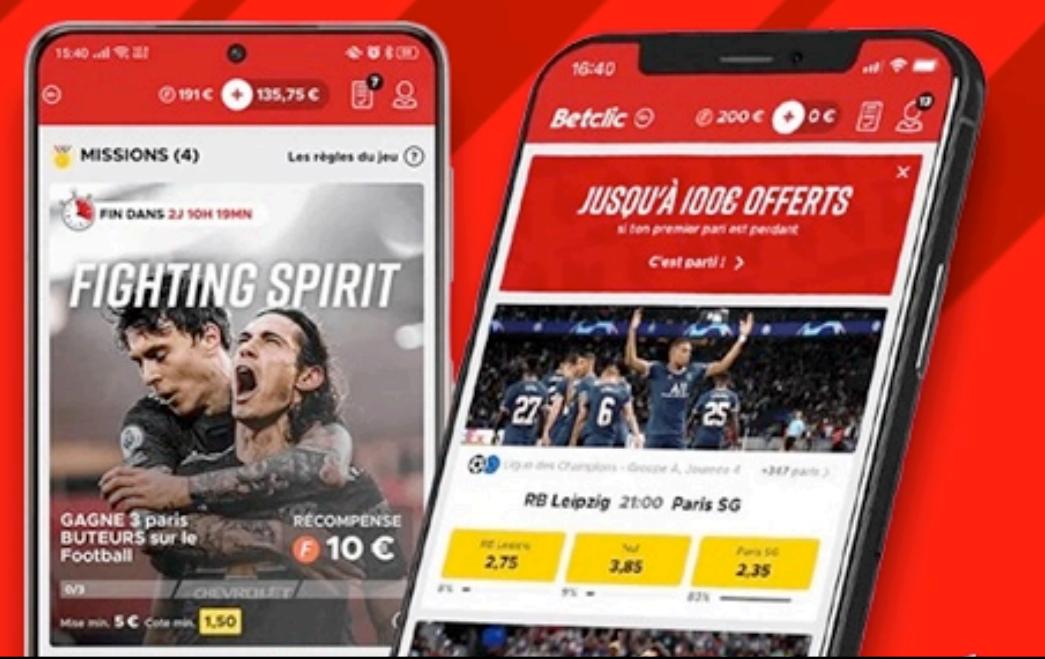


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Strategic Insights into Bettor Behavior & Profitability Analysis

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Executive Summary

We analyzed 50,000 bets to understand what drives volume and winning probabilities.

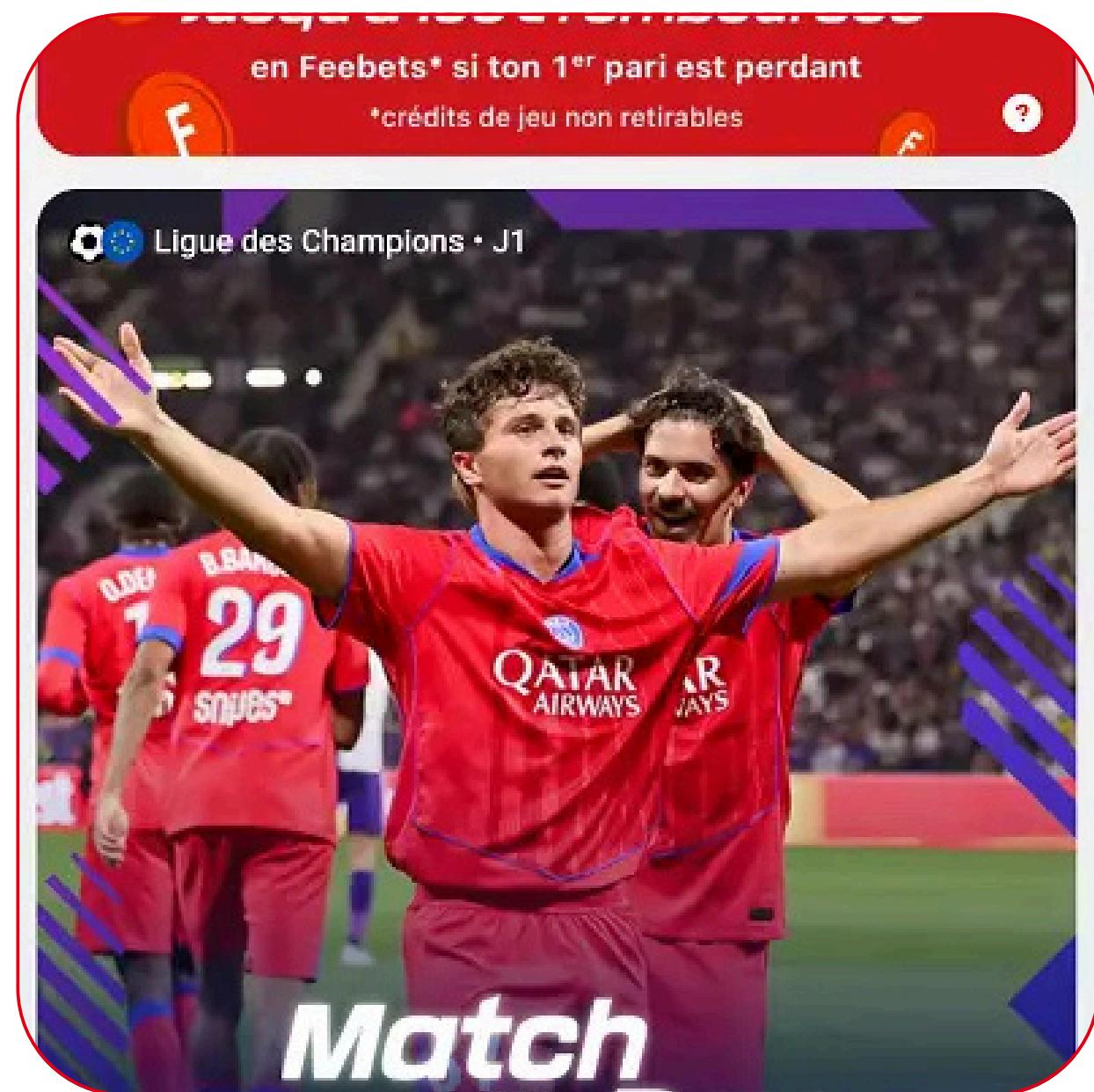
Key Findings

- 1 There are 2 distinct betting behaviors: **High-value wagers** focus on "**Home Wins**," while lower-value wagers are spread across "Away" and "Draws." A **CRM Segmentation** Strategy is recommended.
- 2 Bet Volume is reactive. We are heavily dependent on major sporting calendars (seasonality), with **significant drops** during off-seasons. We can explore **product innovation** in non-seasonal markets
- 3 **Betting Type** is the single biggest predictor of a customer winning a bet, regardless of how much money they stake. In order to reduce liability risk and increase profits, we can focus on **retaining VIPs** and **offering incentives** to recreational customers.

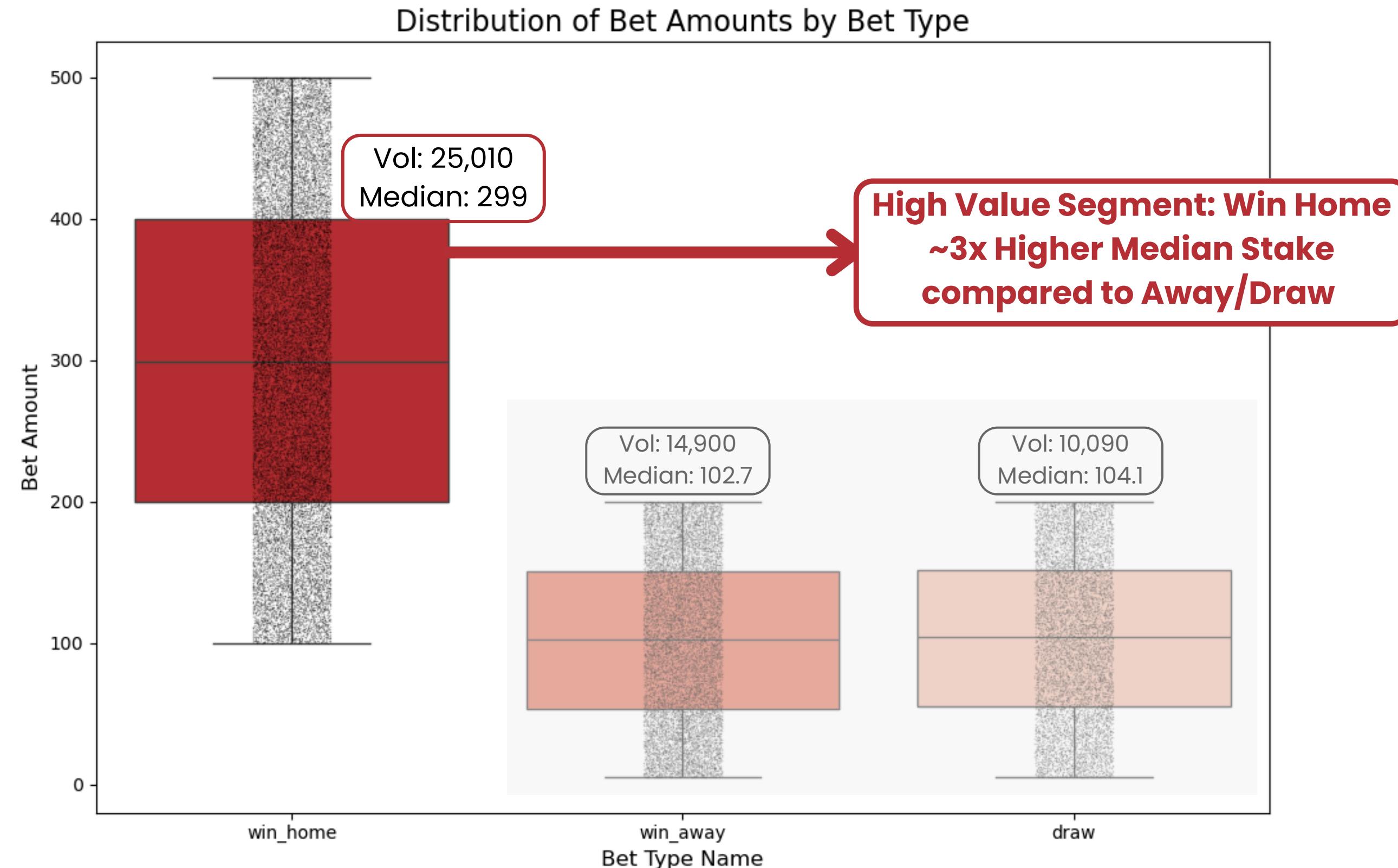
1

"Home Wins" attract the High Rollers

› Recommendation: CRM Segmentation Strategy



"Home Wins" attract the High Rollers



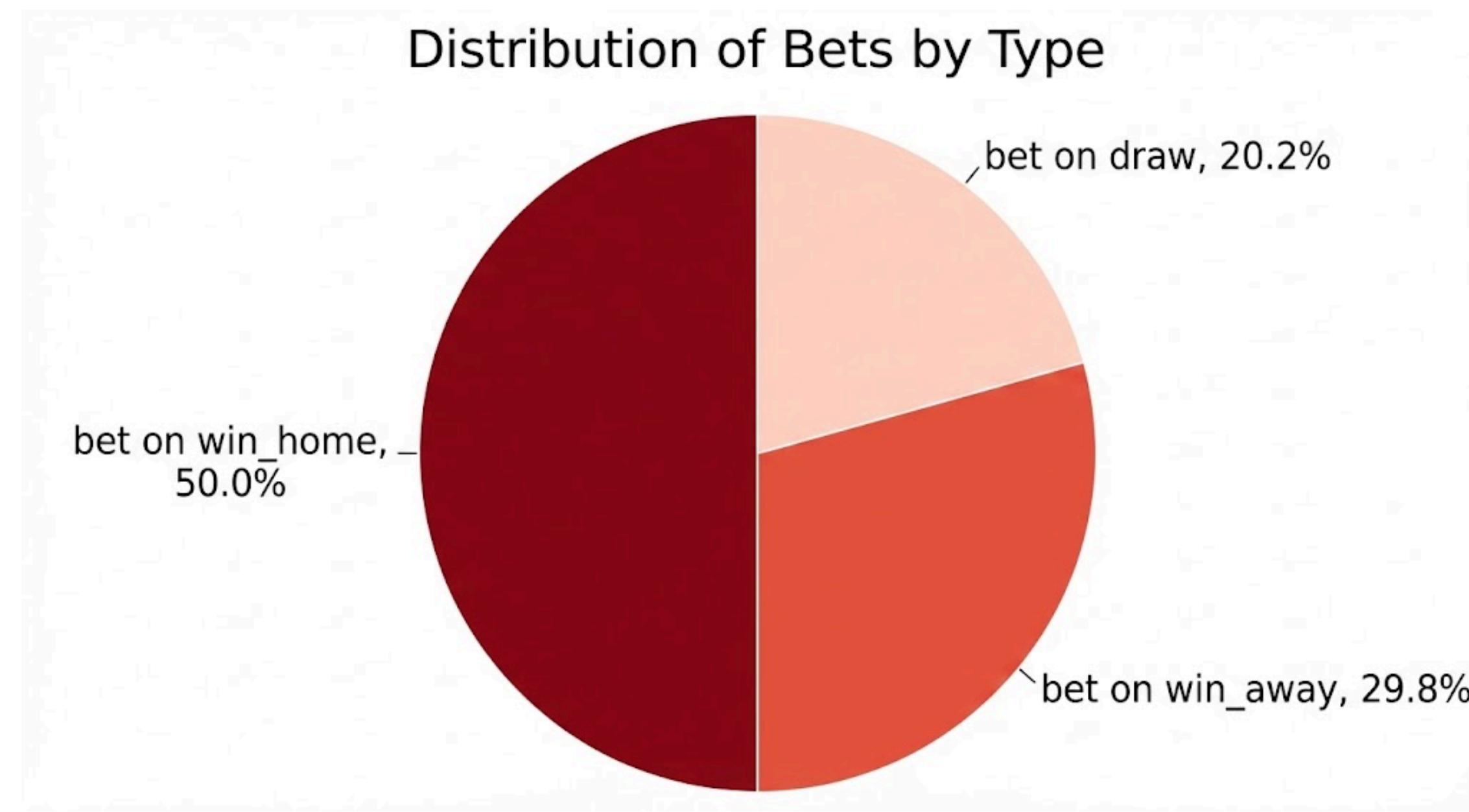
Insight:

We observed a massive behavioral split in how customers stake their money.

- Home Win Bettors: Median bet is ~300. These are confident, **high-value customers**.
- Draw/Away Win Bettors: Median bet is ~100. These are casual, **speculative bettors**.

"Home Wins" attract the High Rollers

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Insight:

The most striking statistic is that betting on the home team accounts for **half of all** bets placed, the volume of all other outcomes combined. Draw bets usually offer higher odds (better payouts) to attract money, but the **low volume** of 20.2% here suggests the crowd is sticking to the "safer" prediction of a winner.

Recommendation:

We need to treat these two groups separately.
Home Win Bettors are our "Whales" (VIPs); Draw/Away Win Bettors are recreational.

Recommendation: CRM Segmentation Strategy

Home Win Bettors



Create a **VIP Segment** for "Home Win" bettors. They stake 3x more than average. Offer them retention bonuses focused on top-tier leagues.

Draw/Away Win Bettors

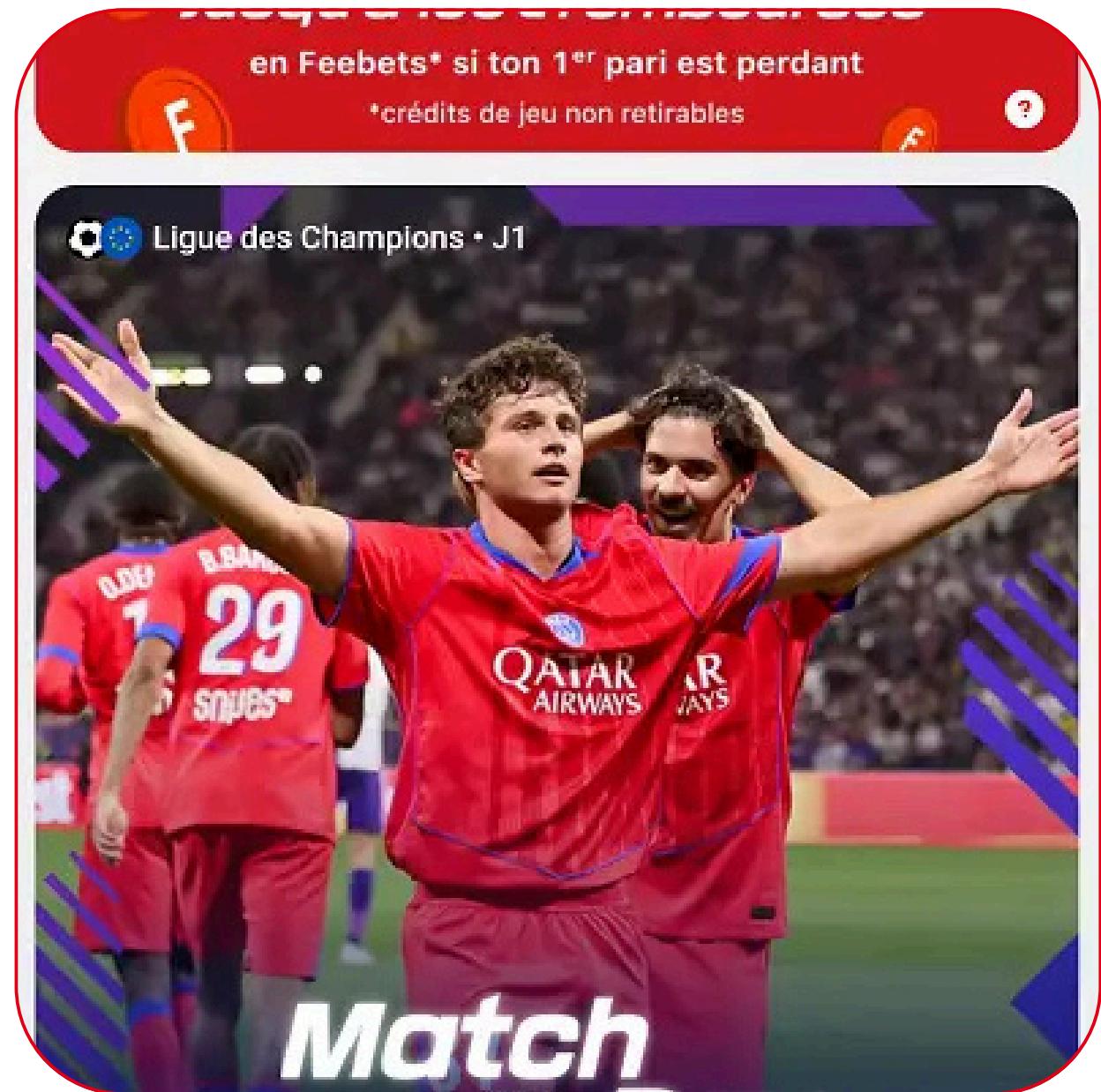


Target "Draw" and "Away Win" bettors with **Gamification** (low stakes, high odds). This is a high-margin segment for us because they lose often.

2

Volume Dynamics & Seasonality

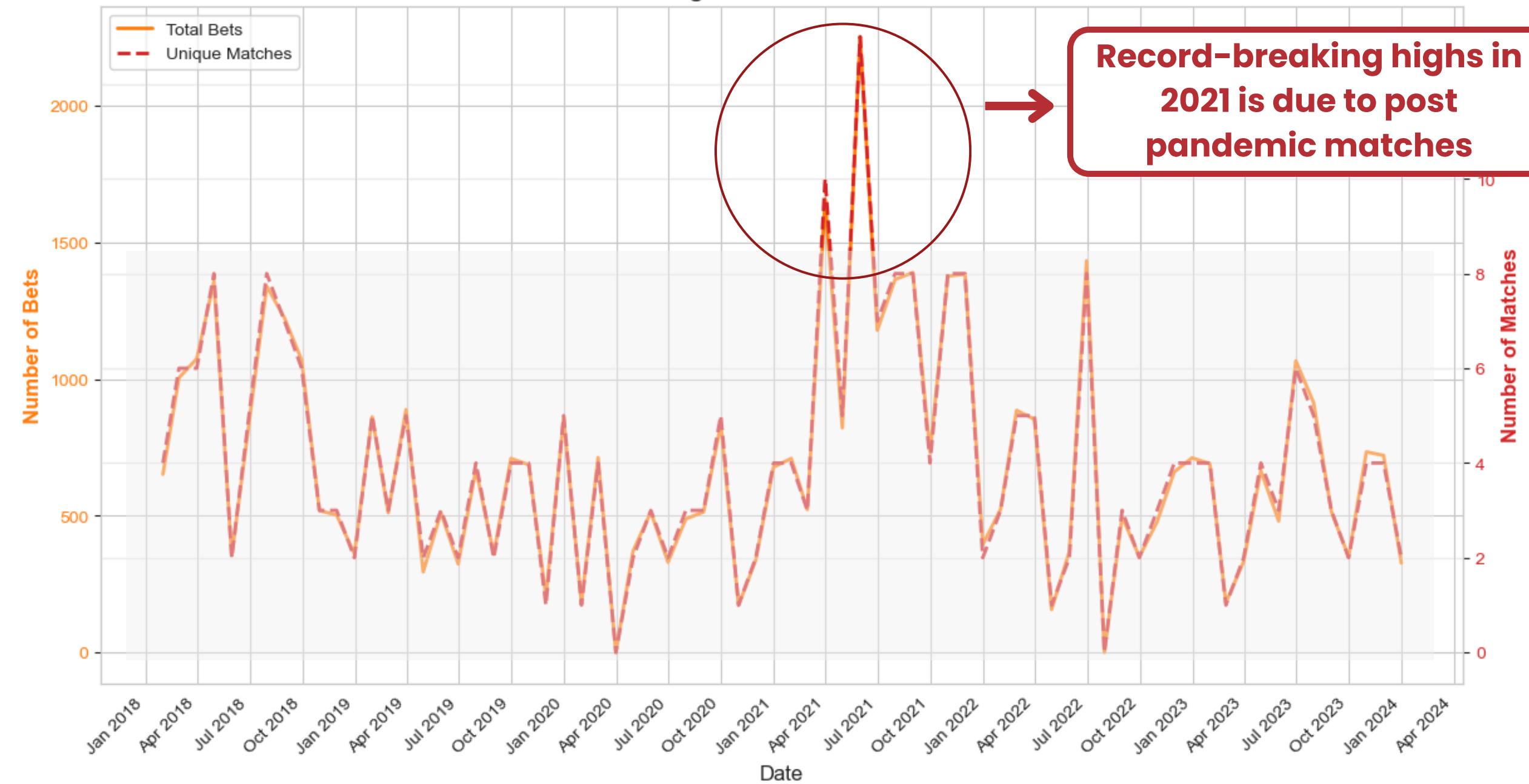
› Recommendation:
Product Innovation



Volume Dynamics & Seasonality

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Evolution of Betting and Match Numbers Over Time



Bet Volume Driver

Betting volume is perfectly correlated with **match availability**. This means our customers are betting mainly driven by when match happens.

Seasonality and Anomaly

Betting volume naturally **cycles with a seasonality**, peaking during spring climaxes, summer tournaments, and autumn league starts. This pattern faced some **anomalies**, swinging from the extreme lows of the 2020 sports suspension (due to Covid) to the record-breaking highs in 2021 when delayed events were packed together.

Recommendation: Product Innovation

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Business Risk

We are vulnerable during low-match period
(eg. March-May gaps or global events)

Recommendation

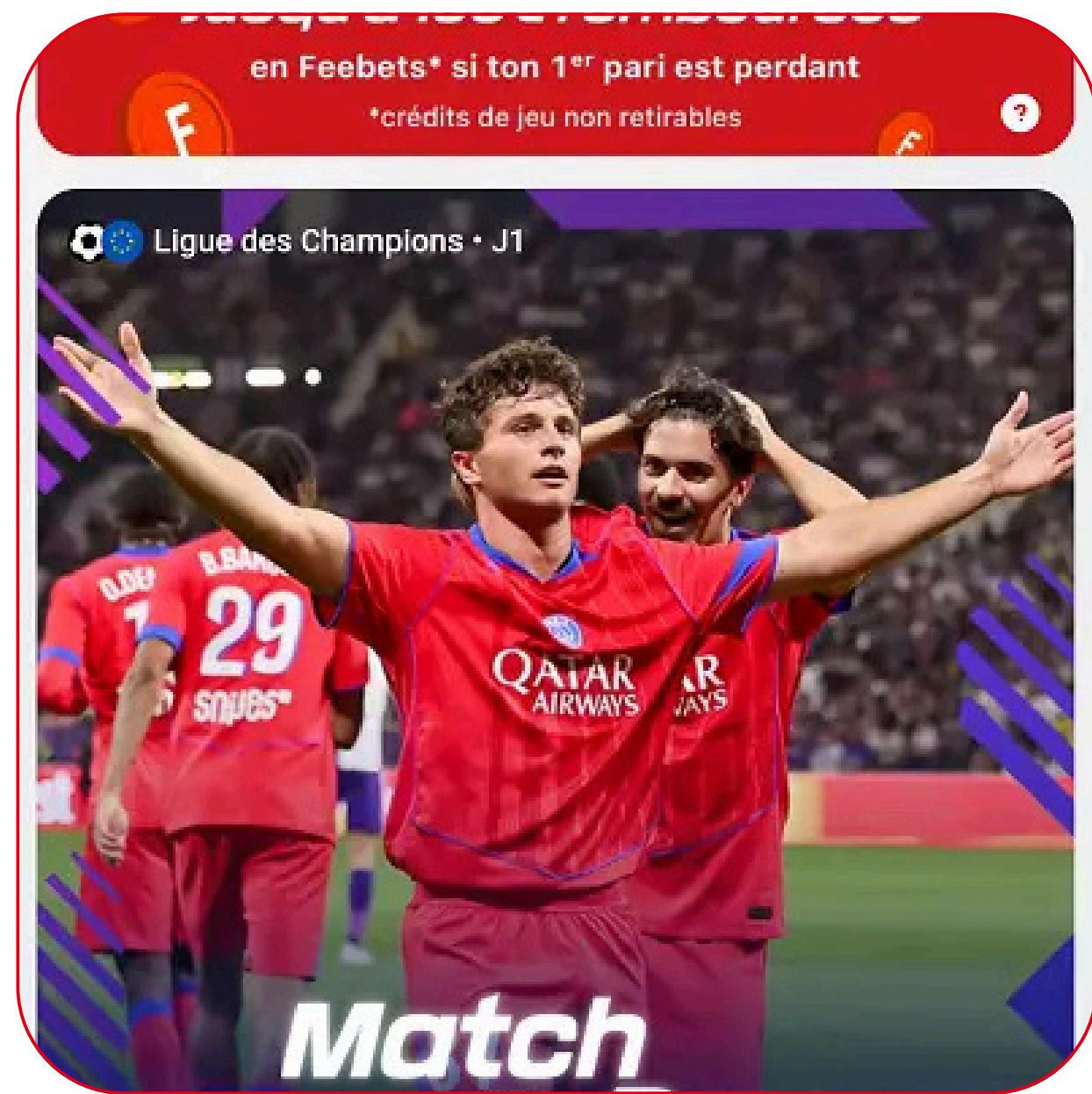
We need product innovations to sustain revenue during calendar troughs, e.g. Virtual Sports, non-seasonal markets



3

What Drives a Customer Win?

- › **Profitability & Risk Analysis**
- › **Recommendation**



What Drives a Customer Win?

Model

We ran a multivariate probability model (**Logistic Regression**) to find the drivers of a "Winning Bet."

Factors

Bet_Odd: No impact.

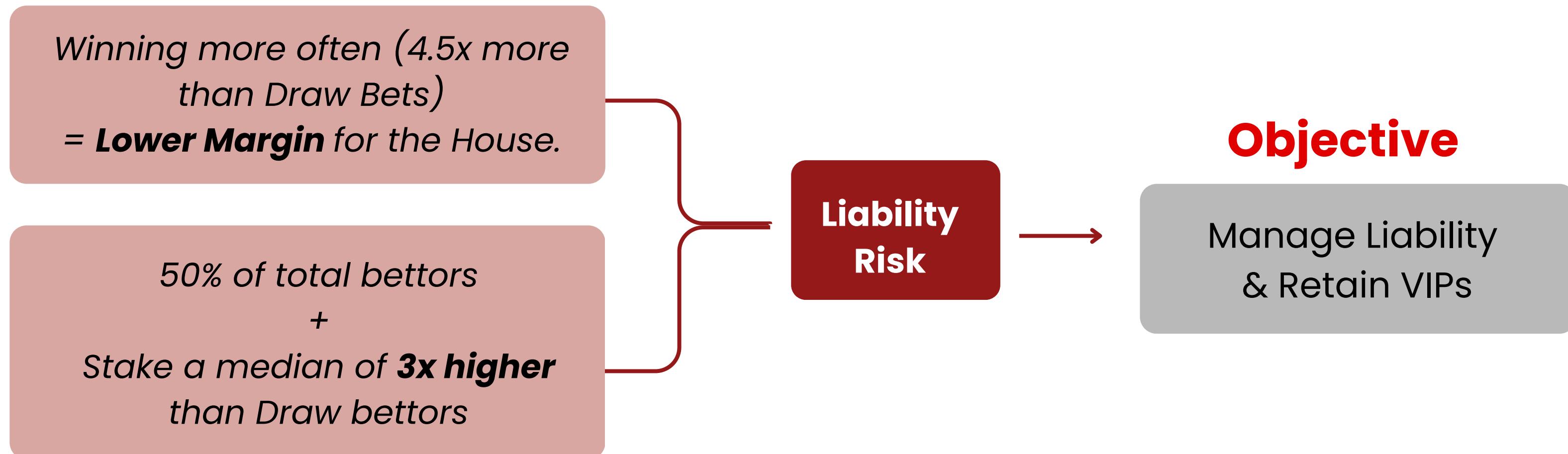
Bet Amount: No impact.

Bet Type: **Huge impact**.

Bet type	Odd Ratio	
Home Win	4.5	
Away Win	3.9	
draw	0.2	

Betting Home: 4.5x more likely to win than betting Draw
Betting Away: 3.9x more likely to win than betting Draw

Profitability & Risk: Customers who bet on Home Win (VIP Bettors)



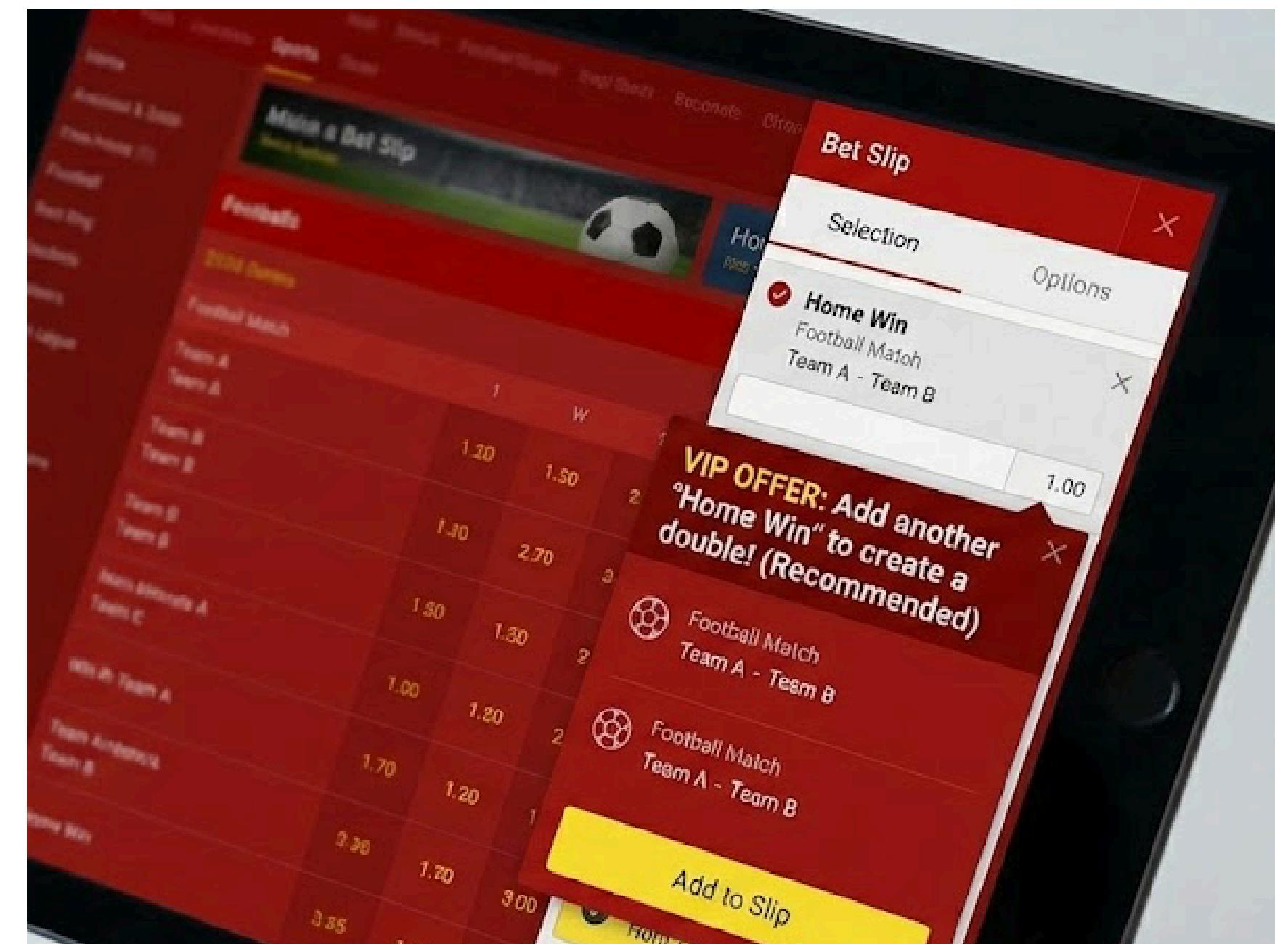
Recommendation: Manage Liability & Retain VIPs

1. Treat "Home Wins" as a Retention Tool, not a Profit Engine.

Ensure our pricing (odds) on favorite Home teams **remain competitive** against top rivals, specifically for our VIP segment. Do not aggressively shave margin here.

2. Strategic Cross-Selling to Accumulators (Parlays).

On the product interface, when a VIP adds a strong "Home Win" to their slip, suggest adding one more "Home Win" from another match to **create a double**. While single Home bets win often, combining two or three of them **reduces the probability**.



Profitability & Risk: Customers who bet on Draw (customers lose most often)



Recommendation: Drive Profitability & Push the High-Margin Product



1. "Boosted Odds" Campaigns on Draws.

Selectively inflate the odds on "Draw" outcomes for high-profile, evenly matched games (e.g., instead of odds of 3.00, offer 3.50 for a limited time). Even with boosted odds, the statistical likelihood of the draw happening **remains low**, so the house retains **a strong edge** while driving volume into a high-margin market.

2. Gamify "Draw" Betting for Casuals.

Create low-stake, high-reward jackpot products. Example: "Pick the 4 draws of the weekend to win €1,000." This functions like a lottery ticket. It **attracts small-stakes players** hoping for a massive win. It drives volume into the lowest probability outcome, ensuring high margins on the total pool of bets placed.

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Appendix 1

The Golden Rule of Odds Ratios in Logistic Regression

OR = 1.0: Neutral. The variable does nothing.

OR > 1.0: Positive. The event is more likely to happen. (e.g., 2.0 means "Twice as likely").

OR < 1.0: Negative. The event is less likely to happen. (e.g., 0.5 means "Half as likely").

Appendix 2

**Detailed Data Analysis please find in the
Jupyter notebook with the Github link below:**

[https://github.com/ines-lu/Sports-Betting-Bettor-
Behavior-Data-Analysis](https://github.com/ines-lu/Sports-Betting-Bettor-Behavior-Data-Analysis)
