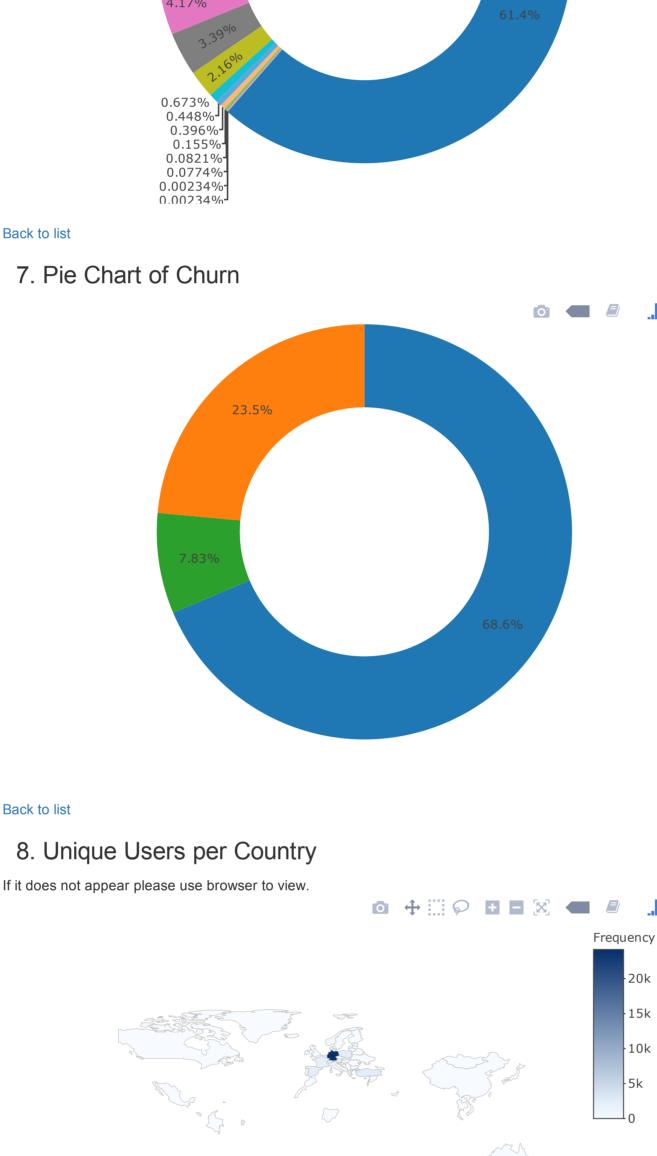
Online sport gambling Descriptive analysis GROUP MEMBER: SIDDHANT CHAUHAN / SHIVAM SARIN / YEN CHUN, LIU Introduction The goal of this report is to provide overall picture on the customers and insights. For this analysis report used four raw datasets plus information provided in the codebook to generate basetable. Charts are mainly analysis with RFM(Recency, Frequency, Monetary) and others like location etc. The Chart list below are some demonstrate of possible overview analysis using basetable through R shiny. R shinny provides flexibility for users to choose from five variables(Gender, Country, Product ID, Application ID, User ID, Language). **Chart list** 1. Unique Users per Products 2. Frequency Plot for Poker Chips by months 3. Frequency Plot for User Aggregation by months 4. Frequency Plot - Application used 5. Frequency Plot - Age 6. Unique Users per Languages 7. Pie Chart of Churn 8. Unique Users per Country 9. Frequency Plot - Length of relationship (Days) 10.Unique Users per Gender 11. Average number of days between betting sessions - Poker Chips 12. Average number of days between betting sessions - User Aggregation 13.Product wise - Profit vs Loss 14.Product wise - Profit% vs Loss% 15. Winnings Vs Profit Vs Stakes 16.Freq vs Profit for User Aggregation 17.Stakes Vs Profit 1. Unique Users per Products 31.5% 1.04% Back to list 2. Frequency Plot for Poker Chips by months 100k 80k 60k 40k 20k Back to list 3. Frequency Plot for User Aggregation by months 8M 7M-6M 5M 4M-3M 1M Back to list 4. Frequency Plot - Application used 15k 10k 5k CASTRO BET BETEIND OF PORES BET AND WITH A STAND BET AND WITH A STAND WI PLAYLOM OR OKER OKER, ON WES ON ON ON ON WES ANTI-ON ONE PRINTED TO BALLS FE BETRURE TO BALLS FE BETRURE BE Back to list 5. Frequency Plot - Age 2000 1500 1000 500 100 Back to list 6. Unique Users per Languages 5.78% 5.2% 4.17% 0.673% 0.448% 0.396% 0.155% 0.0821% 0.0774% 0.00234% Back to list 7. Pie Chart of Churn 23.5%



9. Frequency Plot - Length of relationship (Days)

100

8.41%

150

Back to list

12k

10k

8k

6k

4k

2k

Back to list

8k

6k

4k

2k

120k

100k

80k

300k

250k

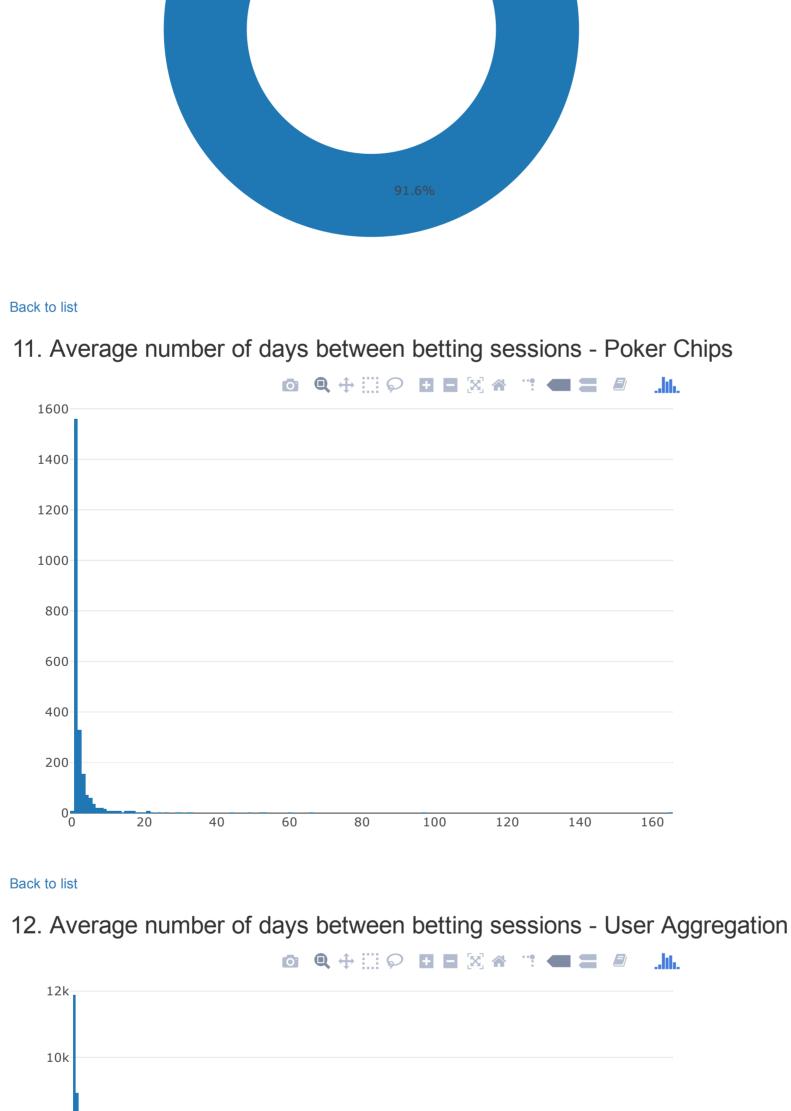
200k

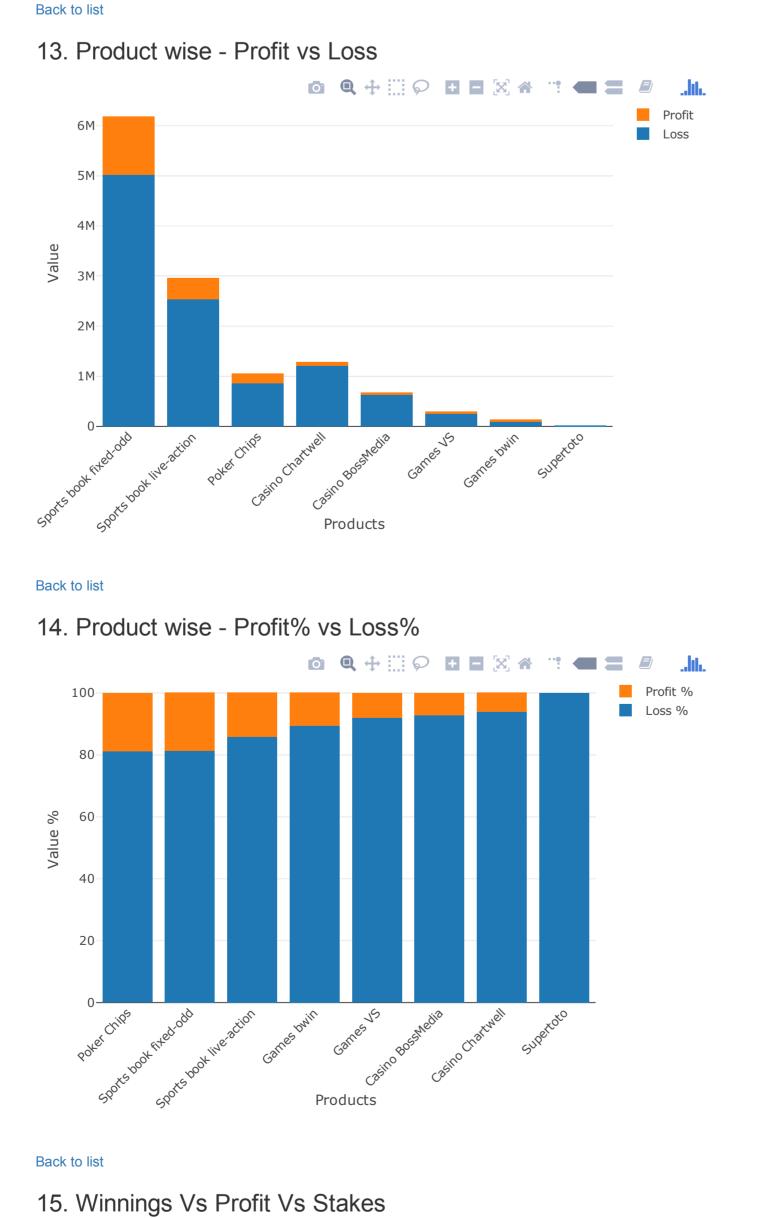
150k

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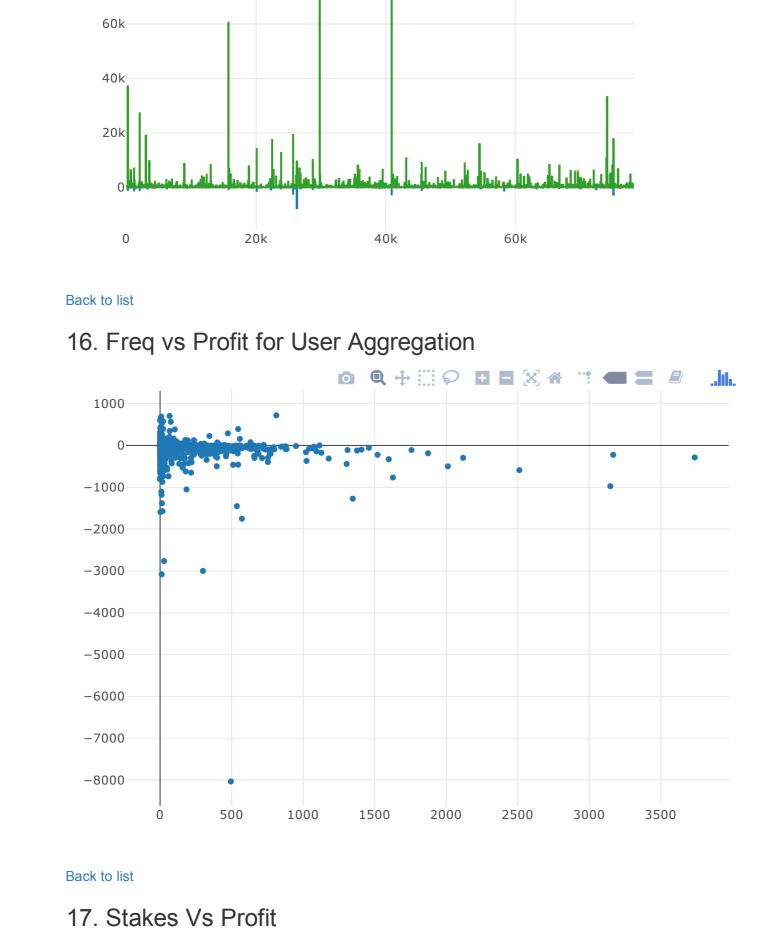
10. Unique Users per Gender





Profit Wins

Stakes



Profit Stakes

100k 50k -50k0 20k 40k 60k