**1C**

* NFL has the most wagers
* On average the net stake is highest on college football bets and lowest on champions league bets, GGR is highest on champions league bets and lowest on college basketball, and the decimal odds are highest for NHL bets and lowest for college football
* A number of sports were tied for the lowest net stake and decimal odds, lowest GGR was on an NFL bet
* Largest net stake and highest GGR was on an NBA bet, highest decimal odds were on an MLB bet

Though the average net stake for college football is the highest, it ranks low in terms of total number of bets; that might be a crowd to market to.

Champions league has the highest GGR on average but the lowest number of overall bets; from my understanding it is a very European sport so unsure what can be done to really change those numbers.

**1D**

Creating an incentive for users to place wagers on both regular sports betting and DFS would lead to an increase in engagement. Users may be more willing to place extra wagers if they feel the odds are safe or if they consistently place larger bets, marketing to those demographics could be successful