

Note: Where we have 1 that means player is **interested / participated** or have 0 means **not interested / not participated**Exp. Casino Slot Games - **0** means **not interested / not participated**

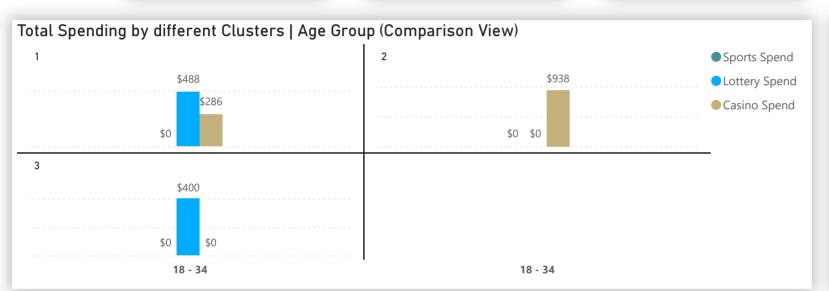
10 Total Players

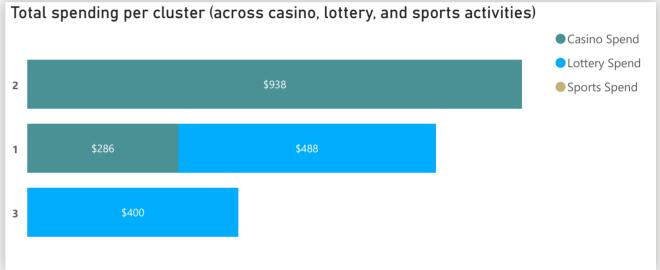
\$888 Lottery Spend \$1,224
Casino Spend

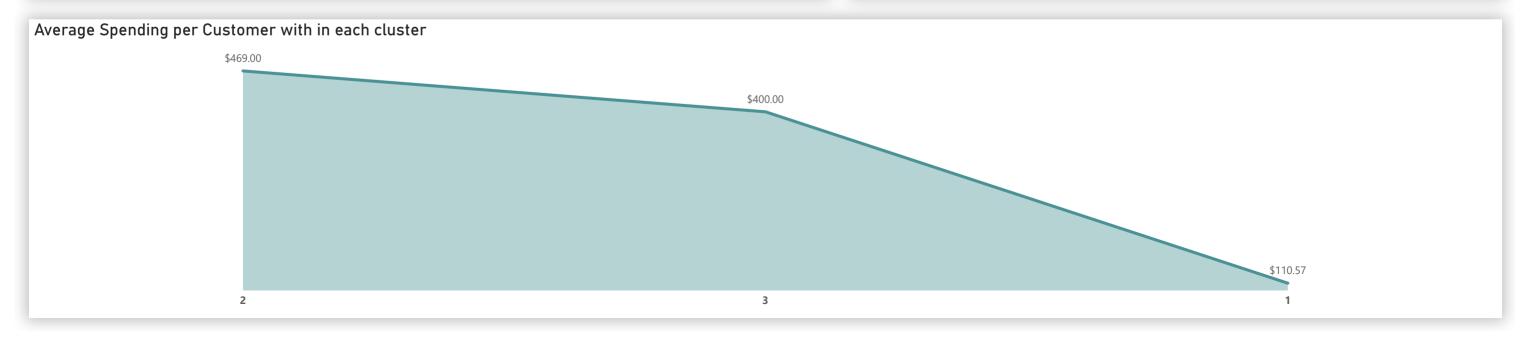
\$888 Lottery Spend Note: This page is showing data only for 2022

\$2,112

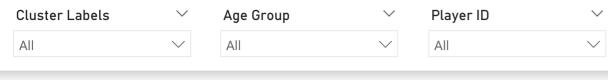
Total Spend (Lottery, Casino, Sports)



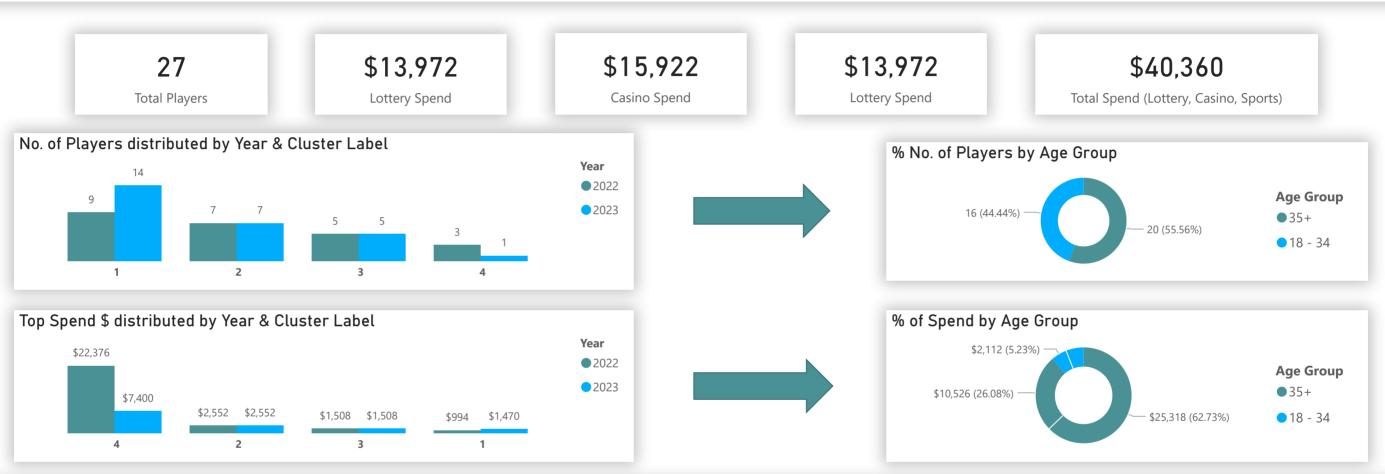




Players Interest & Spent Analysis



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Players Interest & Spent Analysis

Cluster Labels	~	Age Group	~	Player ID	~
All	\checkmark	All	~	All	\vee

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Note: To see data for particular year, Please select year from dropdown

24
Total Players

\$9,562Lottery Spend

\$10,402

Casino Spend

\$9,562

Lottery Spend

\$27,430

Total Spend (Lottery, Casino, Sports)



Year	Cluster Labels	Player ID	Age Group	Sports Spend	Casino Slot Games	Casino Table Games	Lottery 649	Lottery Lottomax	Sport Code (AMFB)	Sport Code (BASK)	Login Frequency	Casino Spend	Lottery Spend	Total Spend (Lottery, Casino, Sports)
2022	1	1	18 - 34	\$0	1	0	0	1	0	0	12	\$40	\$72	\$112
2022	1	2	18 - 34	\$0	1	0	1	0	0	0	14	\$60	\$84	\$144
2022	1	3	35+	\$0	0	1	0	1	0	0	12	\$64	\$60	\$124
2022	1	4	18 - 34	\$0	1	0	0	1	0	0	10	\$40	\$84	\$124
2022	1	5	18 - 34	\$0	1	1	1	0	0	0	16	\$20	\$60	\$80
2022	1	6	18 - 34	\$0	0	1	1	1	0	0	14	\$46	\$48	\$94
2022	1	7	18 - 34	\$0	1	0	0	1	0	0	16	\$30	\$62	\$92
2022	1	8	35+	\$0	0	1	0	1	0	0	14	\$46	\$50	\$96
2022	1	9	18 - 34	\$0	1	1	1	0	0	0	12	\$50	\$78	\$128
2022	2	10	35+	\$0	1	1	0	0	0	0	100	\$200	\$0	\$200
2022	2	11	18 - 34	\$0	1	0	0	0	0	0	120	\$600	\$0	\$600
2022	2	12	35+	\$0	0	1	0	0	0	0	140	\$400	\$0	\$400
2022	2	13	35+	\$0	1	0	0	0	0	0	130	\$300	\$0	\$300
2022	2	14	35+	\$0	1	0	0	0	0	0	110	\$300	\$0	\$300
2022	2	15	18 - 34	\$0	0	1	0	0	0	0	102	\$338	\$0	\$338
2022	2	16	35+	\$0	1	1	0	0	0	0	116	\$414	\$0	\$414
2022	3	17	35+	\$0	0	0	1	0	0	0	48	\$0	\$200	\$200
2022	3	18	18 - 34	\$0	0	0	1	1	0	0	40	\$0	\$400	\$400
2022	3	19	35+	\$0	0	0	0	1	0	0	60	\$0	\$300	\$300
Total				\$7,466								\$10,402	\$9,562	\$27,430