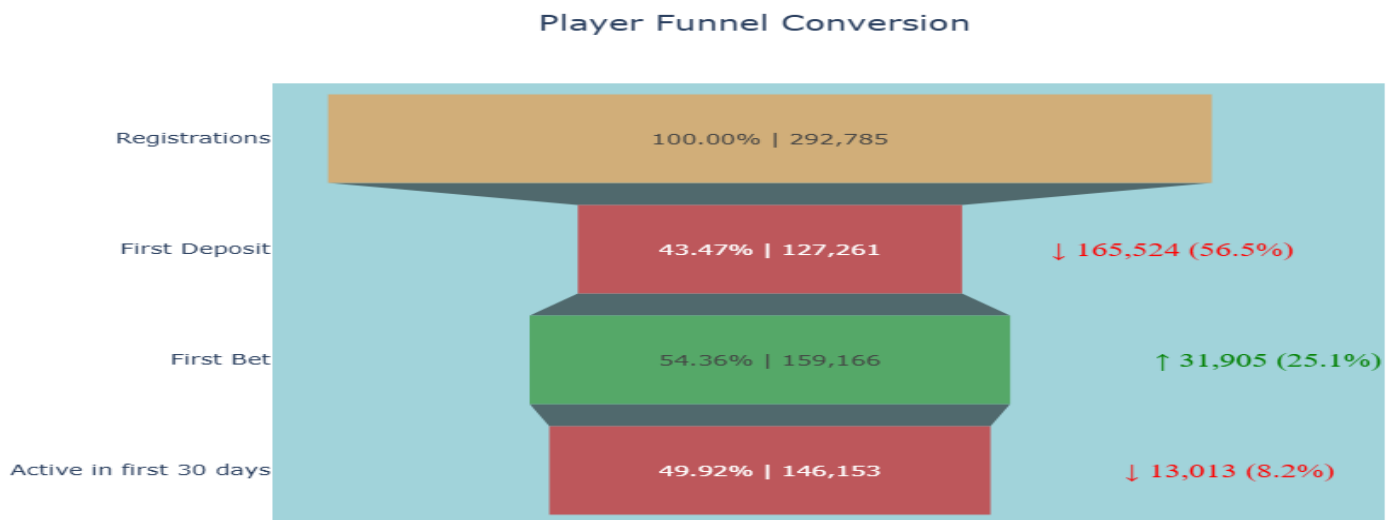# Player Funnel, Engagement & Segmentation Report

Funnel & Conversion

- Out of all registrations, only 43.5% convert to first deposit, making this the biggest drop-off (56.5%) in the funnel.
- A surprising gain is seen from deposit - bet (+25.1%), driven by users betting with bonuses/free credits without depositing first.

- Once players are active, 30-day engagement stabilizes, indicating that overcoming the first deposit barrier is key. The Huge increment here is likely due to Covid-19 and Bonus Offers.
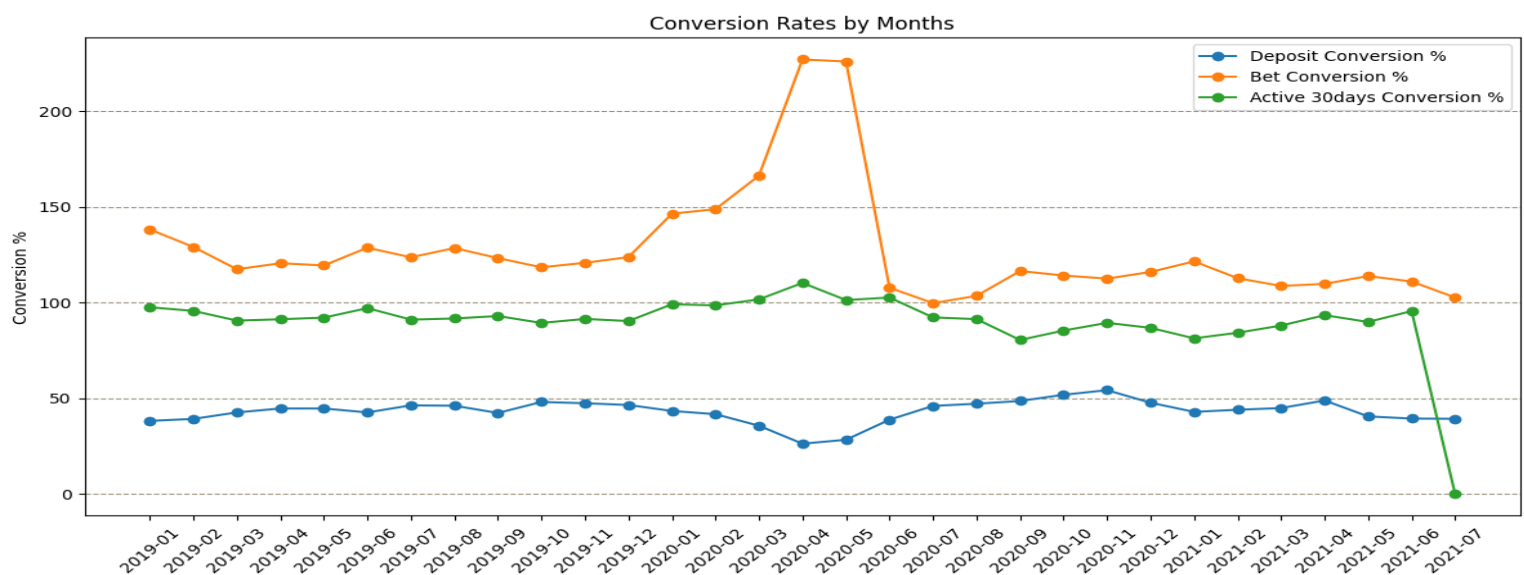
- By acquisition channel, PPC and Retail show the strongest deposit conversions (~50%), while Social and Affiliates underperform (~20–25%), suggesting marketing quality gaps.

Retention & Engagement

- Most players are active for 0–2 days, contributing the highest share of deposits (because of sheer volume + onboarding Bonuses and Offers).
- Longer engagement cohorts (6–30 days), while smaller in size by users, are Highly Active & they deposit more amount and shows stronger Engagement.

**Active Days Distribution in First 30 Days**
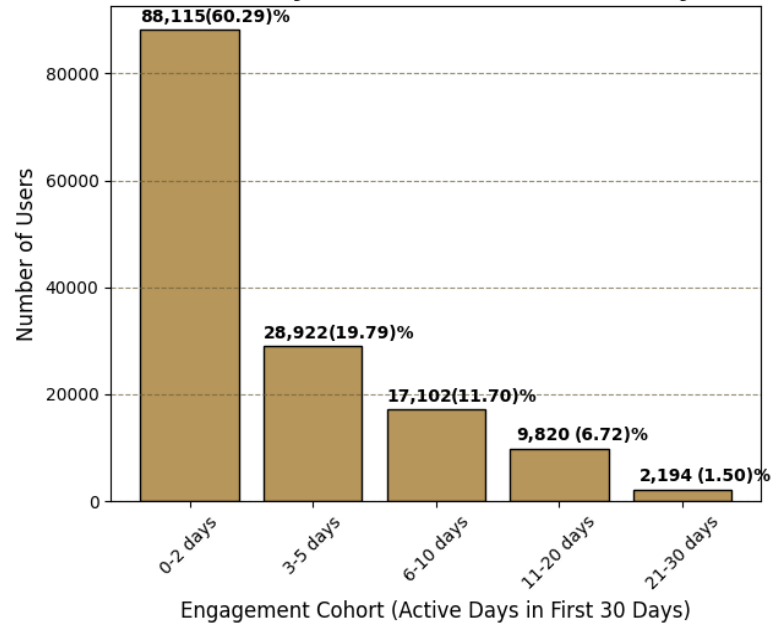
**First Deposit Contribution by Active Day Cohorts**
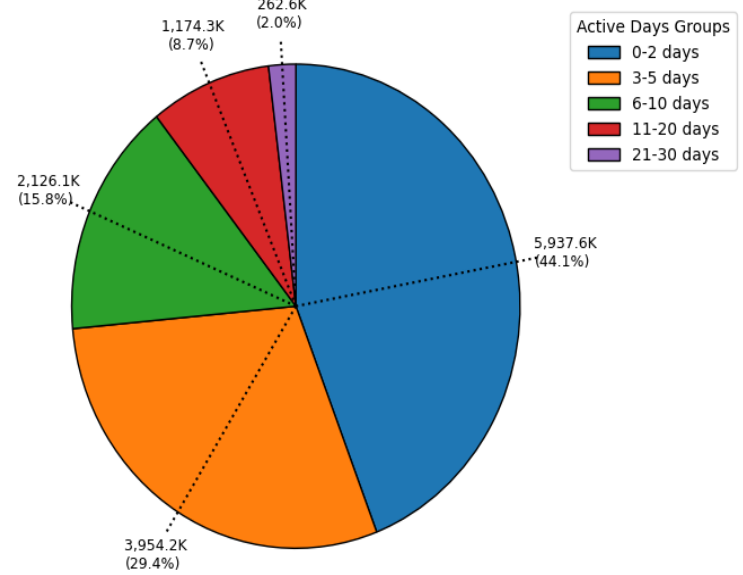
- Gap between First Deposit - to - First Bet:
  a) Fast converters (0–2 days) dominate engagement and revenue.
  b) Negative gaps (bet before deposit) exist due to free bonus play.
  c) Long gaps indicate Bonus-driven or delayed users with weaker lifetime value.

User Distribution by Gap Days Between First Deposit and First Bet
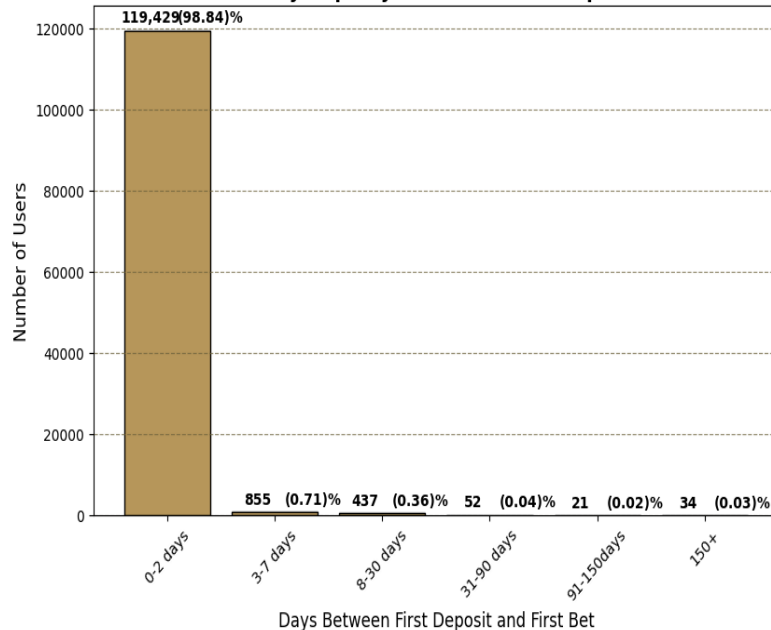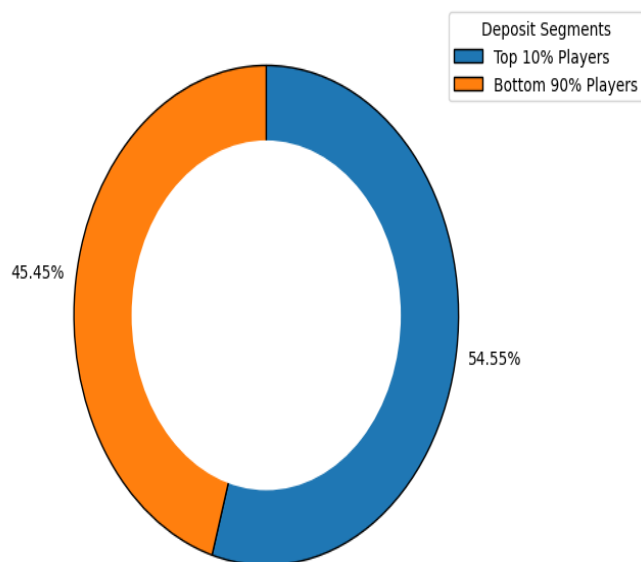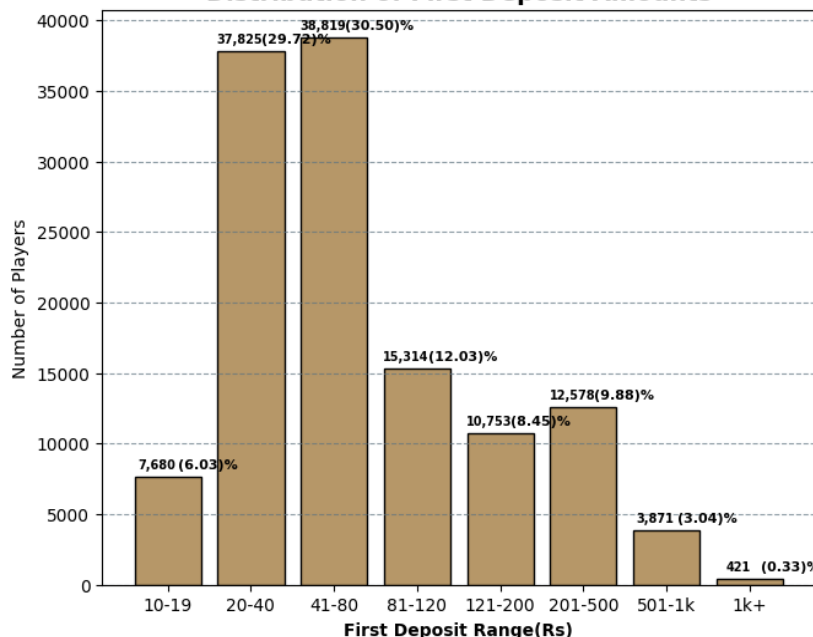
User Distribution by Gap Between First Deposit and First Bet
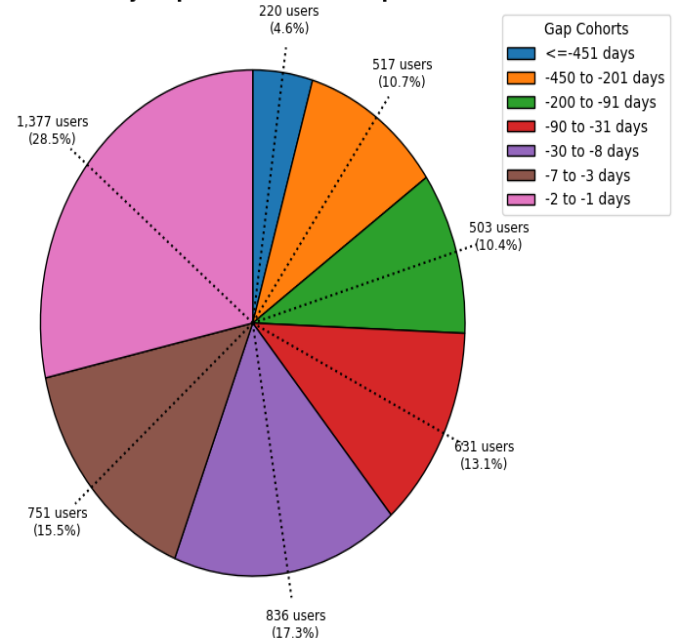
Player Segmentation

- Top 10% of players account for ~55% of all deposits, showing strong concentration in high-Engagement players.
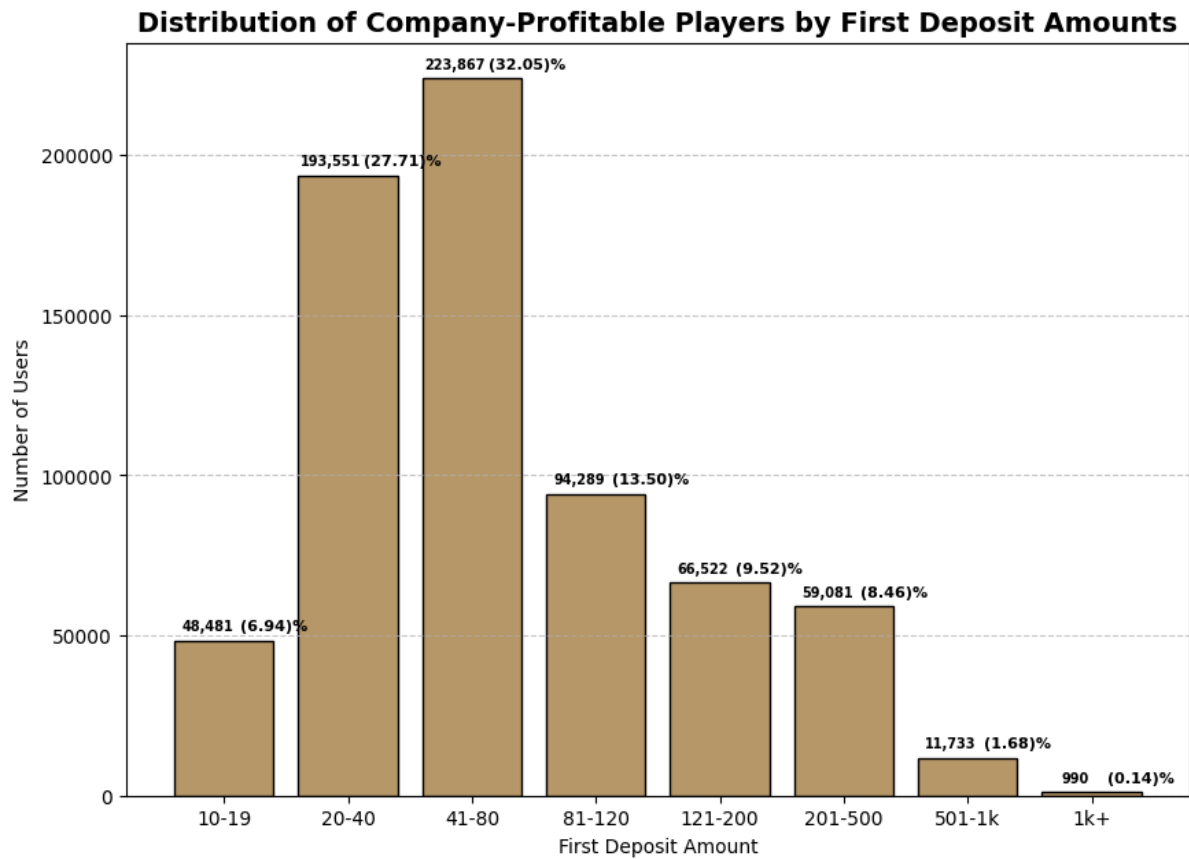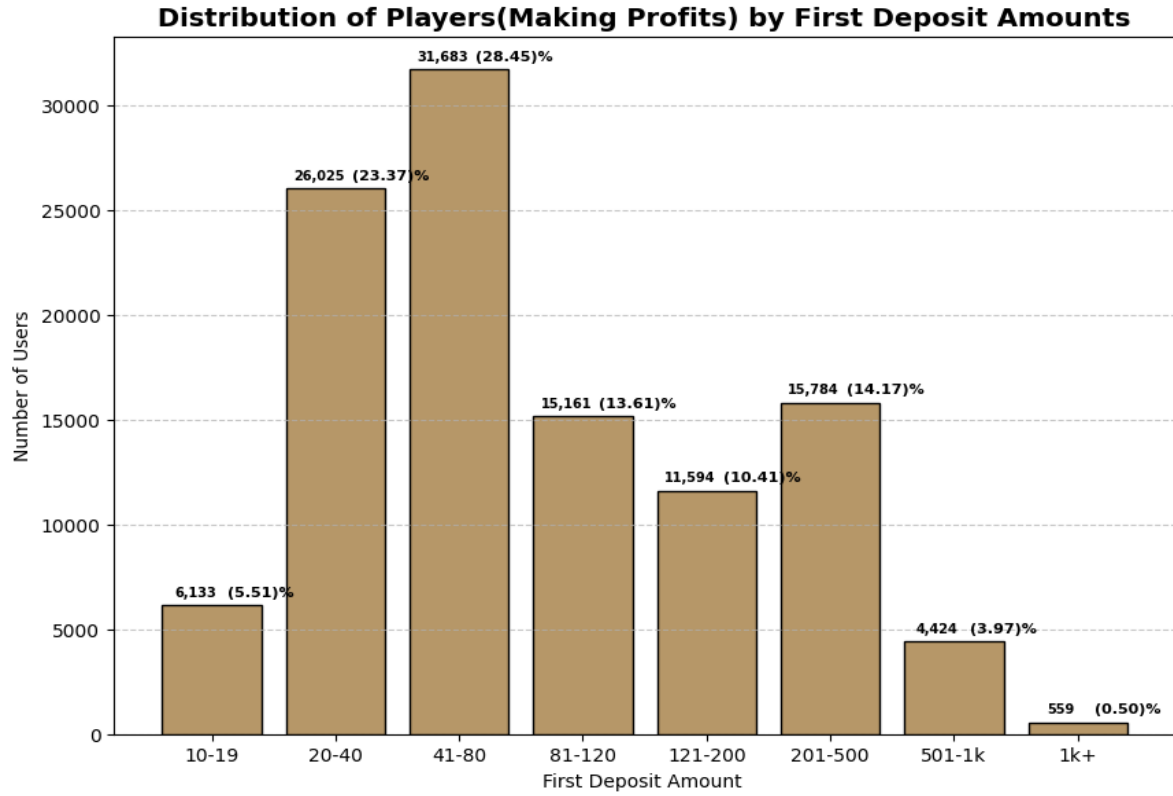

- First deposit clustering is heavy around ₹20–80, likely due to:
    a) Psychological thresholds i.e. investing only small for testing purposes (₹20, ₹50, etc.)
    b) Bonus offers tied to small deposits
    c) Players testing the platform with minimal risk.

- High depositors (1k+) are rare (<1%), but are very critical to overall revenue.

Profitability & First Deposits

- First deposit amount is not a strong standalone predictor of profitability:
    a) Pearson correlation = 0.095 → weak linear link.
    b) Spearman correlation = 0.312→ some monotonic relationship.

- Customer profitability (players winning against the house) is more frequent in lower bins (₹20–80), while company profitability grows in larger bins.

- Overall, higher first deposits increase potential value, but do not guarantee customer profitability.

Distribution of Players(Making Profits) by First Deposit Amounts

Distribution of Company-Profitable Players by First Deposit Amounts

Recommendations

- Fix the big leak (Registration → Deposit):
    a) Local payment methods, instant UPIs.
    b) Show clear Welcome bonus before paywall.

- Accelerate Deposit → Bet (keep gaps ≤2 days):
    a) Automatic Bet suggestions after deposit.
    b) Limited - time free bets.

- VIP program for top 10% Share Deposit Players.

- Give players a small amount of Bonus Amounts as Premium Offer for 2th, 5 th , 10 th deposits… so on.