

# Marketing Manual: Online Gambling

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Last Reviewed : December 23, 2020

## Demographic Metrics

91%

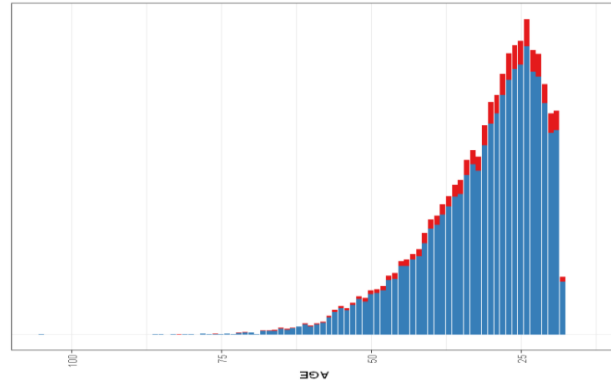
Online Players are Men

31

Average Age for All Players

57.9%

Online Players Originate from Germany



\*Note | Additional Analytics for Demographic metric can be found on the Shiny App\*

## Revenue & Sales Metrics

€40.3 M

Gross Gaming Revenue

Two Virtual Betting  
Methods in GGR

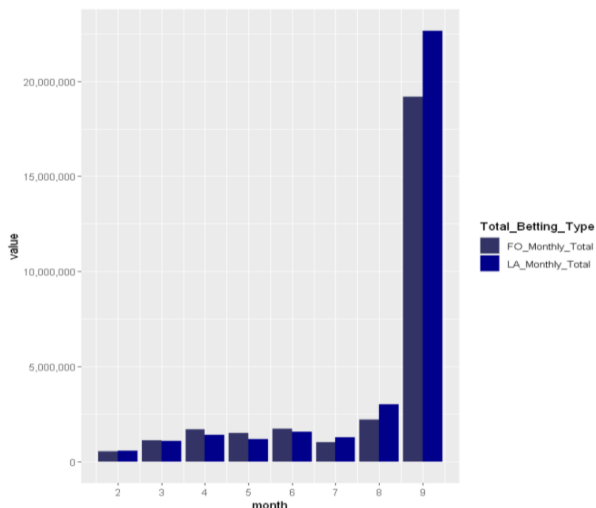
Fixed Odds | € 28.96M *(cumul. wins)*

- Average Days Users were Active: 24 Days
- Average Total Stakes: 715

Live Action | € 32.69M *(cumul. wins)*

- Average Days Users were Active: 8
- Average Total Stakes: 807

Monthly view of Total Bets Placed for both  
Fixed Odds & Live Action



- On Average, Fixed Odds had twice as many bets placed (132) as Live Action (61)
- September showed to have the highest bets provided for both game types, with Live Action having a total bet of 3.4M more than Fixed-Odds.
- Given such high value, the data's integrity should be evaluated

# Marketing Metrics: RFM Analysis



Each online active player was evaluated on spend based on the recency, frequency and total amount spent during the 8-month betting period. A statistical analysis was conducted showing the highs, lows and averages of all the player, which provided insight on the top customers who would be loyal customers with high consumption rates.

USERID	recency	frequency	monetary
Min. :1324354	Min. : 0.0	Min. : 1.0	Min. : 0.0
1st Qu.:1344236	1st Qu.: 98.0	1st Qu.: 17.0	1st Qu.: 38.1
Median :1363423	Median :213.0	Median : 62.0	Median : 178.0
Mean :1363396	Mean :167.2	Mean : 355.5	Mean : 2518.1
3rd Qu.:1382601	3rd Qu.:241.0	3rd Qu.: 202.0	3rd Qu.: 709.8
Max. :1402197	Max. :241.0	Max. :193442.0	Max. :1093423.0

*RFM Statistical Summary*

USERID	recency	frequency	monetary
1324354	4	279	11736.610
1324356	19	214	910.660
1324368	40	805	8432.120
1324379	0	1734	6866.149
1324386	1	896	11550.448
1324404	1	2018	36793.850
1324416	74	1587	7321.240
1324419	9	344	25109.940
1324437	5	690	3652.451
1324449	0	1010	14548.470
1324465	7	1381	891.460
1324476	35	257	1209.240
1324498	1	1808	7413.970
1324529	35	309	928.250
1324560	0	8777	41907.010

**€1M**

Max Gambled Amount by a Specific Online Player

**3972**

Total Users who Spent more than € 709 each game that played more than 202 times within the last 98 days of the - month period

*Sample List of Top 15 Customers to Target based on Loyalty & Consumption*



Using the statistical summary, each customer was scored with the recency, frequency and monetary of their gaming behavior.

USERID	recency	frequency	monetary	R_Score	F_Score	M_Score	RFM_Score	segmentRFM
1324354	4	279	11736.6100	4	4	4	444	Champions
1324355	235	252	464.5000	2	4	3	243	Can't Lose Them
1324356	19	214	910.6600	4	4	4	444	Champions
1324358	150	11	209.8575	3	1	3	313	Promising
1324360	9	47	43.1573	4	2	2	422	Potential Loyalist

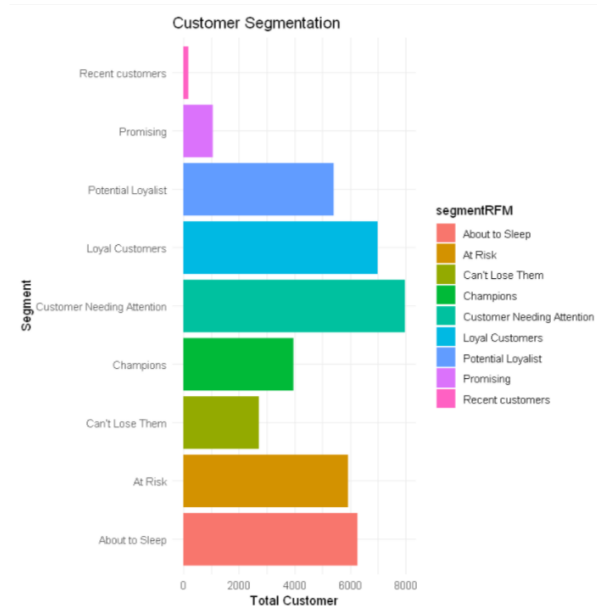
# Marketing Metrics: RFM Analysis



If targeting specific customers based on all three criteria, customers with the label of Champions should be targeted. Customers who are labeled as Loyal Customers are those based with low spend, but they play frequently

segmentRFM	Count
Customer Needing Attention	7973
Loyal Customers	6983
About to Sleep	6262
At Risk	5940
Potential Loyalist	5411
Champions	3972
Can't Lose Them	2719
Promising	1068
Recent customers	171

Total Customers for each RFM Segmentation



## Recommendations

### 1 | Investigating Marketing Efforts & Demographics

Given that Germany had the highest not only male players, but also female players, further data might be collected to see why Germany as a location has been so successful. Reviewing online advertisements and websites could help further the clientele reach.

### 2 | Churn Ratio & Incentive Scheme

RFM analysis indicated 7000 customers that have a high possibility of being lost, which highlights the need to evaluate churn ratio. Details such as duration of game vs. duration of player in a game and if player won/lost the round would help provide insight on their predictive behavior to churn. These players could be targeted with incentives to see if they would not churn with the usage of new promotions.

### 3 | Unsupervised Learning with K-Means

Using the Top 3972 customers who were identified as loyal and high consumers, it would be helpful to see which of these online gamblers would most likely gamble again. A correlational analysis could also be done to see if the websites from which they gambled had any effect on repeat clientele.