

## 1C

- Bets on the NFL and NBA represent two-thirds of the total handle and account for more than half of all bets placed, indicating that those are the most popular and profitable markets. Because those sports are so popular, promotions involving them are more likely to increase engagement compared to promotions around other sports. These sports also have drastic and predictable spikes during important events (start of the seasons, the Super Bowl, the playoffs, etc.), which could be an opportunity to reach new users by integrating products and offerings with events that potential users will likely be watching. (Cell 14, Cell 38, Cell 39)
- GGR and decimal odds are much higher on average for parlay bets than straight bets; promotions that encourage parlay bets, making sure to emphasize the better odds and potential payout, are likely to be more profitable compared to promotions highlighting straight bets. (Cell 26, Cell 27)
- State1 is responsible for about 30% of total bets and 23% of the total handle. Operating on the assumption that the three states in this dataset are similar in size, State1's numbers should be closer to 33%, so there is an opportunity to increase engagement with players from State1. Players from State1 favor NBA bets over NFL bets, unlike users in State2 and State3 who prefer NFL bets. Prioritizing promotions directly related to the NBA would likely lead to better engagement in State1 and bring them on par with States 2 and 3. (Cells 30-33)

## 1D

It would likely be more effective to cross-sell other FanDuel products to users when there is a "lull" in the sports calendar. The data shows that bets increase exponentially around September when the NFL season begins and maintain similar levels of activity through the end of March, probably around March Madness. The number of bets per day decreases by later spring and summer when no form of basketball, football, or hockey is in season. July and August have the lowest numbers of bets per day. (Cells 39-41) Users would be more likely to try other FanDuel products when popular sports are not in season. This might be the right time to feature products that are available year-round and/or racing since there are popular racing events in the summer months.

## 2

*Research Question: Why do women make up a low percentage of sportsbook users and how can that change?*

As new and developing companies, sportsbooks must prioritize increasing their user base. Of course, the easiest way to do that is to target the most obvious customer segment, adult men.

However, there are only so many men and there are other groups to market to. For FanDuel to continue growing and maintaining its market share in the long term, I think the key is appealing to women as well. Women are not the current target of sportsbook marketing campaigns and while some may be intrigued anyway, it's safe to say that most women are not engaging with sports betting the way it exists now. Part of this may be because sportsbook companies don't have enough information to fully understand their female customers the way they do their male customers, so it makes sense that marketing efforts don't appeal to women. Gaining a better understanding of women as sportsbook users with a data-driven approach is the keystone in developing a strategy to effectively market to them.

As low as the numbers are right now, women are a growing part of sports betting and shouldn't feel that the experience is only for men. Women represent almost 50% of all sports fans, so it is not a huge leap to think that more women might want to get into sports betting, but they were only 31% of sports betting customers in 2019. While that number has grown in the last couple of years, there is still a huge opportunity to grow the customer base and market share by ensuring that women continue joining and returning. Understanding the barriers that women feel exist around sports betting will help develop an effective strategy to overcome them. (Yakowicz, 2022)

FanDuel CEO Amy Howe has stated that FanDuel is trying to market to women (Yakowicz, 2022), 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 any existing betting behavior trends amongst users who are women. I would be interested in comparing those trends to trends in men's data. Outside of that, I would be interested in looking at marketing data from FanDuel, specifically examining which campaigns led to a higher influx of female users and understanding why those were so effective. Another interesting avenue would be geographical data; which areas have higher percentages of users who are women, and what is contributing to that? Understanding all these factors is key to developing effective strategies that FanDuel can use to grow its user base.

I think sending surveys to female sportsbook users and creating focus groups with these women could be a way to identify and protect against potential blind spots in the data. These methods would help in understanding women's general attitude towards sports betting, why and how they joined sports betting (specifically FanDuel), and issues they perceive as barriers to sports betting. Hearing more personal stories and experiences from users could provide valuable data and insights that might not have come up solely through numerical data.

After gathering all this data, I would analyze it to define the most important and actionable factors and trends that would encourage women to sign up for sports betting. Then I would highlight those insights to the appropriate team or stakeholder(s) to aid in developing their

strategies to appeal to women. As strategies are created and implemented, a metric should be developed to track the responses. After a set amount of time, I would go back to that metric to determine whether the new ideas had any significant impacts or not. Based on the results of this, the new methods can be highlighted and promoted or re-evaluated to figure out the causes of underperformance before pivoting to a different solution.

### References

1. Yakowicz, W. (2022, May 13). *Women are signing up for mobile sports betting apps at a faster rate than men*. Forbes. Retrieved from <https://www.forbes.com/sites/willyakowicz/2022/05/12/women-are-signing-up-for-mobile-sports-betting-apps-at-a-faster-rate-than-men/?sh=74c5bb23fefb>