

Sportsbook Analysis: Behaviour, Profitability and Risk

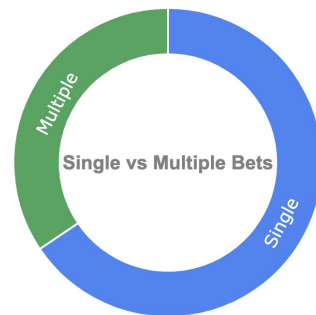
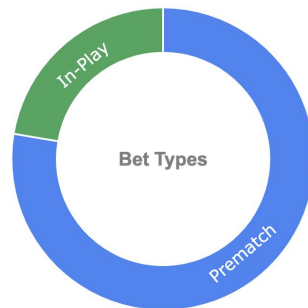
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What we'll cover

To explore **customer betting patterns**, **profitability trends**, and **market risks** - with a focus on identifying sharp bettors and actionable insights.

Customer behaviour

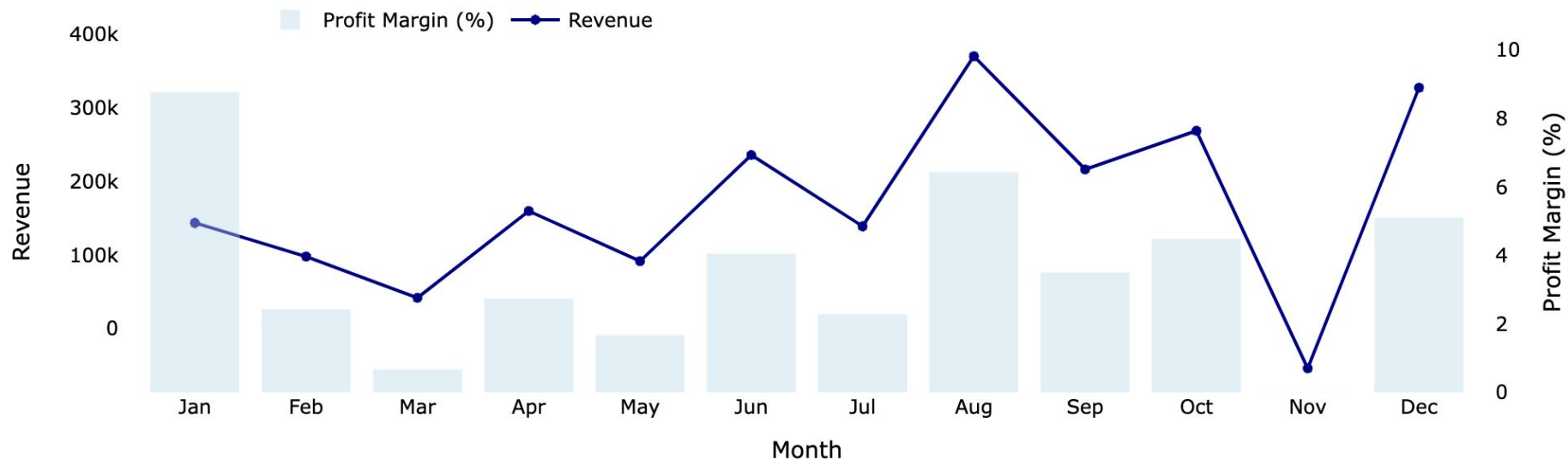


1/3 of customers
active for only one month.

6% of bets placed are
maximised.

45%
bet on only one sport.

Profitability



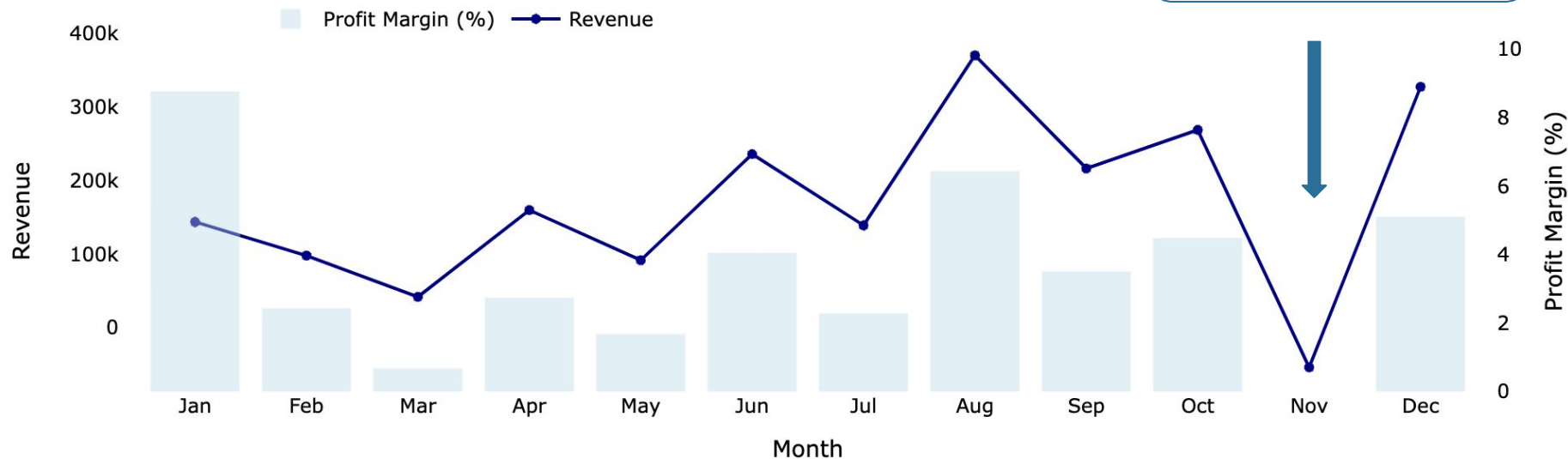
£635 profit
on avg year-round users

**Multiple bets generate 4x
revenue than single bets.**

£43
avg revenue per UK client

Profitability

- Losses in key sports.
- More max betting.
- Larger bet sizes.



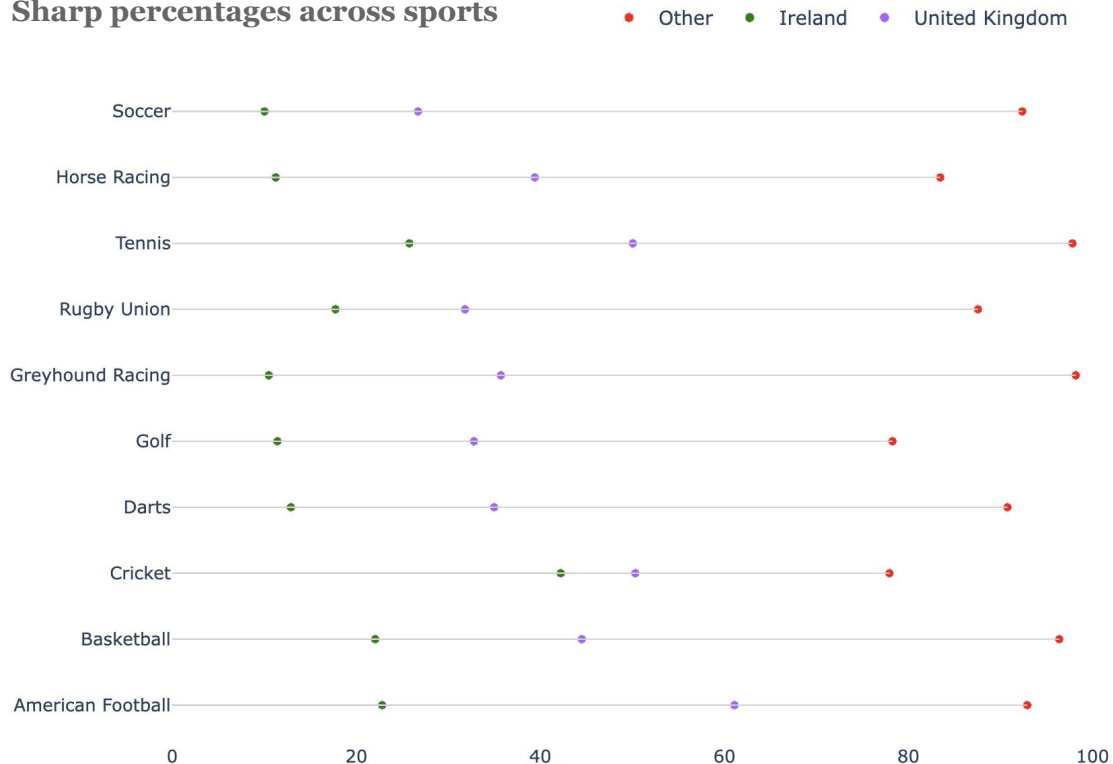
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Market risk

Sharp percentages across sports



Sharps reduced UK profit by £1.3M in 2018 - 33% of gross returns.

- Sharps are **transient in nature** - 29% of them are active for only one month.
- **Unusual patterns in the 'other' group hold** regardless of account age or acquisition channel.
- **Recommendation:** 'Other' group could be used as a **control group** to better understand sharp behaviours and test mitigation strategies.

Conclusions

1

Betting behaviour is narrow and sport specific.

This could present a marketing campaign opportunity to expand user engagement across multiple sports.

2

Profitability relies more on user behaviour than betcount.

Focusing less on volume and more on behavior is key to driving profit.

3

Sharp bettors erode profits across the market.

Non-UK/Ireland regions reveal sharp bettor patterns and help identify mitigation strategies.