

\$team

Data Analysis

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Overview

- 1. Exploring the Data
- 2. Raising our Question
- 3. Segmenting Customers by RFM
- 4. Clustering Customers by Betting Behaviour
- 5. Strategy Roadmap

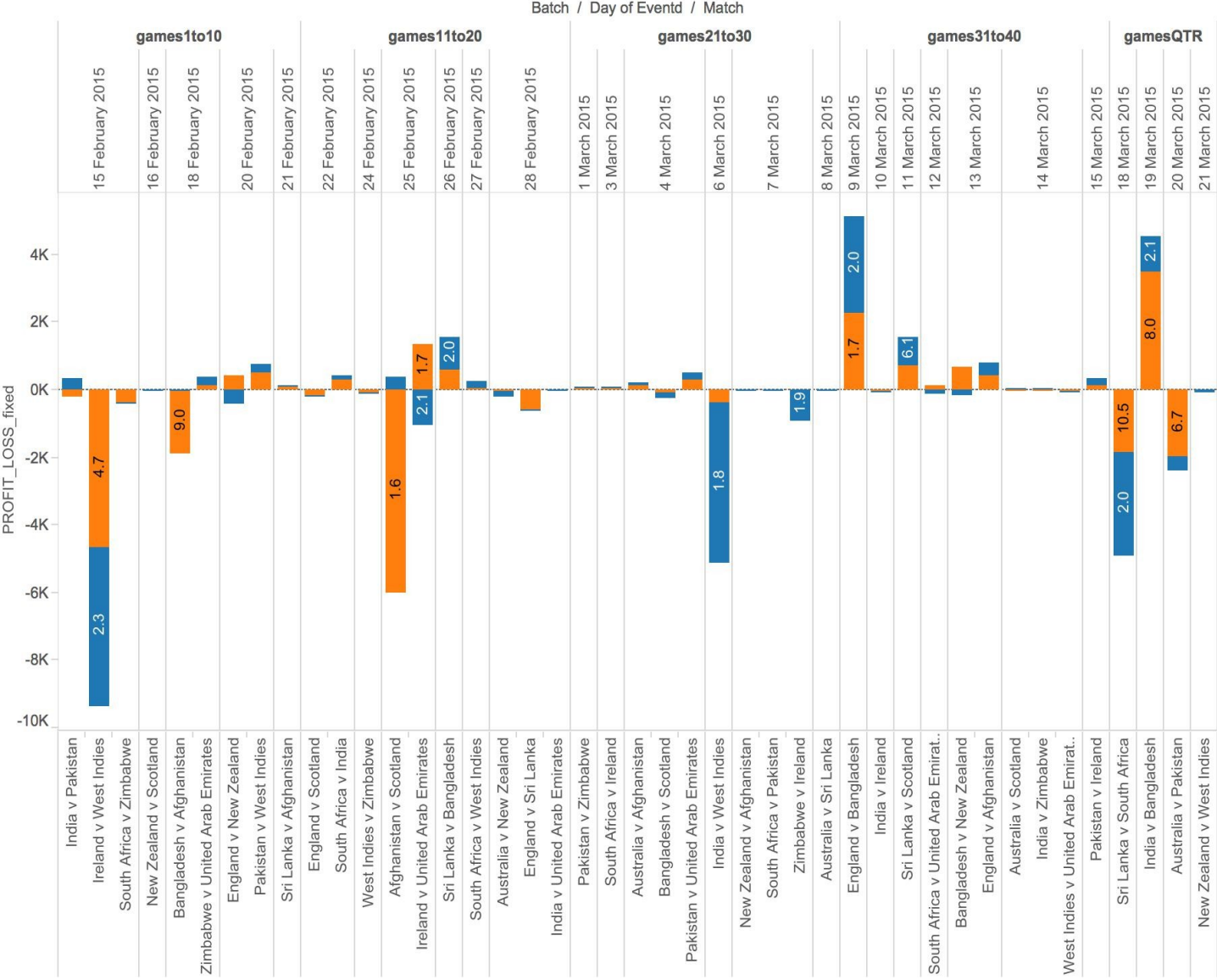
1. Exploring the Data

- Events: 44 (1 cancellation)
- Accounts: 21,020 in 69 different countries
- Total Bets: 3,461,173 transactions
- Matched Bets %: 81.2% of all trans
- In-Play Bets %: 73.2% of all trans
- User Profits: \$706,808,897
- User Loss: \$706,823,612

Exploration: Placed vs. Open Time



Exploration: Total Profit/Loss



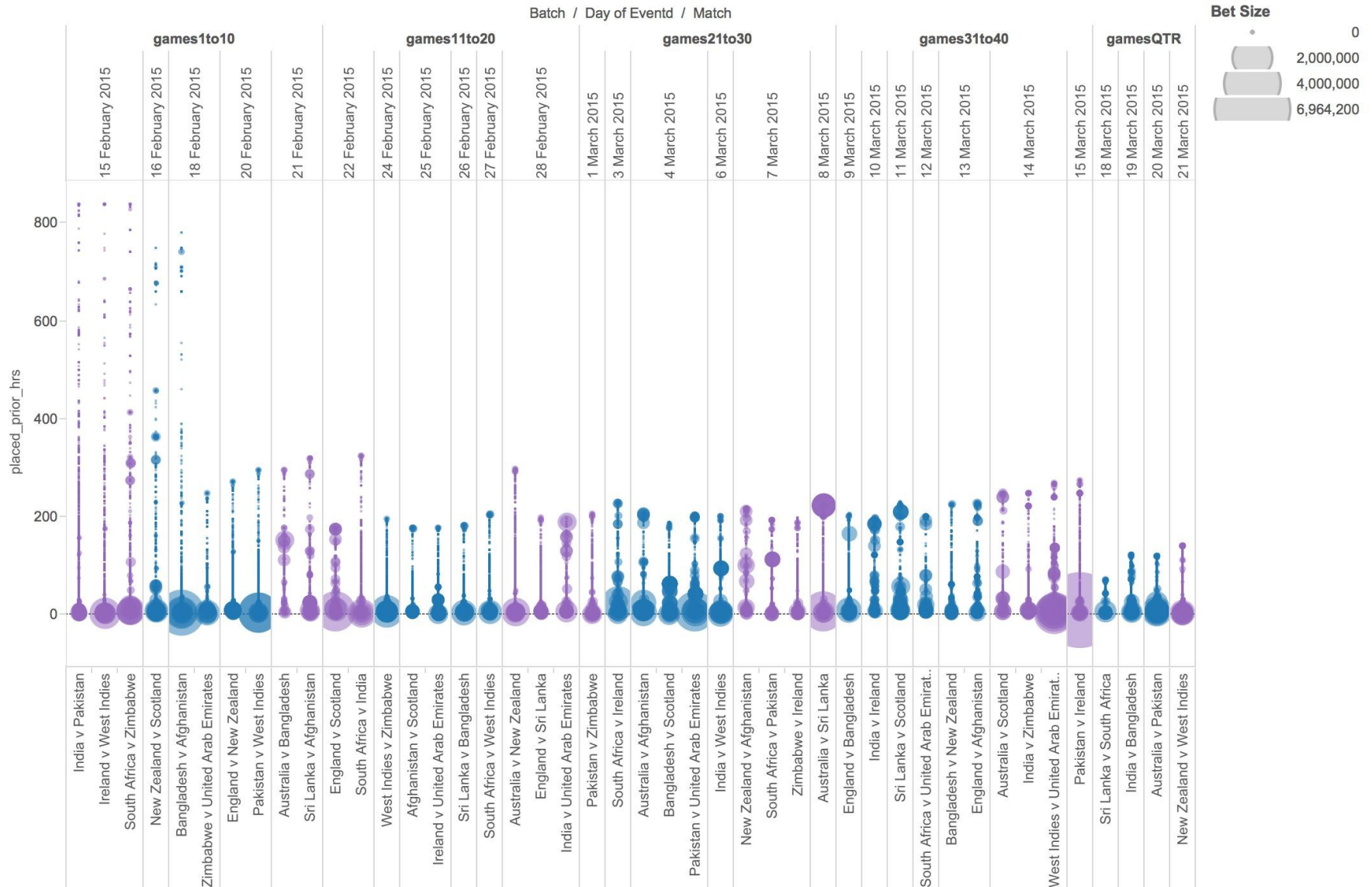
Ireland won!

Afghanistan won!

Bangladesh won

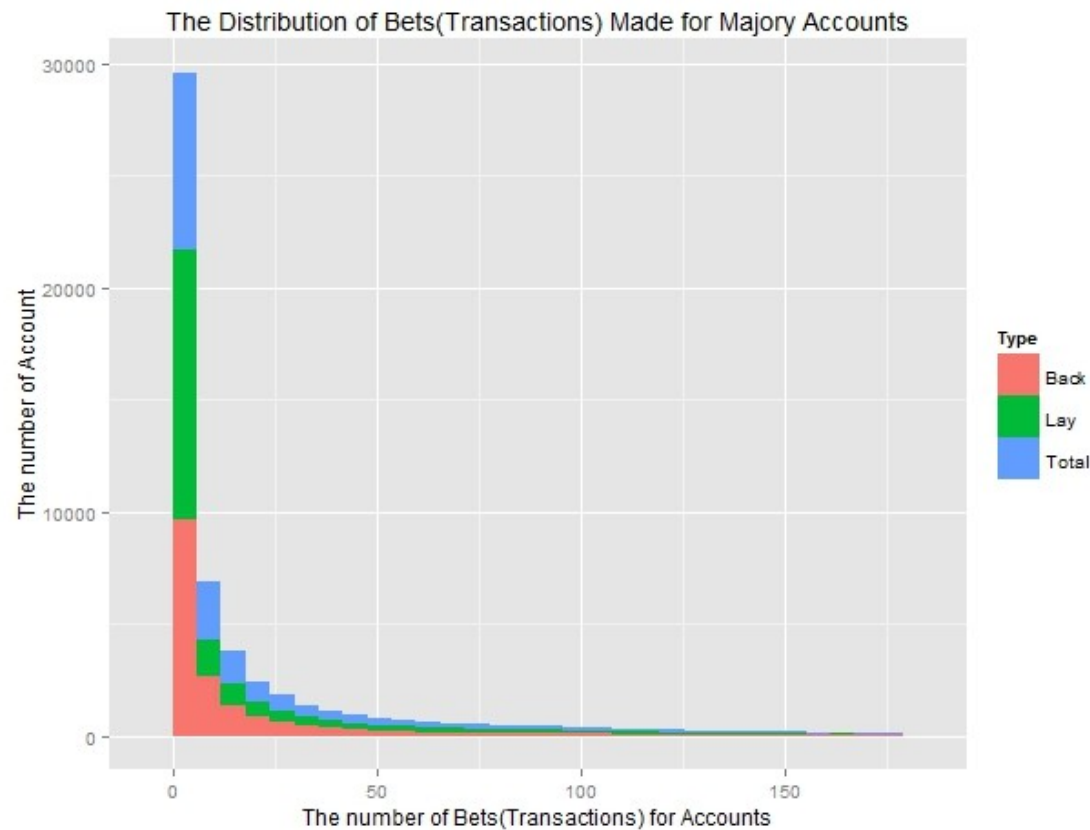
People seem to bet on games where there is a clear Winner but lose

Exploration: Placed Time

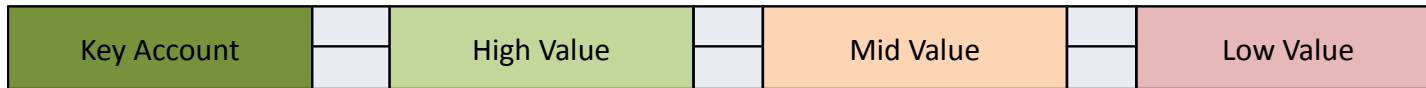


2. Raising our Question

- Majority (71.67%) of the Accounts made less than 50 bets
- How to dig as much value as possible from these majority of people?



3. Segmenting Customers by RFM



Recency

The BetFair RFM model has been built over 3 months period.

	Average Spend Bands						
Bets Bands	<=\$20	\$21 to \$45	\$46 to \$100	\$101 to \$290	\$291 to \$1000	>\$1000	
<= 2 bets	9. Experimenter			8. Event-focused player			
3 to 9 bets	7. Casual entertainment player			6. Frequent gambler			
10 to 50 bets							
51 to 100 bets	5. Opportunist		4. Strategy-driven gambler		3. Professional gambler		
101 to 500 bets							
> 500 bets	2. Small syndicate			1. Large syndicate / business			

Frequency

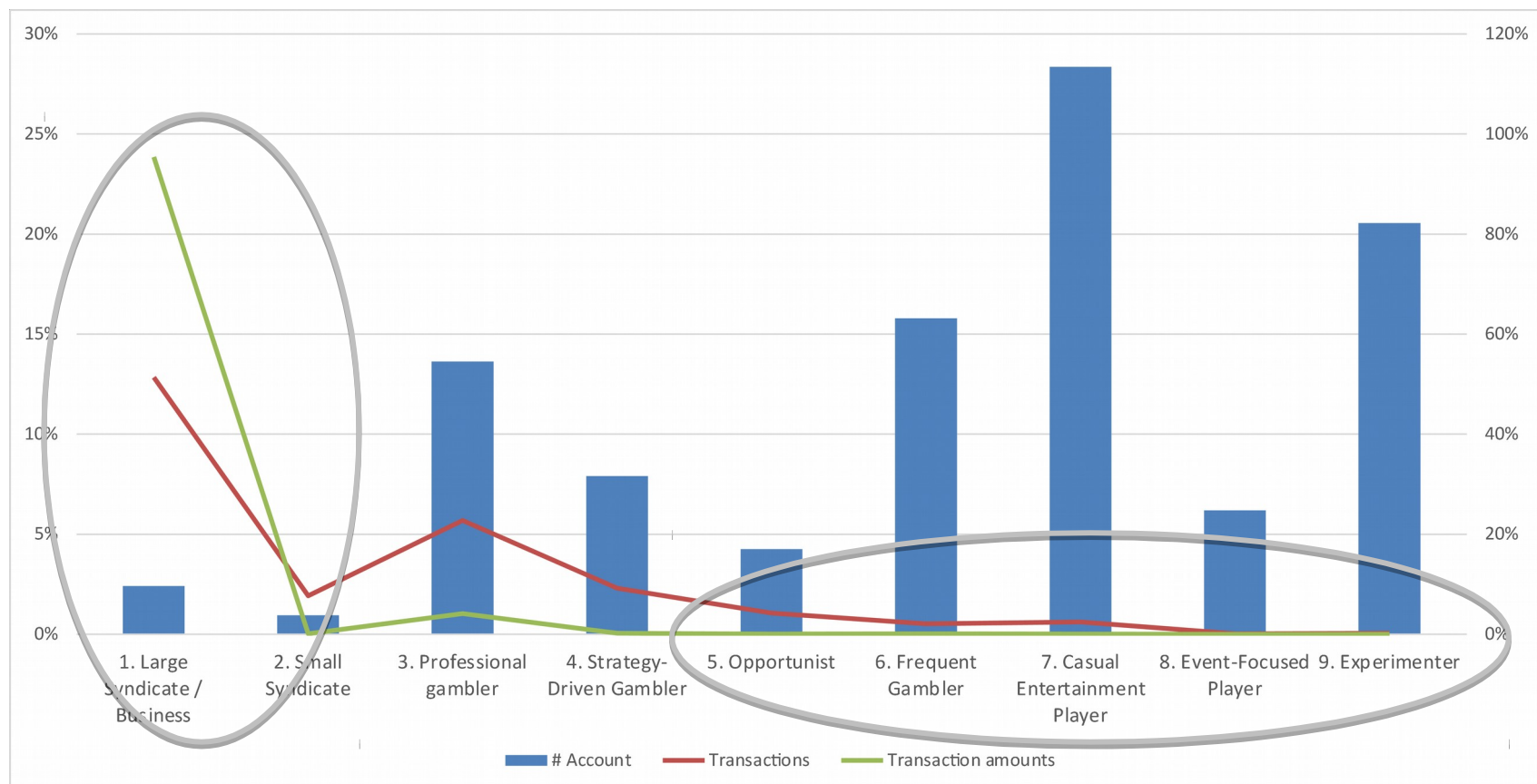
Number of bets over 3 months (grouped into 6 bands based on distribution of data).

Monetary

Average Transaction Value (ATV) over the 3 months (grouped into 6 bands based on distribution of data.)


Segmenting by Key Statistics

- Key account segments customers (segment 1 & 2) generate well over half of transactions and over 90% of total transaction values.
- Middle and lower value customers (> 70% of customers) generate around 5% of transactions and less than 1% of total transaction values.



Segmenting: Uplift Strategies

- How can we lift customers from lower/middle value segments to a higher value segment via campaigns and promotions?
 - make them **SPEND MORE ON BETS**
 - make them **PUT MORE BETS**

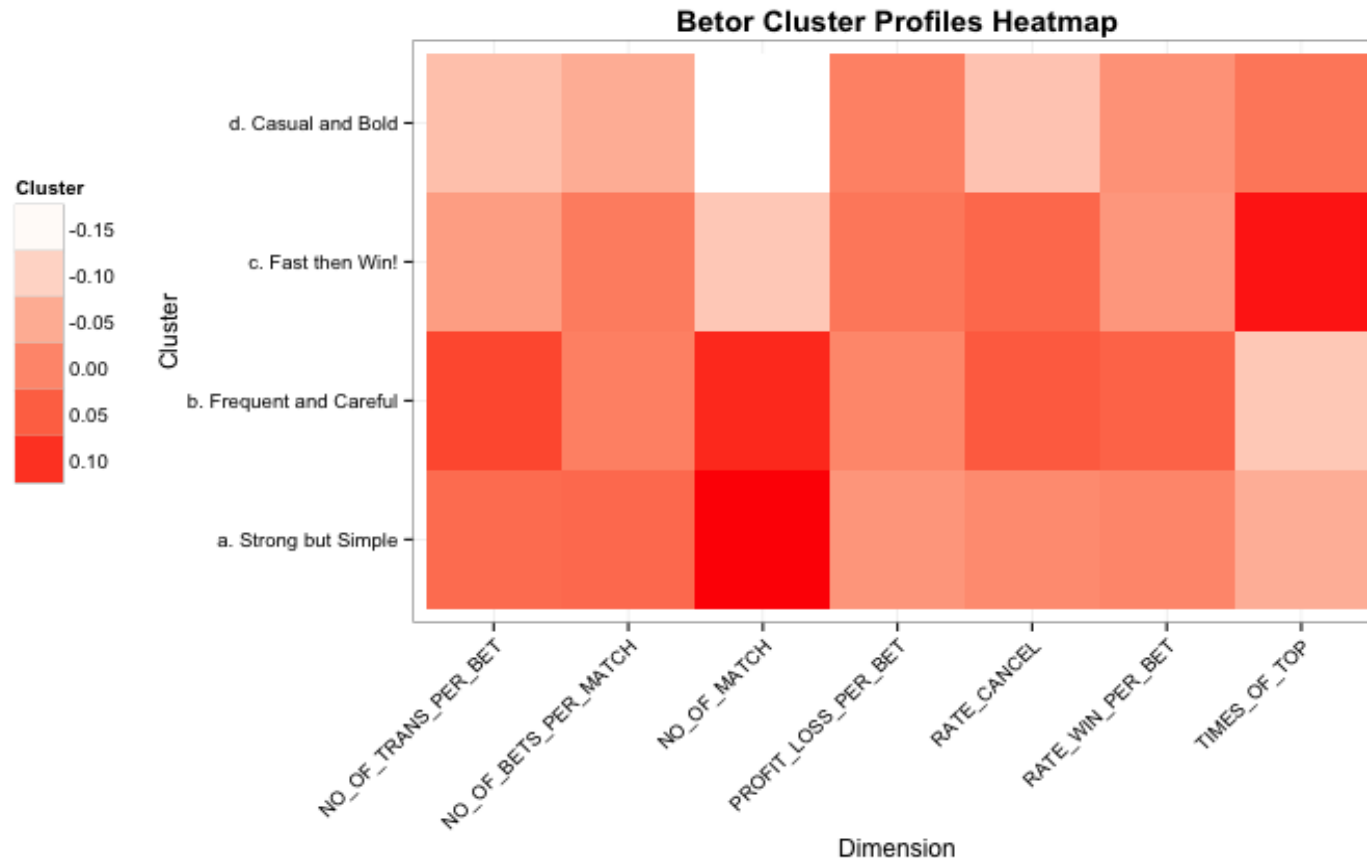


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- Next, we'll develop a clustering model to identify exactly those customers who fall into each category:
 - Aggressive (make bigger bets) or
 - Defensive customers (bet more often)

4. Clustering Customers by Behaviour

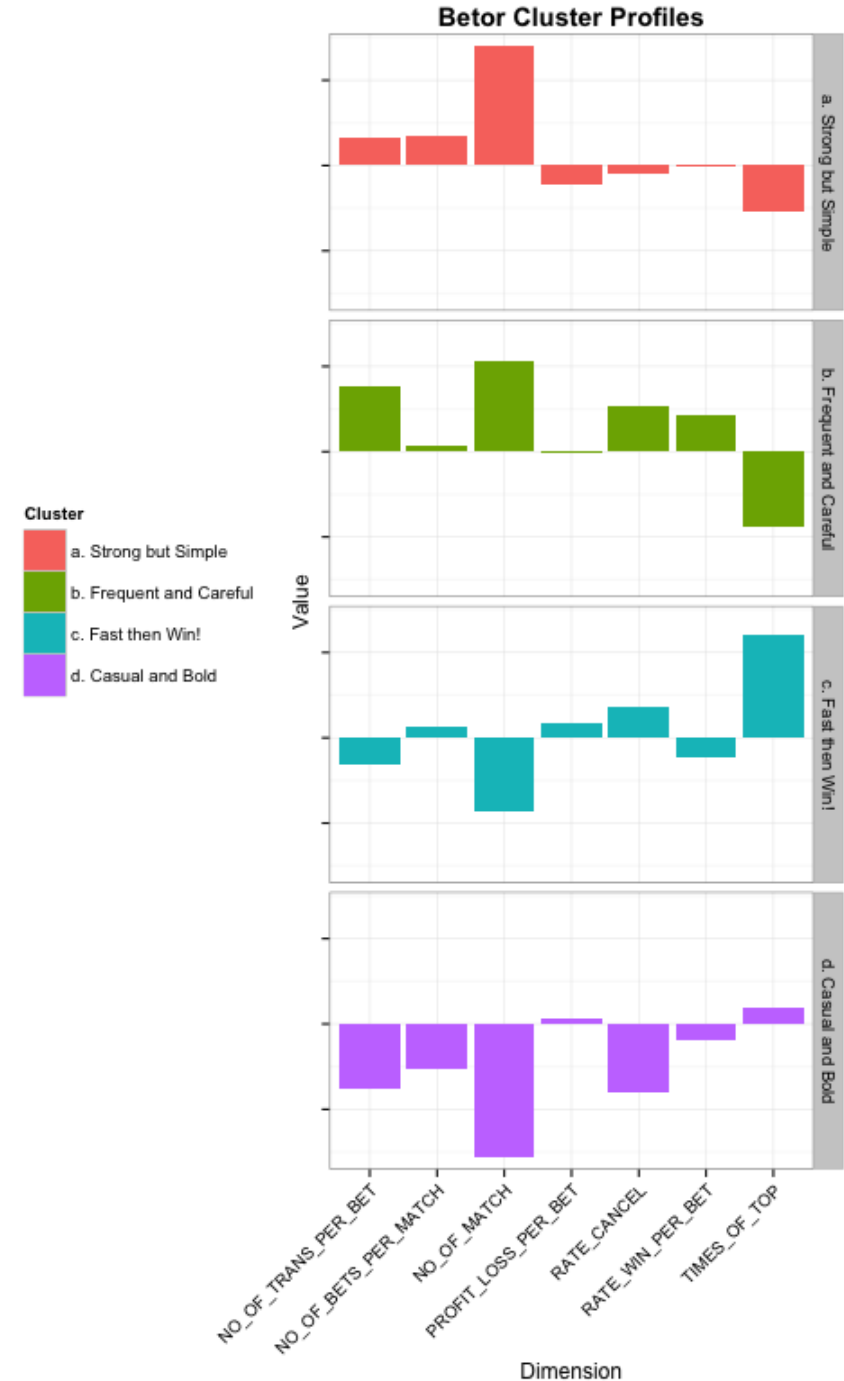
- **A. Strong but Simple:** Bet more and diversely, but does not have a good outcome
- **B. Frequent and Care:** Bet frequently, but cancel a lot
- **C. Fast then Win!:** Bet less and early, but wins a lot
- **D. Casual and Bold:** No strategy, just casually play



Cluster Profiles

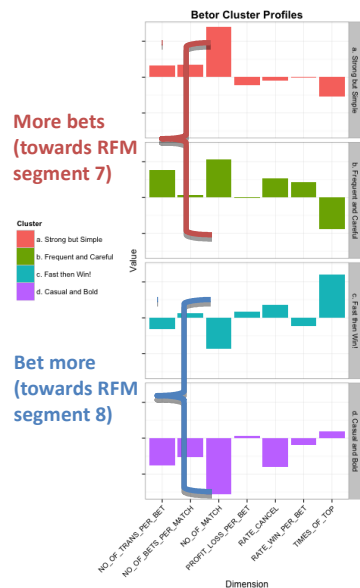
Interesting Attributes of the Clusters

- Those who placed the bet early and focus on smaller number of bets seem to gain more profit than others
- Those who put more transactions into a single bet and carefully consider the betting status, turns out to have a higher win rate than others
- Those who bet diversely seem to follow the trend more
- More bets do not mean more win/profit



5. Strategy Roadmap

- Send right customers the right offer to increase ROI and minimize campaign / offer costs



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That's all folks! - \$team

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