Baybets - Data Analyst Role

Timeline (May 2018 - May 2019)

Initial KPIs (May ‘18):

- NDCs
- Commission

Final KPIs (May ‘19):

- Sessions
- Clicks
- NRCs
- NDCs
- QNDCs
- Deposits
- Net Revenue
- Commission
- Session to Click Rate
- Click to NRC Rate
- NRC to NDC Rate
- Player Registration Date
- Player Cohort Period
- Number of Active Players
- Number of Legacy Players
- Number of New Players
- Winning Rate
- Retention Rate
- Average Player Value (NGR)
- Average Player Value (Commission)

Initial Reports (May ‘18):

- Top 20 Tracker Report (2 KPIs, Baybets portfolio, 20 operators)

Final Reports (May ‘19):

- Tracker Report (10 KPIs, 6 portfolios, 200+ operators, Power BI)
- Daily World Cup Report
- Weekly Report (10 KPIs, 6 portfolios, 200+ operators, forecasting of revenues, Power BI)
- Monthly Player Report (40 operators, Power BI)
- Deal Machine v4 (30 operators)
- P&L Reports
- Commission Calculator

Timeline:

May 2018

- Evaluation of KPIs
- Roadmap
- Integration

June 2018

- Tracker Report
- Daily World Cup Report
- Extraction of data evaluation

July 2018

- Weekly Report

August 2018

- Testing Extraction tools (Catena Scraper - Nifty Stats - Voonix)
- Operator Performance Reports

September 2018

- Nifty Stats Integration

October 2018

- Scaling up of Reports (20 operators to 100+ operators)
- Testing Automation (Python on Google Sheets)

November 2018

- EA2 Forecasting
- Monthly Player Report
- Deal Machine v3
- Automation Script for Weekly Report

December 2018

- Expansion of reports to all portfolios
- Deal Machine v4

- Forecasting QA

January 2019

- Automation Script Optimization
- Automation Script for Tracker Report

February 2019

- Migrating Reports from Google Sheets to Microsoft Excel
- Testing & Evaluating new BI tools (Tableau, Qlikview, PowerBI)
- P&L Opportunity

March 2019

- Migrating Reports from Microsoft Excel to PowerBI
- Commission Calculator

May 2019

- Final Script Optimization - Script can carry out practically the entire process from a data cleaning/mapping perspective alone in quick speeds