

Dataset Overview

- **user_id:** Unique identifier for each user account.
- **session_id:** Unique identifier for each gaming session.
- **timestamp:** Complete timestamp of when the gaming session started, in ISO 8601 format with UTC timezone.
- **date:** Date portion only of the session start time (YYYY-MM-DD).
- **hour:** Hour of day when session started (24-hour format, 0-23).
- **day_of_week:** Day of week (0=Monday, 1=Tuesday, ..., 6=Sunday).
- **is_weekend:** Flag indicating if session occurred on weekend.
- **is_holiday:** Flag indicating if session occurred on a holiday.
- **game_type:** Primary category of game played during the session.
- **sport_type:** Specific sport category for sports betting sessions only.
- **country:** User's country of residence.
- **device_type:** Type of device used to access the platform.
- **payment_method:** Primary payment method used by the user.
- **user_age:** User's age in years (minimum 18 for legal gambling).
- **account_age_days:** Number of days since user account was created.
- **vip_tier:** User's VIP status level, which determines betting limits, bonuses, and privileges.
- **campaign_type:** Type of marketing campaign or promotion the user was exposed to.
- **bonus_used:** Flag indicating whether the user activated/used a bonus during this session.
- **bet_amount:** Total amount wagered during the session in BRL.
- **win_amount:** Total amount won during the session in BRL.
- **net_result:** Net profit/loss for the session (win_amount - bet_amount).
- **deposit_amount:** Amount deposited during this session in BRL.
- **withdrawal_amount:** Amount withdrawn during this session in BRL.
- **session_length_minutes:** Duration of the gaming session in minutes.
- **games_played:** Number of individual games/bets placed during the session.
- **previous_session_gap_hours:** Hours elapsed since user's previous session.
- **lifetime_deposits:** Total amount user has deposited since account creation in BRL.

- **lifetime_bets:** Total number of individual bets/games the user has placed since account creation.
- **avg_bet_size:** User's historical average bet amount in BRL.