

# BET01: Daily Fantasy Sports Market Analysis

Executive Summary | February 01, 2026

## Key Performance Indicators

44M MUP	\$112 ARPMUP	19% MUP GROWTH
\$9.0B HANDLE	New York TOP STATE	8 STATES LIVE

## Stock Performance Summary

Metric	Value	Interpretation
Total Return (5.0Y)	-49.7%	Cumulative appreciation
Annualized Return	-12.9%	Geometric mean annual
Volatility	61.9%	Annualized std dev
Sharpe Ratio	-0.21	Risk-adjusted return
Max Drawdown	-85.7%	Peak-to-trough

## Data Coverage

Company: DraftKings (DKNG)
Analysis Period: 2021-02-01 to 2026-01-30
Total Data Points: 7,875
Data Sources: Yahoo Finance (stock), synthetic operational metrics
Focus: DFS market leadership and user economics