

1C

	AVG HIGH NET STAKE	AVG LOW NET STAKE	MIN NET STAKE	MAX NET STAKE	AVG HIGH GGR	AVG LOW GGR	MIN GGR	MAX GGR
NBA								
NFL								
CFB								
CBB								
NHL								
CL								
MLB								

- Over half of the bets placed were on NFL or NBA games, supporting the idea that those are the most profitable markets. (Cell #)
- GGR is much higher on average for parlay bets, running promotions to encourage parlay bets might be something to prioritize. (Cell #)
- Players from State1 in the dataset were bigger NBA fans than NFL fans, they would likely respond well to promotions related to NBA games; State2 and State3 had the NFL in their top spot (Cell #)

1D

It may be more effective to cross-sell other FanDuel products to users when there is a “lull” in sports. The data shows that bets increase exponentially around September, when football and basketball start. Before then, especially from around July to September, there are far fewer bets placed each day. (Fig #) When their favorite sports aren’t an option, people may be more likely to explore other avenues.

2

[Women are a growing part of sports betting](#) and shouldn’t feel that the FanDuel experience is only for men. Like the linked article mentions, women are almost half of all sports fans, so it is not a huge leap to think that more women might want to get into sports betting. To market towards women, FanDuel needs to understand why the current numbers are as low as they are. Understanding the barriers will help develop an effective strategy to overcome them. I am interested in looking into variables like demographics, social stigma around sports betting and general gambling behavior.

In the aforementioned article, FanDuel CEO Amy Howe mentioned that FanDuel is trying to market to women, so I would like to look at the current data around that endeavor. That would be the foundation for the rest of the research as this information might indicate where more research is necessary, and it would help identify existing trends amongst users who are women. Outside of betting trends, I would look at which marketing and advertisement campaigns women interacted with the most (by tracking links clicked or which ads led to an influx of new users who are women) and which geographic areas have the highest numbers of users who are women.

I think sending surveys to players registered as women and creating focus groups with these women would provide a lot of usable information. Their general attitude towards sports betting and issues they perceive as barriers to sports betting would offer a lot of insight. Knowing what these women think while they participate in sports betting and their thoughts on the user design/experience is valuable data.

Ideally, all of that information would allow for the development of impactful strategies to help encourage women to participate in sports betting while leading to an increase in the user database in general.