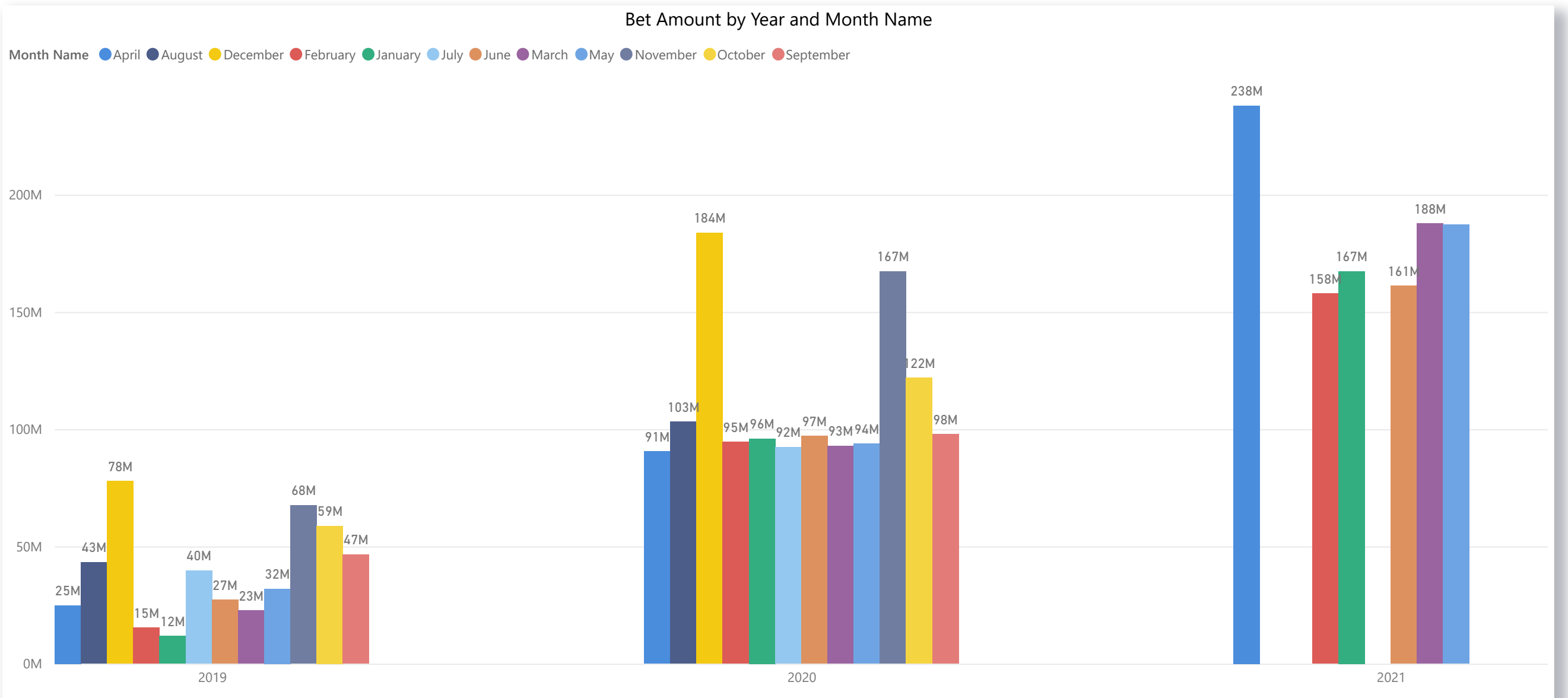


Problem-1

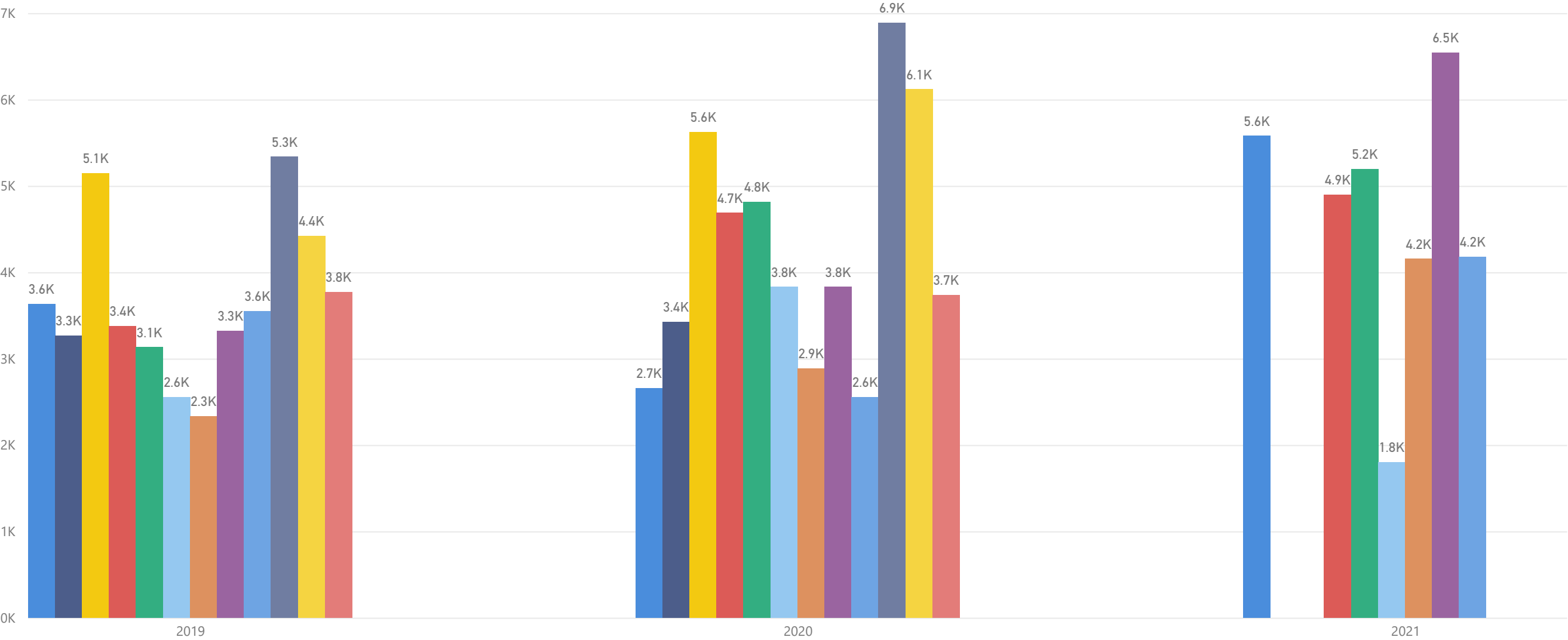
**Views on how new acquisition volumes are developing for 2021
and
where business should focus on increasing its customer base**



Here we can easily see , there is a huge growth in bet amount in 2021 as compared to last two years. Specially in the month of April , we can see there is a total 238 M whopping bet.

First Deposit Amount by Year and Month Name

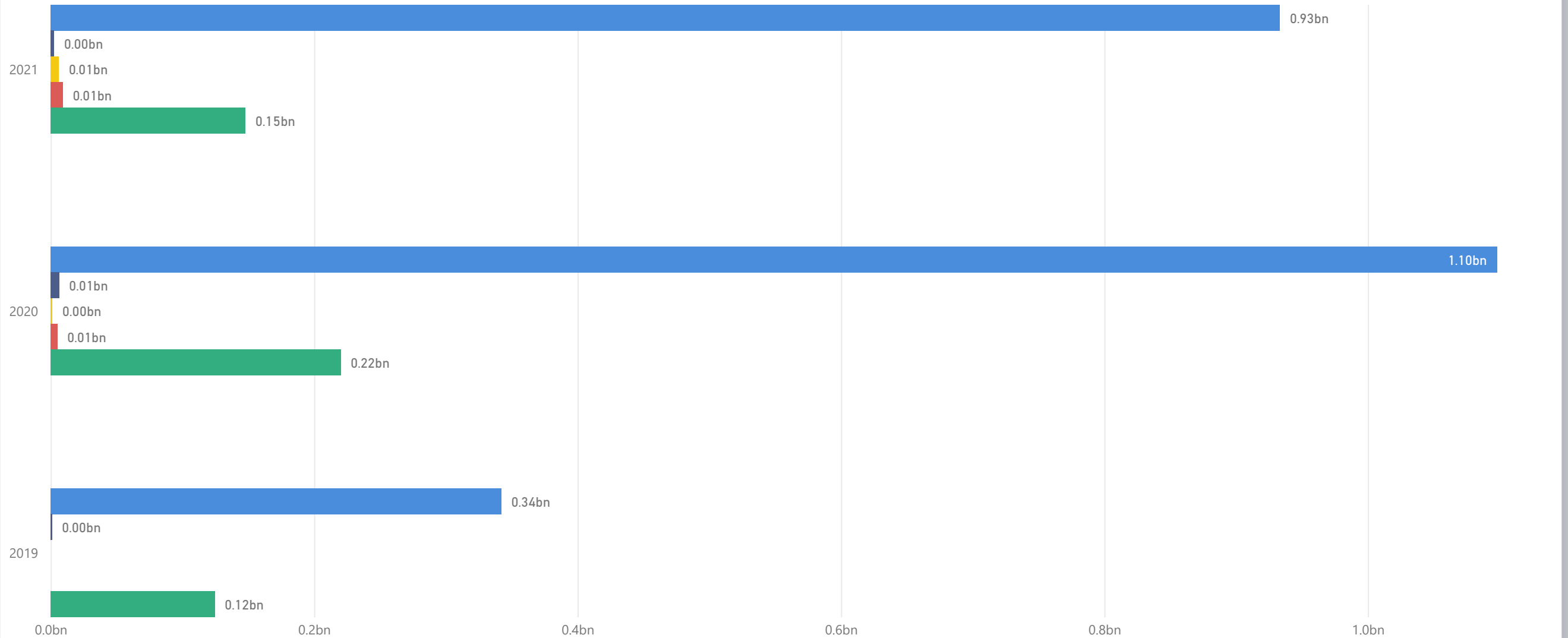
Month Name April August December February January July June March May November October September



Till now , in 2021 there is a increase in Deposit amount as compared to last two years.

Bet Amount by Year and Product

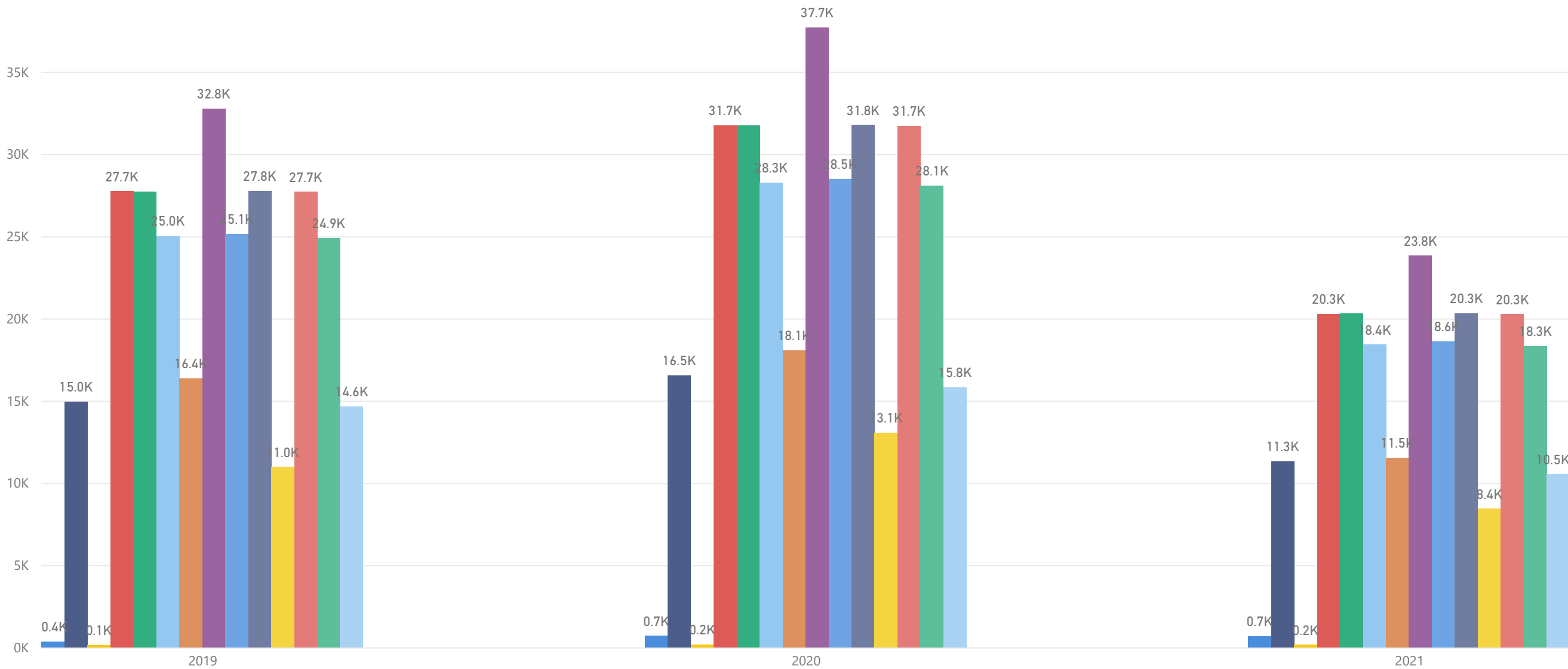
Product eGaming IVG Lottery Lotto SportsBook



As usual eGaming product attracts the highest bet amount .
There is a decrease in SportsBook and IVG data in 2021 as compared to last year.

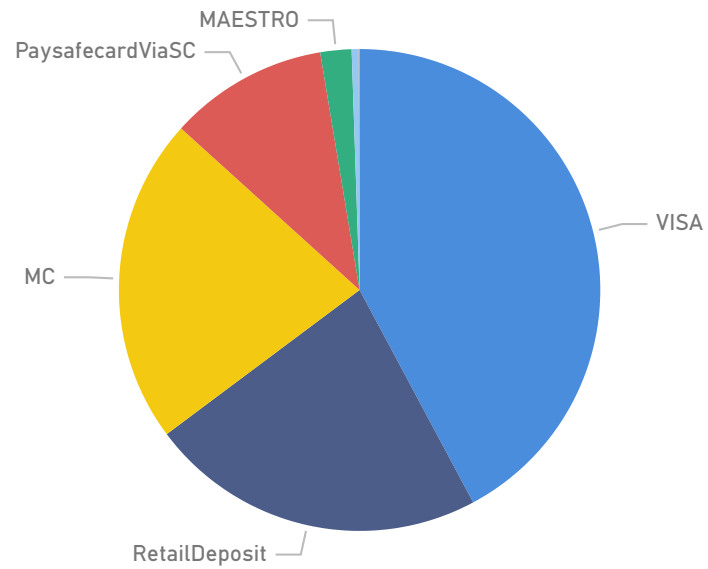
First Deposit Amount by Year and advertiser id

src_advertiser_id 125245 127690 127693 129131 129132 129133 129134 129135 129136 129137 129138 129151 129171 129750

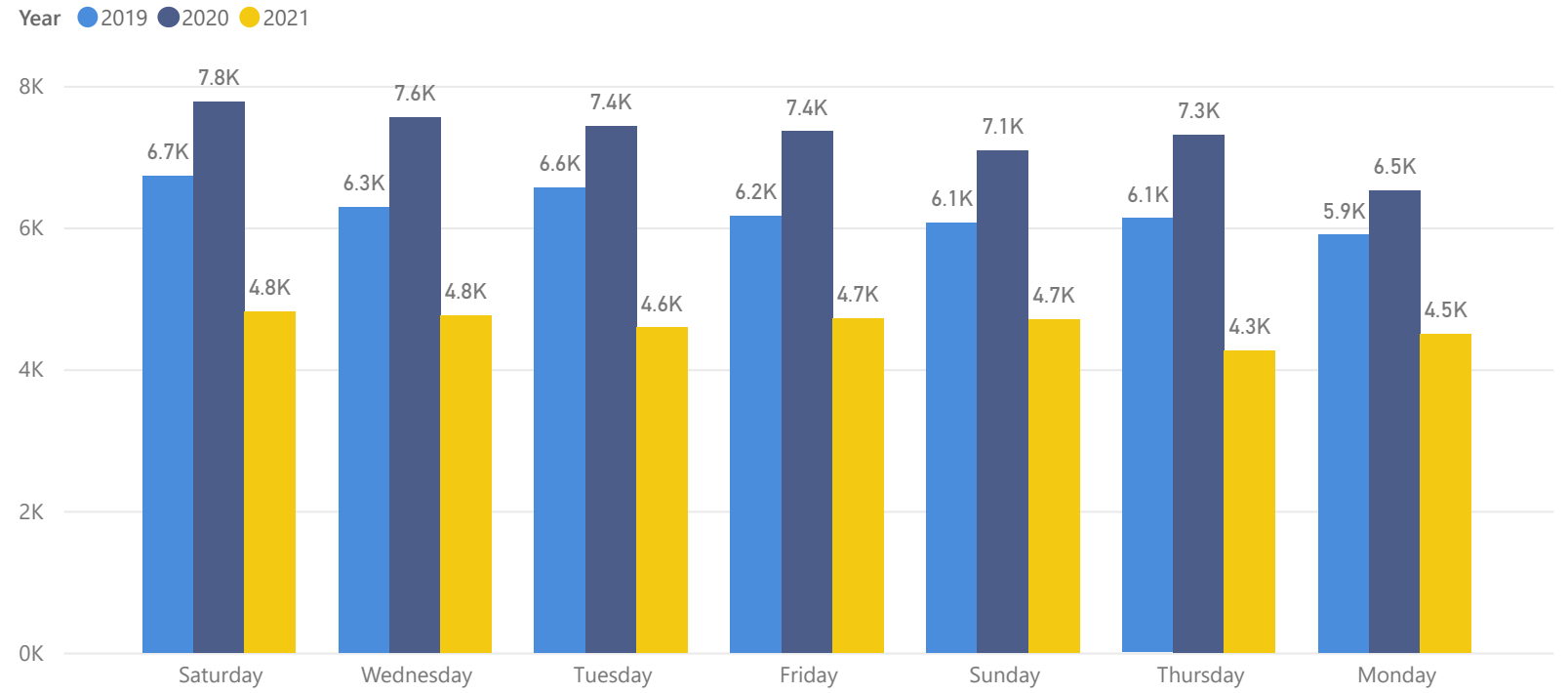


Till now there is a similar trend between 2020 and 2021 data but may be deposit amount will get higher trends in the later months as we have seen in the previous graph that there is a lot of Bet in the later months.

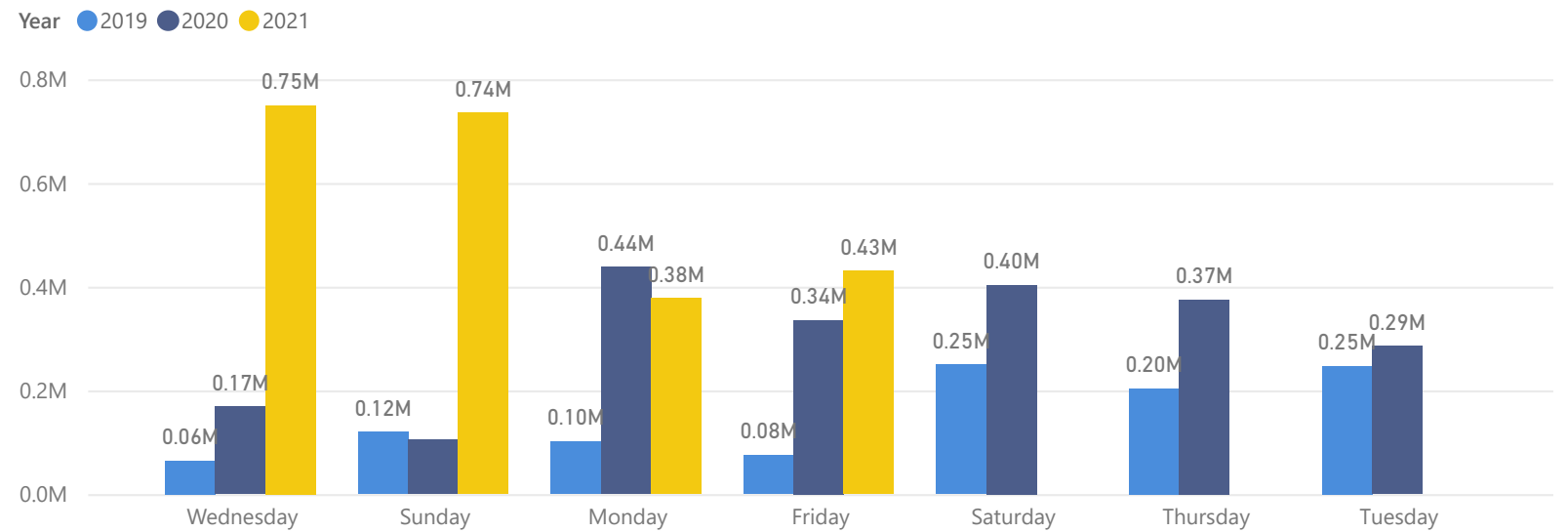
First Deposit Amount by First Deposit Method



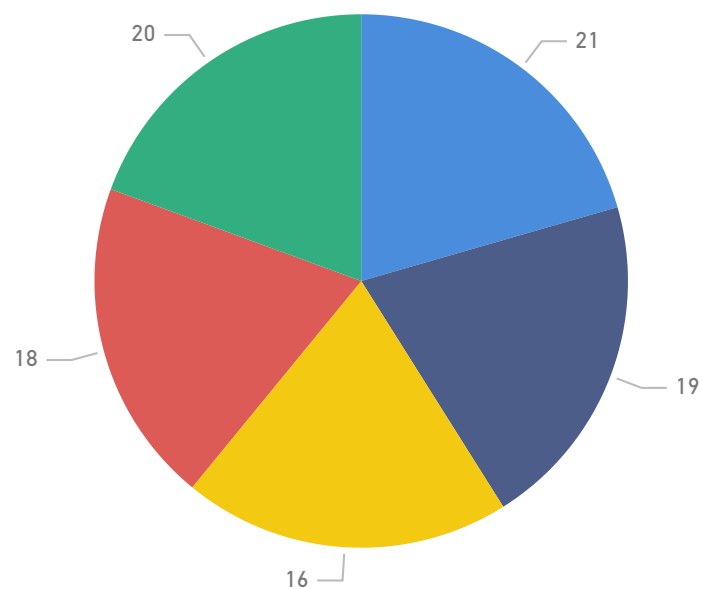
First Deposit Amount by Day Name and Year



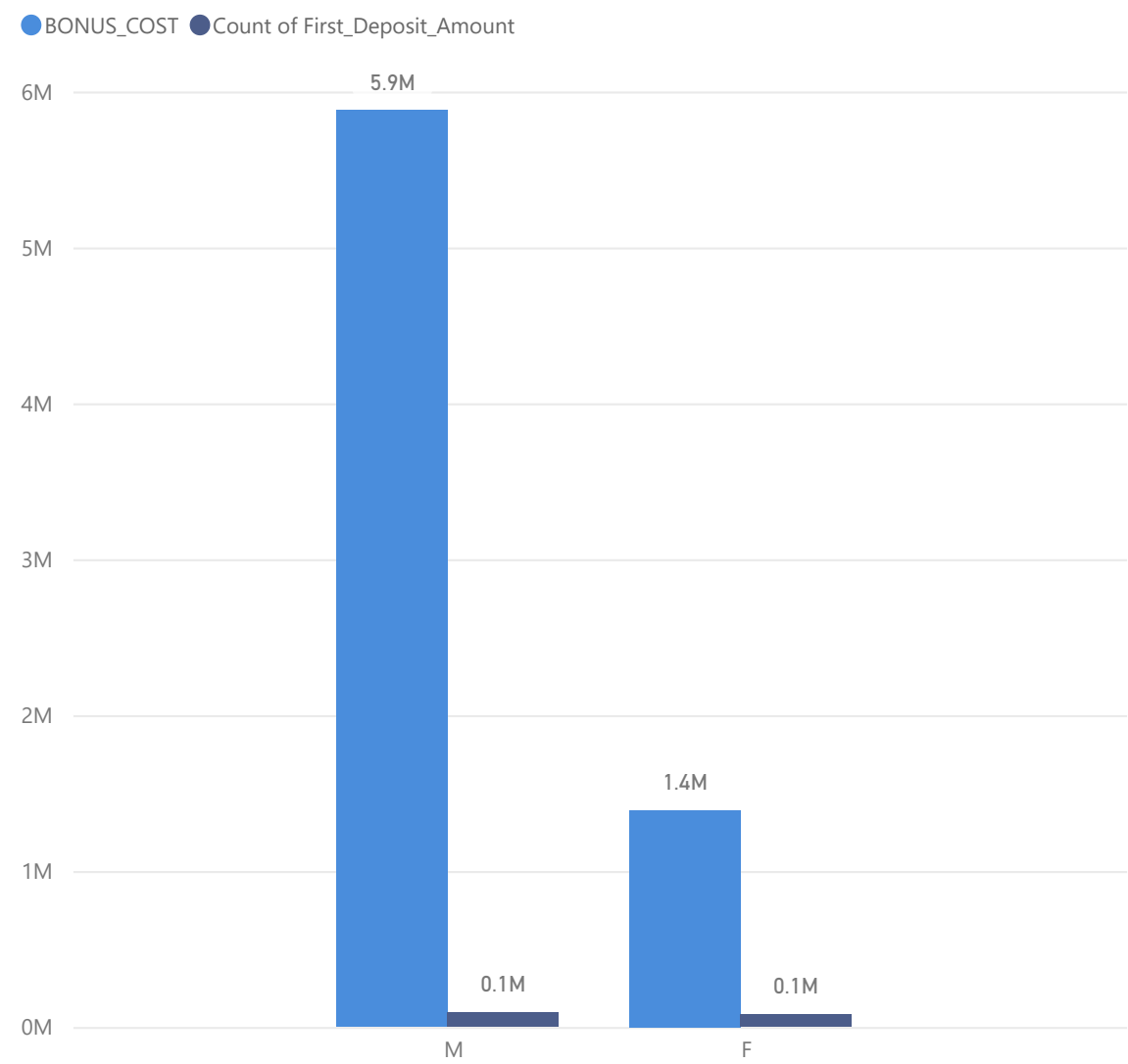
Player Active Days by Day Name and Year



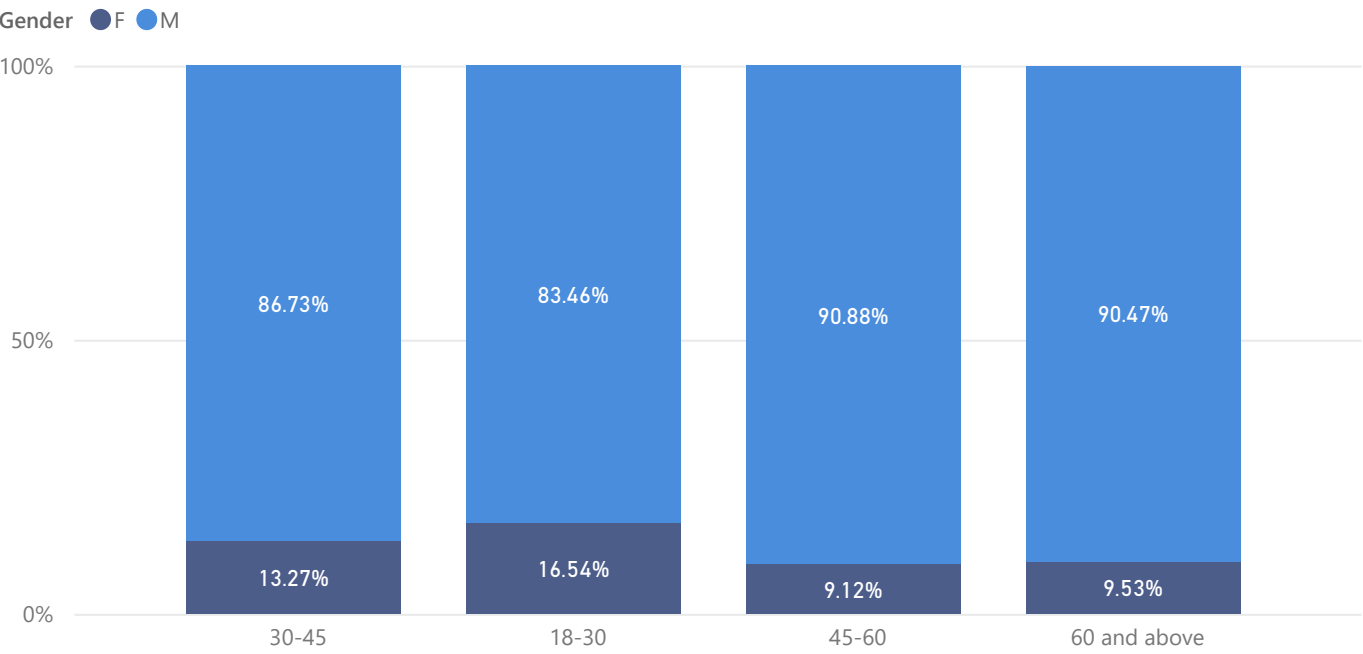
First Bet Amount by Hour



Bonus and First Deposit Amount by Gender



Player Active Days by Age group and Gender



Some Points from above graphs:-

- 1 - Most of the deposit are done through visa cards followed by retail deposit and master card.
- 2 - In every year , there is more deposit on Saturday followed by Wednesday and Tuesday. There is less deposit on Monday as compare to other days.
- 3 - There is a sharp increase in the interest of player in 2021 as trends indicates a lot of users love to spend their time on betting as compared to previous two years.
- 4 - People are more active on Wednesday and Sunday as compared to other days.
- 5 - Most of the people make their first bet in between 4 PM to 9 PM except 5 PM.
- 6 - Male players are more active as compare to female players.

Personal Suggestions:-

One reason of customer hesitation to bet might be their lack of knowledge in this sector/field. Educating them how to bet or the approaches to make a wise bet might result in them learning and betting more, eventually increasing their overall activity on the site.

Conclusion:-

To increase our acquisition we should consider the following points:

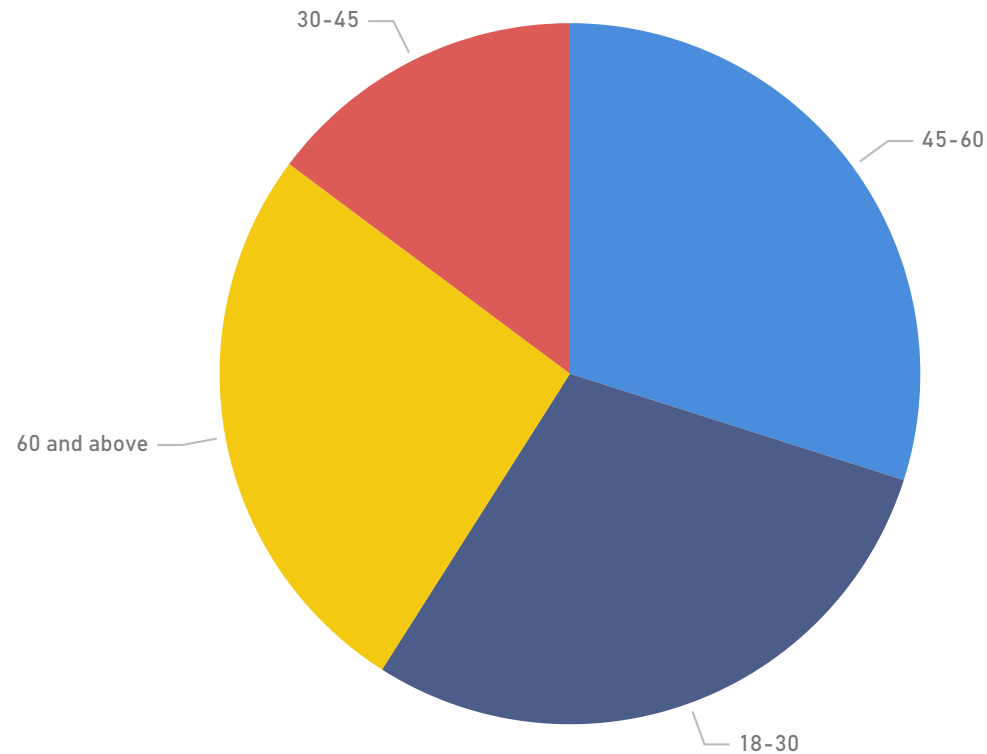
- 1 - There is a chance of growth for the age group of 18-30 years, as this age group deposits a fair amount of money and also participates actively in betting. They receive fewer bonuses as compared to other age groups, so we should take measures on priority in order to increase their engagement.
- 2- Female candidates are one of the major groups that we should consider as they deposit a significant amount of money but they don't participate in betting much, hence they don't get enough bonuses and connecting with them might turn out to be a game-changer.
- 3 - Some advertising IDs perform well, we have to use them effectively and have to encourage the other advertising ids that don't perform better. We should also focus on advertisements to target the customers at the perfect time as most of the people are active between 4 to 9 pm. And we must ensure effective utilization of prime days i.e. Saturday and Wednesday as most of the users are active on the same.

Problem-3

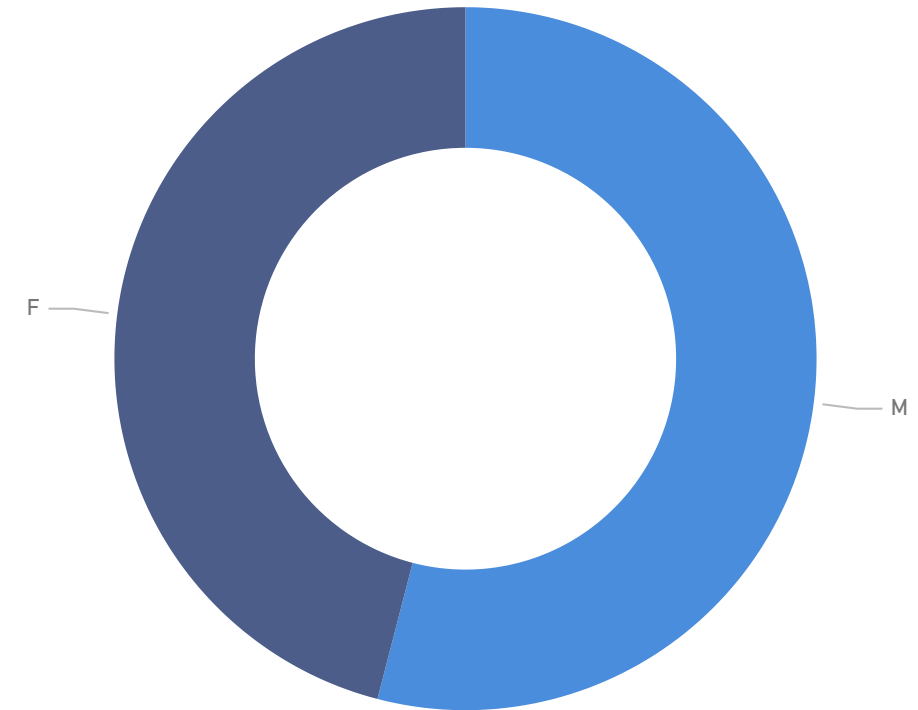
Customer Segmentation

1- Who is buying from us ?

First Deposit Amount by Age group

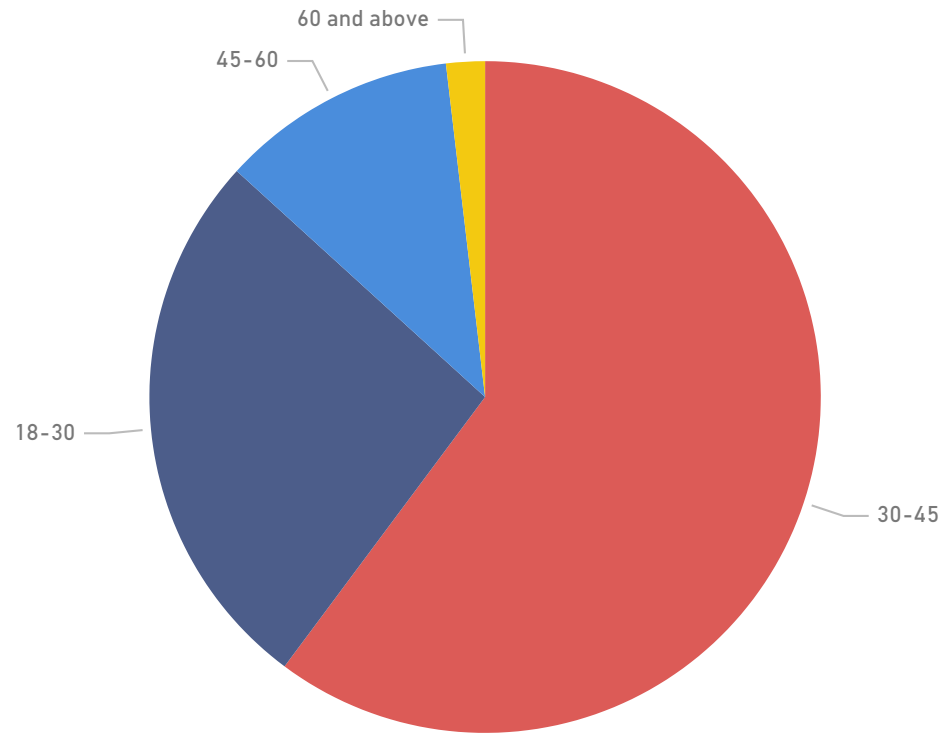


First Deposit Amount by Gender

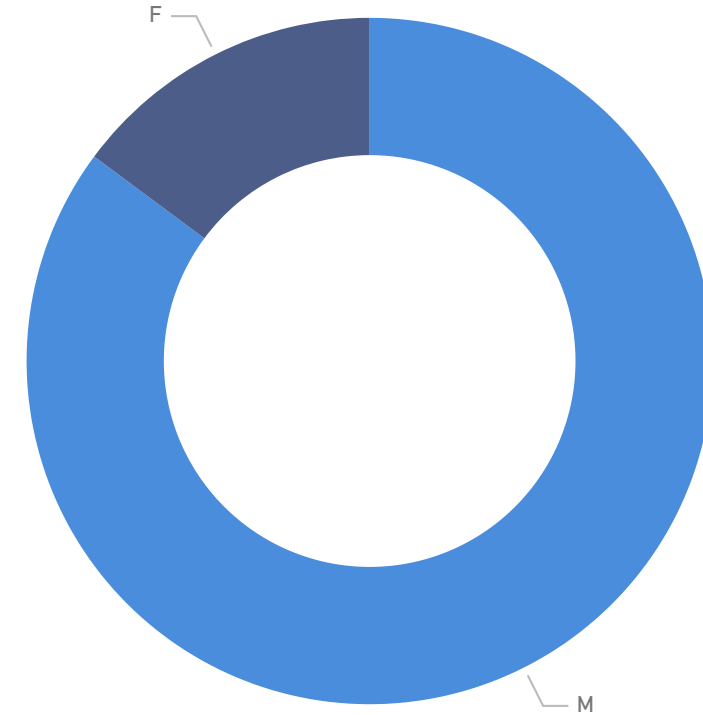


If we look at our Deposit data and age group then we come to the conclusion that almost every age group deposits roughly same percentage of amount except the age group 30-45. If we see it from gender prospective then Male player deposit slightly more amount as compared to Female Players.

Bet Amount by Age group



Bet Amount by Gender

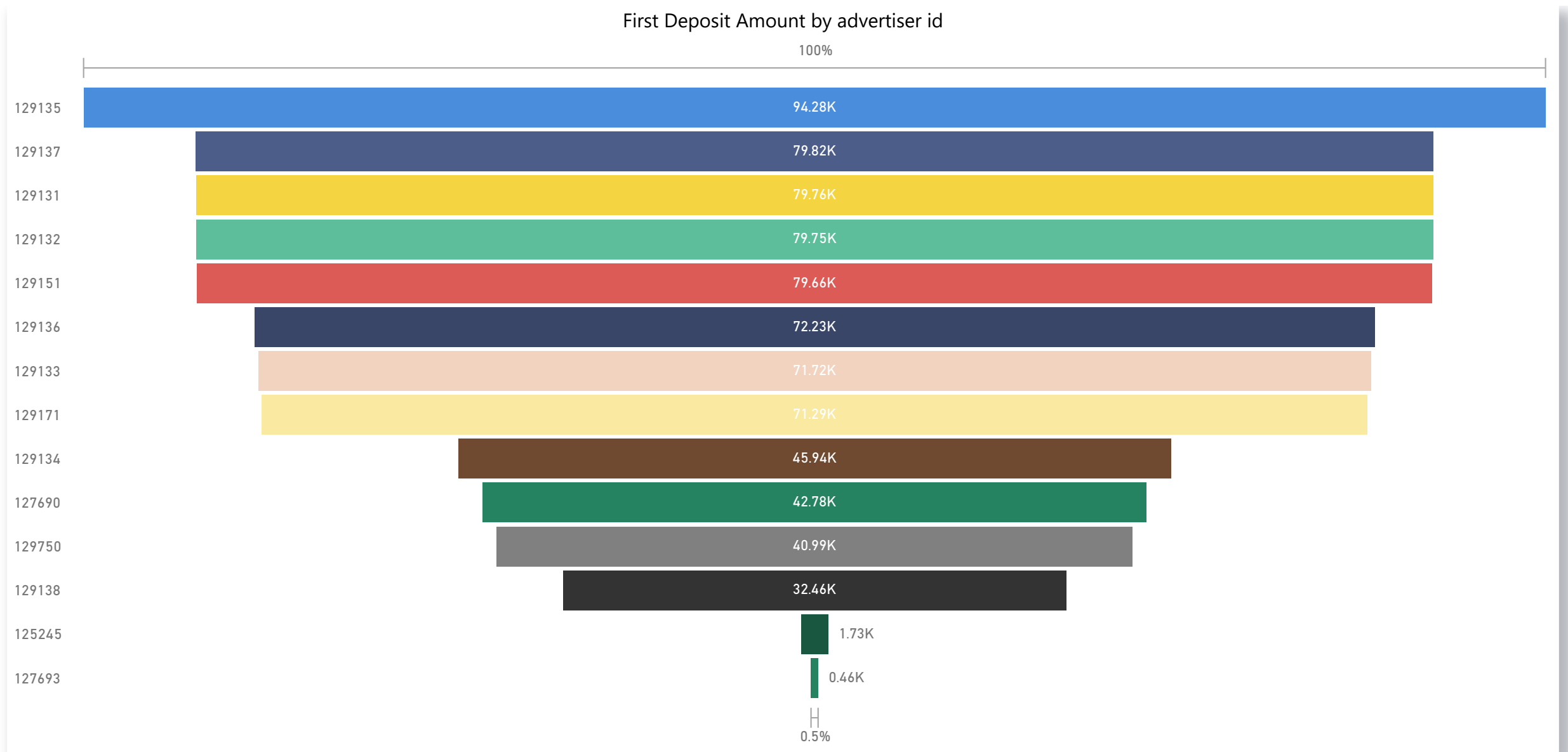


From Bet amount and player details we can see following trends:

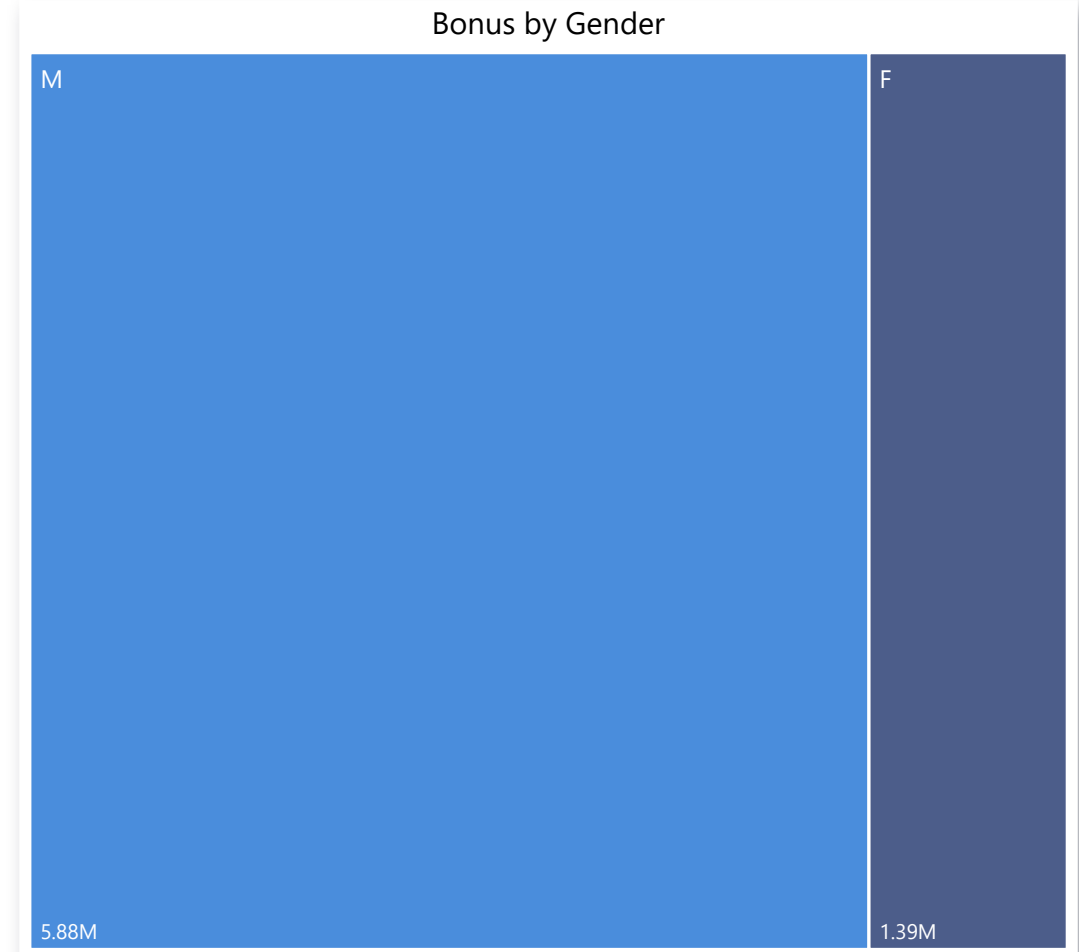
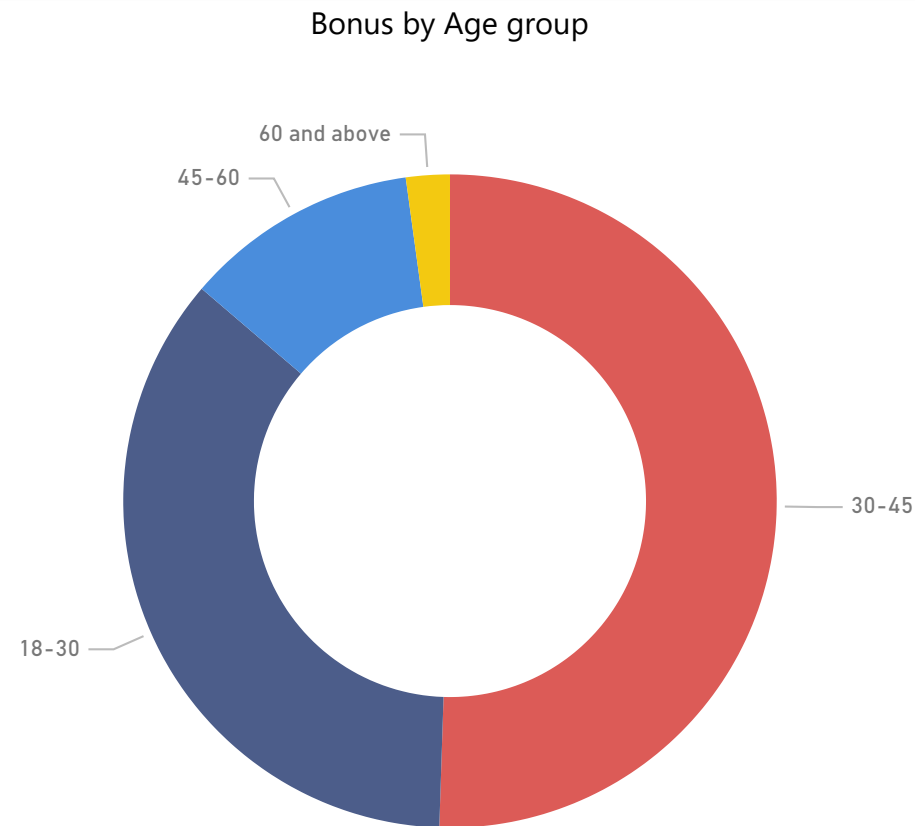
1- People of age group 30-45 bet the most (60%), 26% bet amount is contributed by the adults (age group 18-30).

2- By gender prospective male are more likely participate in betting than female players.

3- older people bet the least. on the other hand this group also deposit 26% of the total deposit amount.



There is a crucial taking from this viz., those people who got the advertise from advertising id 129135 deposit the most. Id = 129137,129131,129132,129151 also did well and attract customers in the same way. These two Id named 125245 , 127693 are at bottom and performed the less.



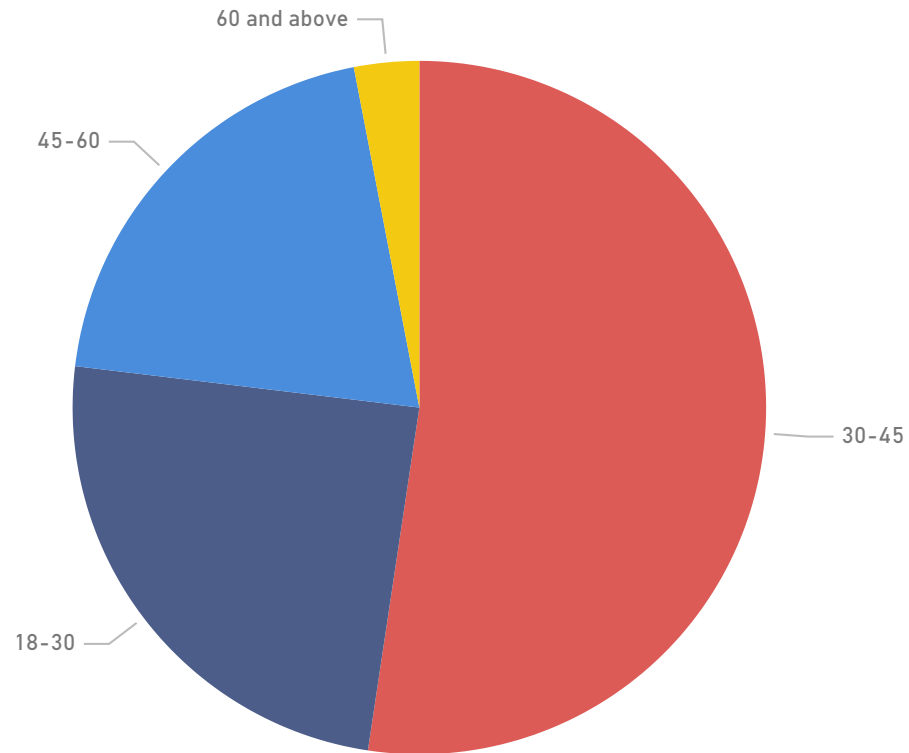
If we see from bonus prospective , then male candidates get the bonus most. people from age group 30-45 got the highest bonus (50%) and also this group bet the most(as seen from previous graph). Adults also grab the 35 % of bonus and they also deposit around 26 %.

Conclusion:-

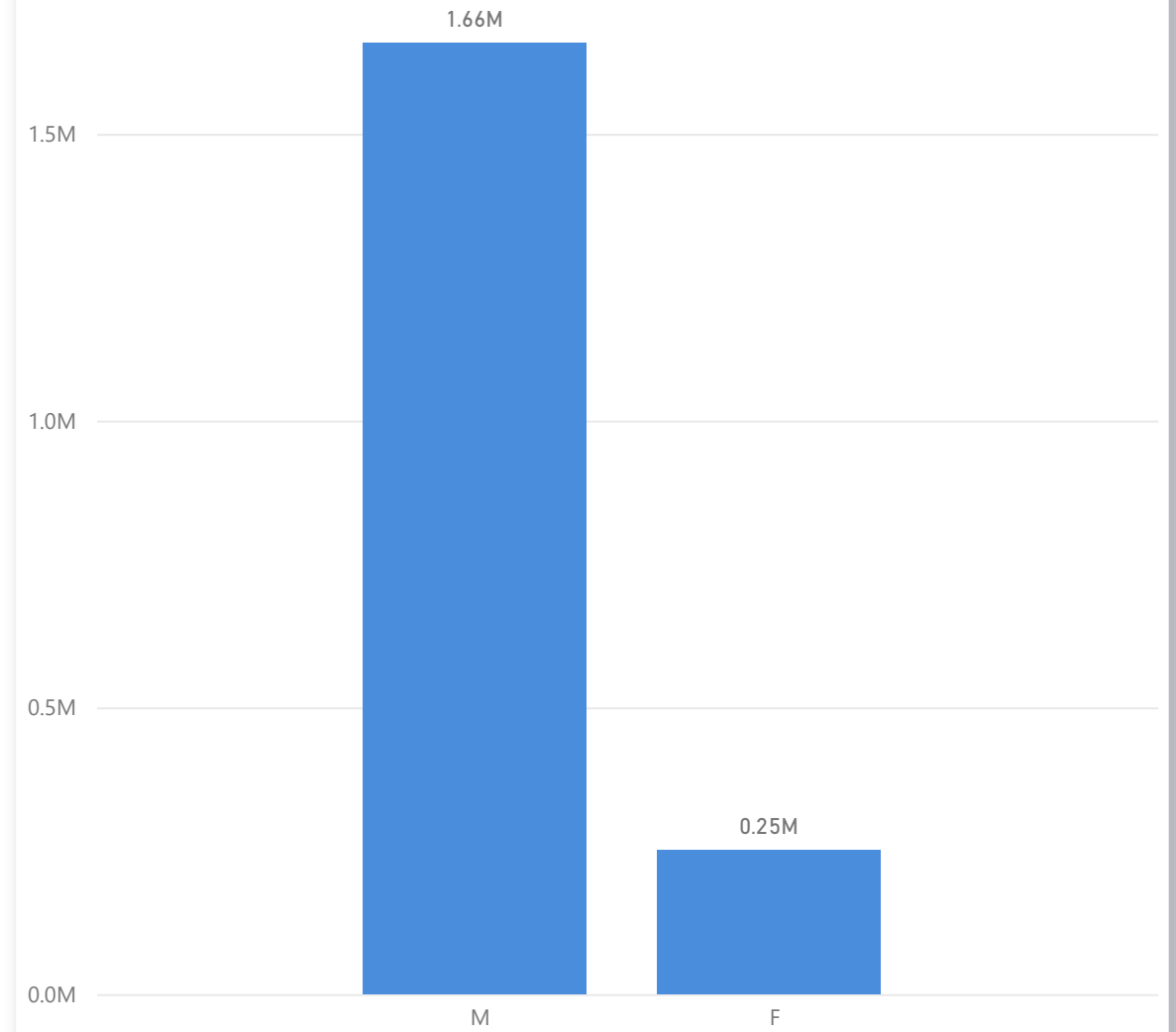
- 1- People from age group 18-30 and 45-60 deposits the most irrespective of gender.
- 2- Most of the bet comes from the age group 30-45 followed by the age group 18-30. Male bet is huge as compare to Female bet.
- 3- People getting the advertisement from advertising id = 129135 , buy the most.
- 4- People who got the most bonuses , bet the most.

2 - Who are our valuable customers ?

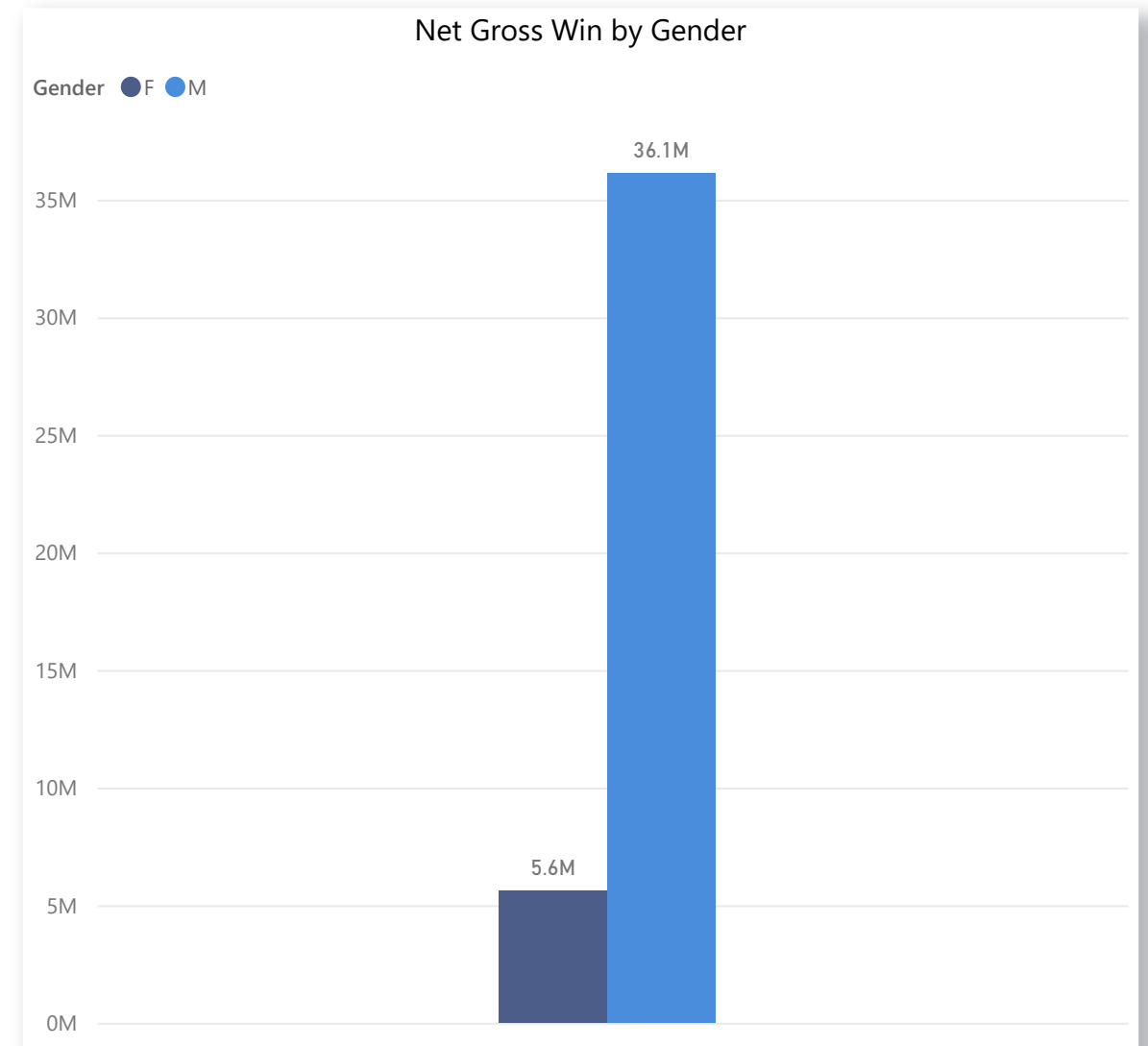
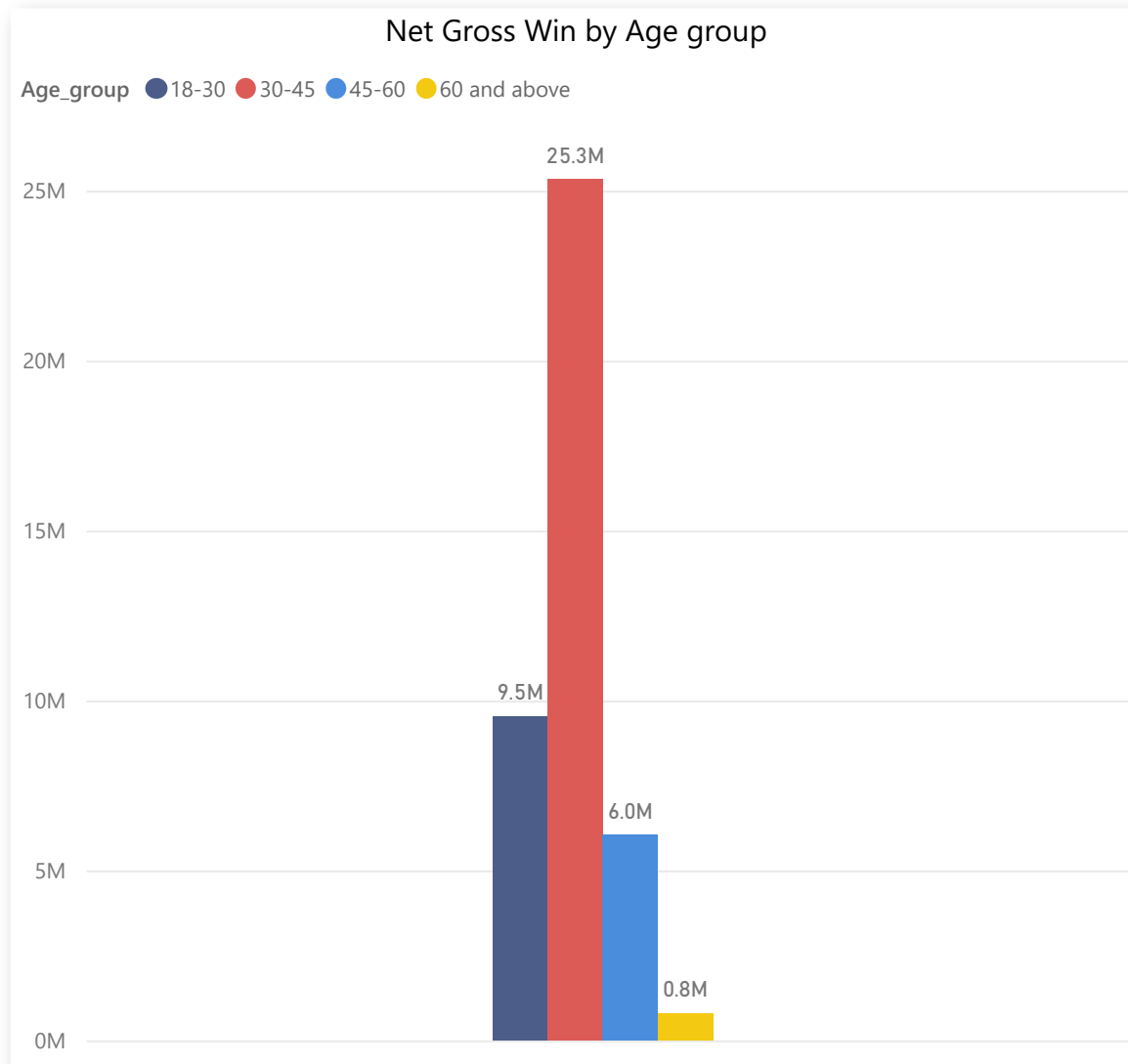
Player Active Days by Age group



Player Active Days by Gender



When we talk about active players then people from age group 30-45 tops the list followed by the 18-30 group. Male candidates are more active on the platform than the female candidate.

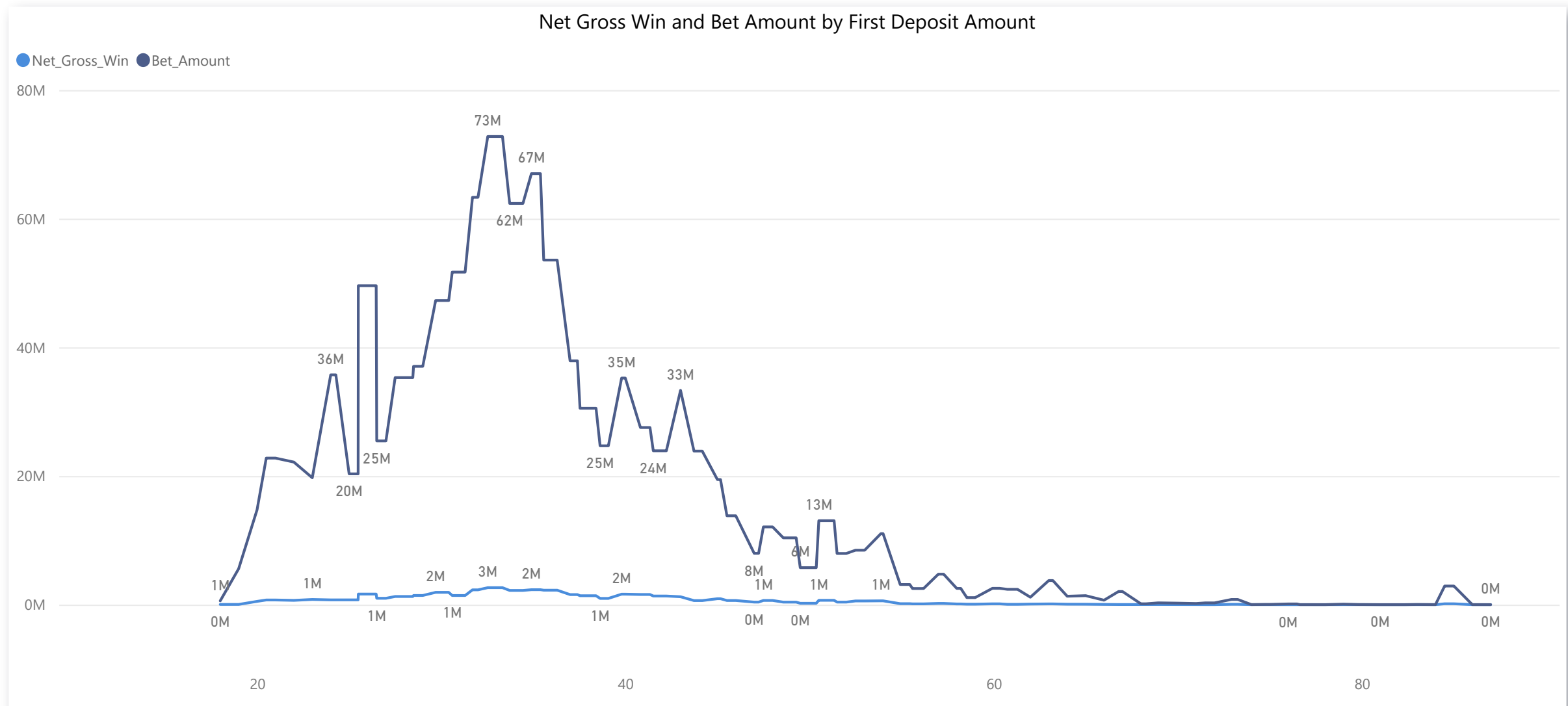


from the above viz.we can say,

Males are winning more time than the Female (as male also bet the most)

People from age group 30-45 wins the most followed by 18-30.

People from age group 35-60 do not win frequently but the deposit in same manner as adult group(18-30)



This is an interesting graph , we can get following takeaway from this graph:-

People whose deposit are in the range 25-35 bet the most amount but their net gross win is not high.Hence these are the people who loss their money but still buying from us.

Conclusion:-

1- People from age group 30-45 are highly active. And they also bet the most. Players from age group 18-30 are also active and bet really well amount but their net gross win is low and they also get low bonuses. But irrespective of this, this group deposit the most. They are our valuable customers.

2- Generally male players bet and win the most of the times but we have not to neglect the fact that irrespective of the win and bet , female players deposit in the roughly same percentage as the male players.

3 - What are the ways in which we can increase “most valuable customers” group?

Incentivising the customers to bet more might be an effective solution here. This will help the customers to be ensured that they are winning something, even if they are losing the bet.

We should consider the people of age group 18-30 , as they are adults and most of them are students and in working phase. Hence they have eager and enthusiasm to earn.