

# Marketing Data Manual

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**Introduction:** These datasets come from the collaborative Internet gambling research project between the Division on Addictions (DOA) and bwin Interactive Entertainment, AG (bwin), an Internet betting service provider headquartered in Vienna, Austria. These datasets provide evidence from the first eight months of the first prospective longitudinal, real-time, Internet sports betting behavior study that took place from February 1, 2005 through September 30, 2005. The analytic dataset contains information representing eight months of aggregated betting behavior data for 40,499 sequential bwin Internet sports subscribers who opened an account with bwin during the period from February 1, 2005 through February 27, 2005.

## 1. Original Dataset used to form the marketing data

- Table 1: Analytic Dataset “Actual Internet Sports Gambling Activity: February 2005 through September 2005”
- Table 2: Raw Dataset I “Demographics”
- Table 3: Raw Dataset II “UserDailyAggregation”
- Table 4: Raw Dataset III “PokerChipConversions”
- Table 5: Appendix 1: Codings for ProductID
- Table 6: Appendix 2: Codings for Country
- Table 7: Appendix 3: Codings for Language
- Table 8: Appendix 4: Codings for ApplicationID

## 2. Variables in marketing data

No.	Variable Name	Values	Source table
1	USERID	User ID of each customer registered	Original from Analytic Dataset
2	COUNTRY	Country of Residence	Transferred by Appendix 2
3	LANGUAGE	Primary Language	Transferred by Appendix 3
4	RegistrationDate	Date of registration	Original from Analytic Dataset
5	AGE	Age of each customer at registration in years	Original from Analytic Dataset
6	GENDER	Gender of the customer	Transferred from Analytic Dataset
7	FOTotalStakes	Total stakes each customer betted on fixed-odds plays	Original from Analytic Dataset
8	FOTotalWinnings	Total winnings each customer received on fixed-odds plays	Original from Analytic Dataset
9	FOTotalBets	Total number of bets each customer betted on fixed-odds plays	Original from Analytic Dataset
10	FOFirstActiveDate	First date of fixed-odds play	Original from Analytic Dataset
11	FOLastActiveDate	Last date of fixed-odds play	Original from Analytic Dataset
12	FOTotalDaysActive	Total days of active fixed-odds plays	Original from Analytic Dataset
13	LATotalStakes	Total stakes each customer betted on live-action plays	Original from Analytic Dataset
14	LATotalWinnings	Total winnings each customer betted on live-action plays	Original from Analytic Dataset
15	LATotalBets	Total number of bets each customer betted on live-action plays	Original from Analytic Dataset
16	LAFirstActiveDate	First date of live-action play	Original from Analytic Dataset
17	LALastActiveDate	Last date of live-action play	Original from Analytic Dataset

No.	Variable Name	Values	Source table
18	LATotalDaysActive	Total days of active live-action plays	Original from Analytic Dataset
19	FirstSportsActiveDate	First date of active sports book play	Original from Analytic Dataset
20	FOBetSize	Number of average stakes of each bet on fixed-odds play	Calculated from the total stakes and total bets from Analytic Dataset
21	FOProfits	Number of profit out of each customer on fixed-odds play	Calculated from total stakes and total winnings from Analytic Dataset
22	LABetSize	Number of average stakes of each bet on active live-action plays	Calculated from the total stakes and total bets from Analytic Dataset
23	LAProfits	Number of profit out of each customer on active live-action plays	Calculated from total stakes and total winnings from Analytic Dataset
24	FOFirstActiveWeekday	Weekday of first fixed-odds play day	Transferred from FOFirstActiveDate of Analytic Dataset
25	FOLastActiveWeekday	Weekday of last fixed-odds play day	Transferred from FOLastActiveDate of Analytic Dataset
26	LAFirstActiveWeekday	Weekday of first active live-action plays	Transferred from LAFirstActiveDate of Analytic Dataset
27	LALastActiveWeekday	Weekday of last active live-action plays	Transferred from LALastActiveDate of Analytic Dataset
28	ActiveInLast30Days	Whether customer was active in the last 30 days	Calculated using FOLastActiveDate and LALastActiveDate
29	maxActiveDays	Whats the maximum days customer has been active	Calculated using FOTotalDaysActive and LATotalDaysActive
30	FirstPay	First betting money deposits date	Original from Raw Dataset I
31	FirstAct	First active play date	Original from Raw Dataset I
32	FirstSp	First sports book play date	Original from Raw Dataset I
33	FirstCa	First casino play date	Original from Raw Dataset I
34	FirstGa	First games play date	Original from Raw Dataset I
35	FirstPo	First poker play date	Original from Raw Dataset I
36	Application	Name of route of access to bwin	Transferred from Appendix 4
37	daydiff_FistPay_RegDate	Number of days gap between date of first betting money deposits date and date of registration	Calculated using FirstPay and RegDate
38	daydiff_FistAct_FirstPay	Number of days gap between date of first active play date and first betting money deposits date.	Calculated using FirstAct and FirstPay
39	FirstPayWeekday	Weekday of first betting money deposits date	Transferred from FirstPay in Raw Dataset I
40	FirstActWeekday	Weekday of first active play date	Transferred from FirstAct in Raw Dataset I
41	FirstSpWeekday	Weekday of first sports book play date	Transferred from FirstSp in Raw Dataset I
42	FirstCaWeekday	Weekday of first casino play date	Transferred from FirstCa in Raw Dataset I
43	FirstGaWeekday	Weekday of first games play date	Transferred from FirstGa in Raw Dataset I
44	FirstPoWeekday	Weekday of first poker play date	Transferred from FirstPo in Raw Dataset I
45	num_games	Number of games that each customer played	Calculated from Raw Dataset I
46	Daily_Stakes_SUM	Number of sum of stakes of each customer of all days recorded	Calculated from Raw Dataset II

No.	Variable Name	Values	Source table
47	Daily_Winnings_SUM	Number of sum of winnings of each customer of all days recorded	Calculated from Raw Dataset II
48	Daily_Bets_SUM	Number of sum of bets of each customer of all days recorded	Calculated from Raw Dataset II
49	Daily_Profits_SUM	Number of sum of profits out of each customer of all days recorded	Calculated from Raw Dataset II
50	Daily_Stakes_size	Number of stakes of each bet	Calculated from Raw Dataset II
51	Daily_Winnings_size	Number of winnings of each bet	Calculated from Raw Dataset II
52	Daily_Profits_size	Number of profits of each bet	Calculated from Raw Dataset II
53	Pokerchip_Buy_SUM	Total buy transaction amount on poker chip plays	Calculated from Raw Dataset III
54	Pokerchip_Sell_SUM	Total sell transaction amount on poker chip plays	Calculated from Raw Dataset III
55	Pokerchip_Buy_MAX	Max buy transaction amount on poker chip plays	Calculated from Raw Dataset III
56	Pokerchip_Sell_MAX	Max sell transaction amount on poker chip plays	Calculated from Raw Dataset III
57	Pokerchip_Month_MAX	Month of max transaction amount occurred	Calculated from Raw Dataset III
58	Pokerchip_Weekday_MAX	Weekday of max transaction amount occurred	Calculated from Raw Dataset III
59	Pokerchip_Time_MAX	Time of a day when max transaction amount occurred	Calculated from Raw Dataset III

### 3. Summary

#### 3.1 Customers Information

In this data mart, there are 40499 customer records:

- 91.6% are male and 8.3% are female (one customer gender information is missing);
- The youngest customer is 14 years old and the eldest is 105;
- Registered customers are from 80 countries around the world, speaking 17 different primary languages;
- Top 3 countries of registered customers are Germany(23452), Turkey(2340) and Poland(2325);

#### 3.2 Products

In this data mart, there are 8 different products:

No.	Variables	Most		Least	
		Product	Month	Product	Month
1	Stakes	Casino Chartwell	Feb	Supertoto	Jul
2	Bets	Casino Chartwell	Feb	Supertoto	Jul
3	Bet size	Sports book fixed-odd	Mar	Games bwin	Jul
4	Profits	Sports book fixed-odd	Apr	Supertoto	Jul

- Profits might have a strong relation with Bet size;
- More of the profitable products were mostly being played around the beginning of the year, and the least profitable products were mostly being played by July.

#### 3.3 Applications

There are 22 different applications in this marketing data mart (there are 42 different applications in the appendix 4).

- Most of the customers played through application: BETANDWIN.DE and BETANDWIN.COM;
- Very few of the customers played through application: PLAYIT GAMES and BOF.PLAYIT.COM;
- Most of the customers played through application on Wednesday while very few of the customers played through application on Monday.

#### 3.4 Transactions

In this marketing data, there are two types of transaction in poker chip: buy and sell.

Transaction	Month		Weekday		Daytime	
	Most	Least	Most	Least	Most	Least
Buy	Aug	Oct	Sunday	Saturday	10pm	6am
Sell	Aug	Oct	Friday	Saturday	4pm	4am

- Most of the transaction were made in August while very few transaction were made in October, including buy and sell;
- Most of the buying were made on Sunday while most of the selling were made on Friday;
- Most of the customers were actively buying on 10pm and selling on 4pm, while they were not active early in the morning.

### **3.5 Games**

There are 4 different games that the customers played: Sport book, Casino, Games, Poker.

There are 33530 (82.8%) customers only played one game, 4681 (11.6%) customers played two games, 1913 (4.7%) customers played three games and only 375 (0.9%) customers played all the games.