehouse

Integrating these datasets into a data warehouse enables:

- Accurate analysis of sales trends by month, game type, location, and retailer.

- Comparative analysis between scratch and non-scratch game performance.

- Identification of high- and low-performing retailers or counties.

- Improved forecasting, marketing strategies, and inventory distribution.

- Enhanced transparency and audit capabilities.

2 Datasets Description

2.1 Scratch Ticket Sales Dataset

This dataset captures detailed information about instant-win scratch tickets sold throughout Texas.

Game Information:

- **Game Category:** The scratch ticket category (e.g., $5 Games$, 10 Games).

- **Scratch Game Number:** Unique identifier for the scratch game.

- **Ticket Price:** Price of each scratch ticket.

Sales Information:

- **Fiscal Year, Fiscal Month:** Time dimensions for reporting.

- **Cancelled Tickets Amount:** Total dollar value of cancelled scratch tickets.

- **Ticket Returns Amount:** Dollar value of returned tickets.

- **Net Ticket Sales Amount:** Final net revenue from ticket sales.

Retailer Information:

- **Retailer License Number:** Unique license ID for the retailer.

- **Retailer Number:** Internal retailer ID.

- **Retailer Location:** City, State, County of the retailer.

- **Owning Entity:** Entity responsible for the retailer.

2.2 Draw-Based Lottery Ticket Dataset (Non-Scratch)

This dataset includes sales data for draw-based games such as Powerball, Mega Millions, and Pick 3.

Game Information:

- **Game Category:** Name of the draw-based game (e.g., Powerball, Daily 4, Texas Two Step).

- **Price:** Price per ticket.

Sales Information:

- **Fiscal Year, Fiscal Month:** Reporting periods.

- **Gross Ticket Sales Amount:** Total ticket revenue before adjustments.

- **Promotional Tickets Amount:** Value of free/promo tickets issued.

- **Cancelled Tickets Amount:** Value of cancelled tickets.

- **Ticket Adjustments Amount:** Manual or system corrections.

- **Net Ticket Sales Amount:** Final revenue after all adjustments.

Retailer Information:

- **Retailer Location Address 1:** Street-level address of the retailer.

- **Retailer Location City, State, County:** Geographical data.

- **Retailer Number:** Internal retailer ID.

- **Owning Entity:** Entity that owns or manages the retailer.

Game Types Covered:

- All or Nothing

- Texas Two Step

- Cash Five

- Daily 4

- Pick 3

- Powerball

- Mega Millions

- Lotto Texas

2.3   Proposed Use Cases

- Detect top-performing game types and retailers across counties.

- Build dashboards to compare scratch vs. draw-based sales performance.

- Track monthly growth, returns, and adjustments to enhance planning.

- Identify underperforming games and regions needing marketing support.