Dashboard

Pages

- Home
- Segmentation
- GameType
- Revenue
- Churn

Number of Players	Total Revenue	Avg. Spend per Player	Churn Rate	VIP Customer	Number of Visits
3,000	7M	4,994	52%	1,477	75,881

Actual

Weighted

Revenue Vs Target Revenue

7M

0M — 12M — 15M

VIP Status

Year

2019   2022

Key Metrics

1. Number of Players
2. Total Revenue
3. Avg Spend per Player
4. Churn Rate
5. Game Type breakdown
6. Revenue over Years
7. Top Performing Game
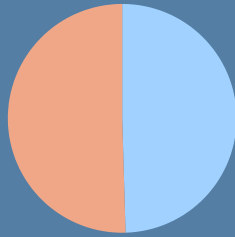
Game Type Breakdown
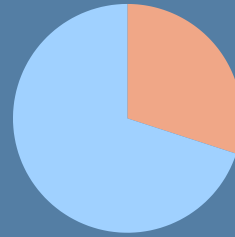
Revenue Over the Years

Revenue — 2.0M, 1.8M, 1.6M

2019   2020   2021   2022
Year
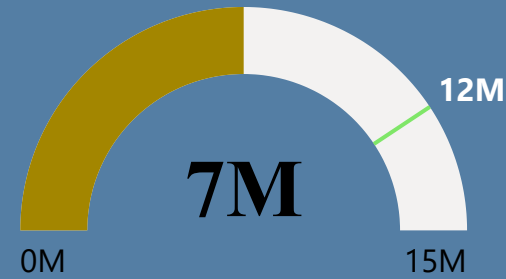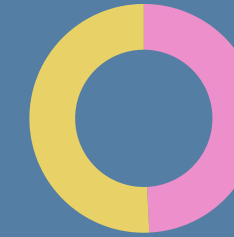
Total Spend per Quarter

5.0M, 4.5M

Qtr 1   Qtr 2   Qtr 3
Quarter

Winnings by Region

WinningAmount — 2.0M, 1.5M, 1.0M, 0.5M, 0.0M

N.US   Asia   S.US   EU   AU
Region

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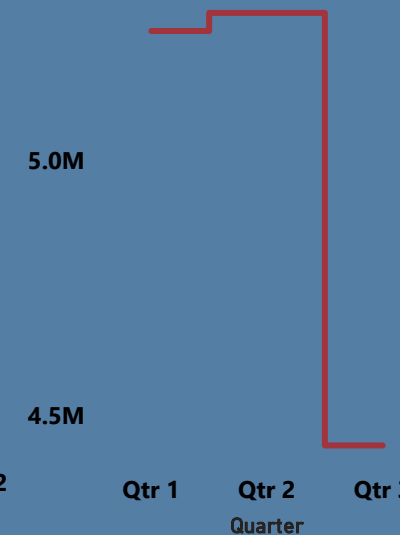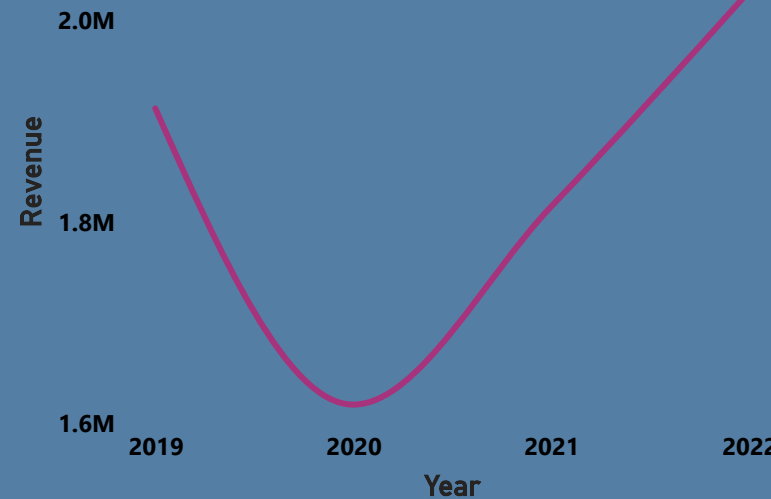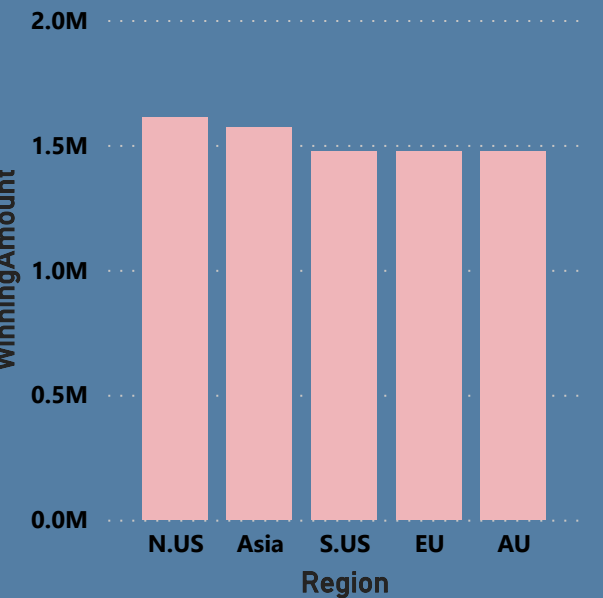
Segmentation

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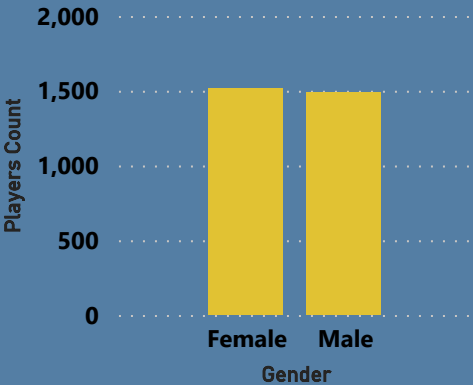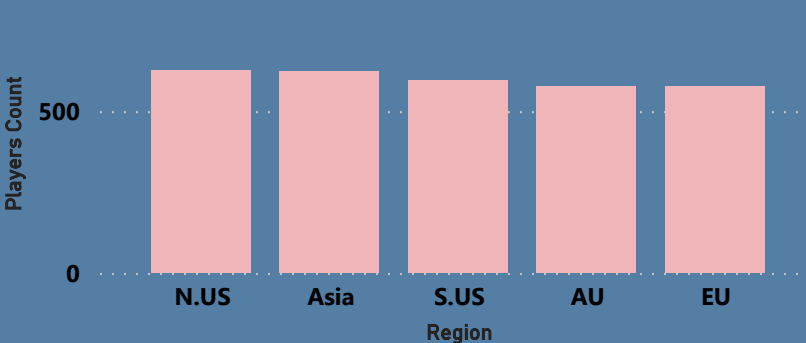| Number of Players	Total Revenue	Churn Rate	VIP Customer	Number of Visits
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Year

2019	2022

Players by Gender

(Bar chart: Female and Male, both around 1,500 Players Count)

Players by Region

(Bar chart: N.US, Asia, S.US, AU, EU — each around 500+ Players Count)

Region	Female	Male	Total
⊞ N.US	16,41,768.53	15,28,109.63	31,69,878.16
⊞ Asia	16,13,335.85	14,56,105.44	30,69,441.29
⊞ AU	14,61,571.20	14,89,346.51	29,50,917.71
⊞ S.US	14,83,240.06	14,41,914.15	29,25,154.21
⊞ EU	14,09,480.45	14,57,890.15	28,67,370.60
Total	76,09,396.09	73,73,365.88	1,49,82,761.97

Players by Referral_Source

(Pie chart)

- Friend
- Advertisement
- Online
- Event

Players by Age

(Bar chart with Age on x-axis: 60 29 62 46 40 61 47 31 66 30 38 21 27 67 41 53 39 49 63 32 35 68 75 22 52 55 69 51 64 65 23 36 54 56 34 44 50 58 59 37)
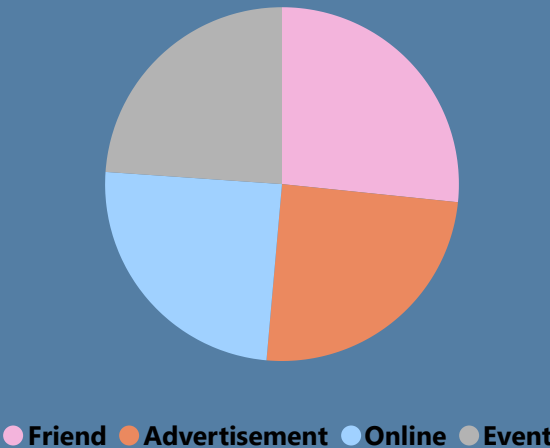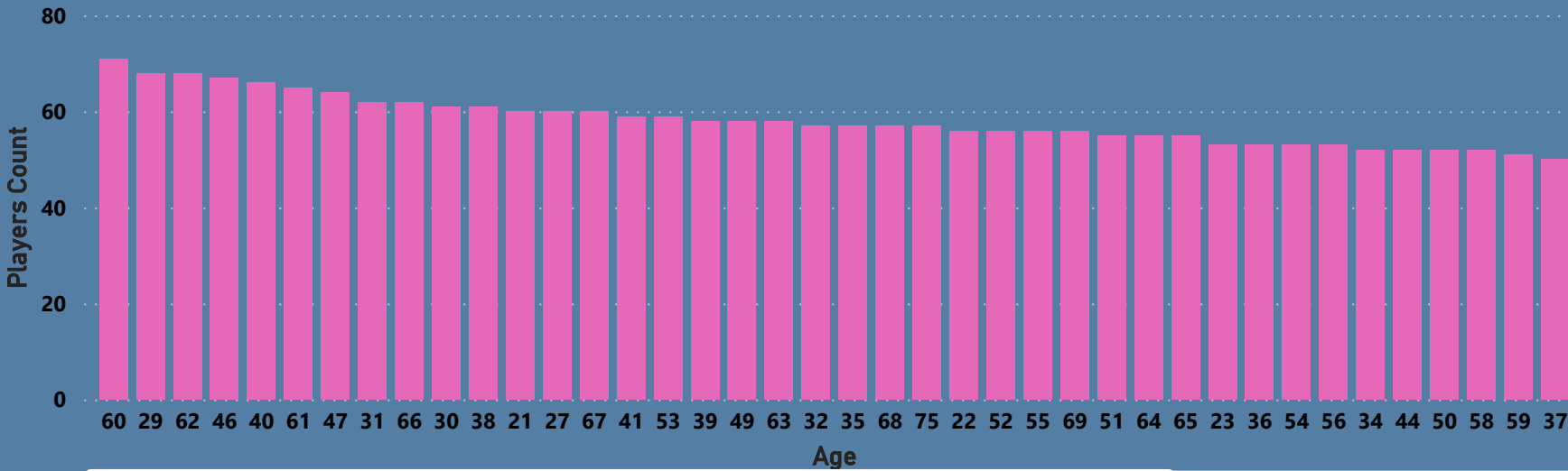
Game Type

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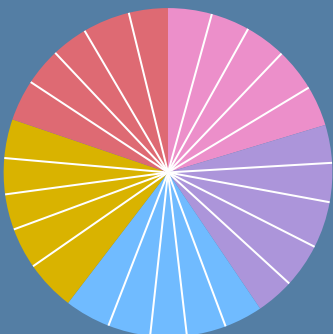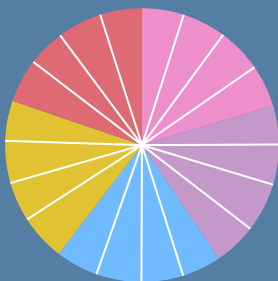| Number of Players	Total Revenue	Churn Rate	VIP Customer	Number of Visits
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Year
2019 | 2022

per Region

per Refferal Source

per Gender

Winnings by GameType & VIPStatus
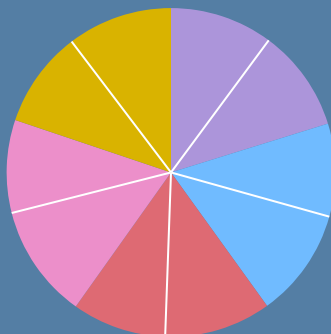
● Roulette ● Baccarat ● Blackjack ● Slots ● Poker

Total Spend & Winnings

Baccarat — Blackjack — Poker — Roulette — Slots

Game Type

Spend & Winnings: 0M, 2M, 4M

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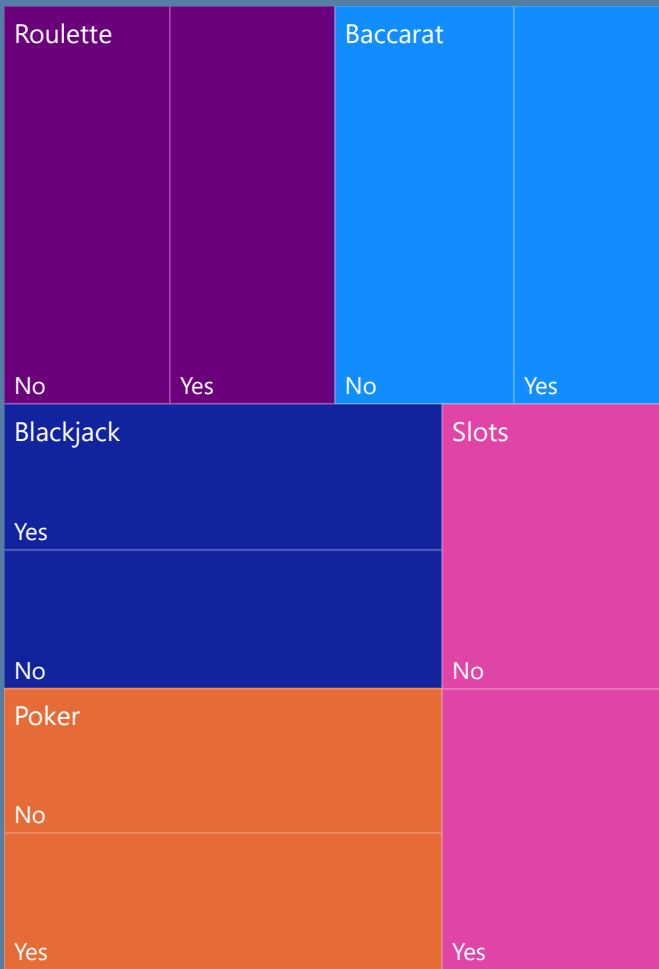
Revenue

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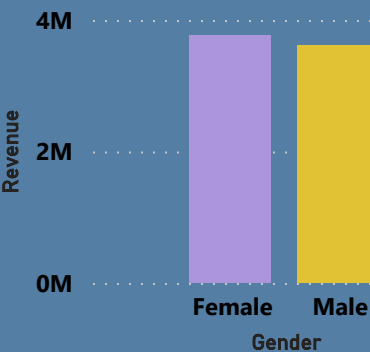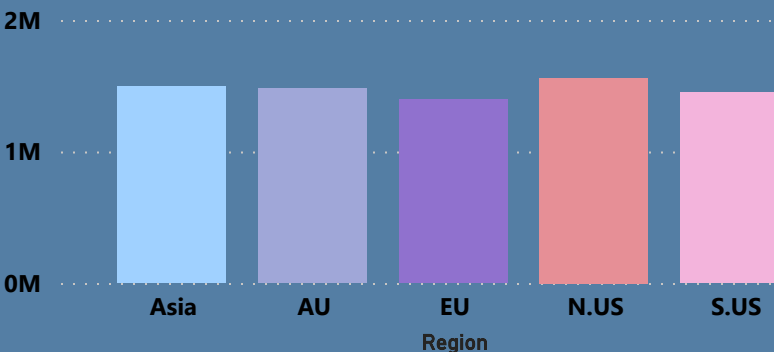| Number of Players	Total Revenue	Churn Rate	VIP Customer	Number of Visits
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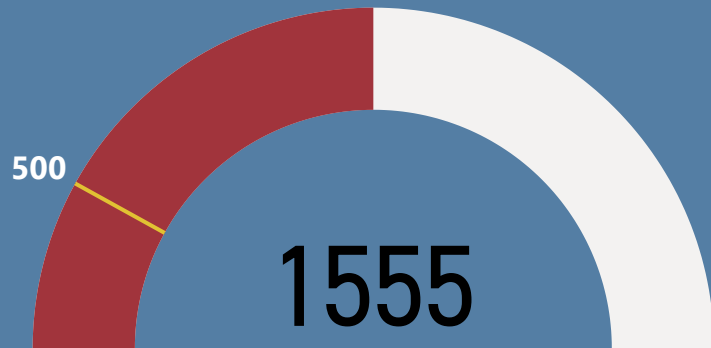### Year
2019 | 2022

Revenue by Gender

Revenue by Region

Revenue by Game Type
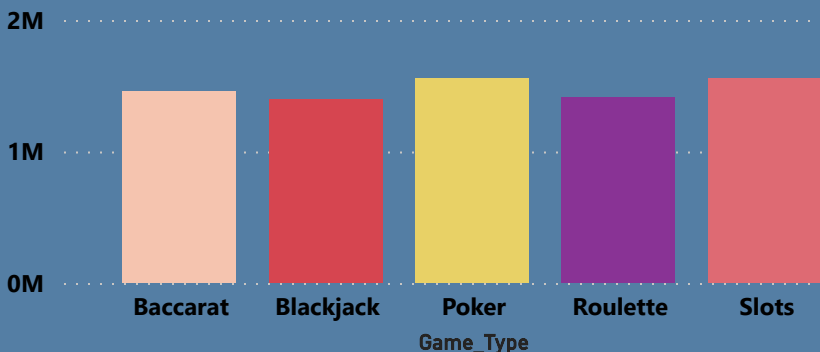
Game_Type	Asia	AU	EU	N.US	S.US	Total
Baccarat	5,56,563.11	6,01,212.68	6,69,103.25	6,19,532.18	5,67,389.08	**30,13,800.30**
Blackjack	5,13,554.94	5,99,436.11	5,12,698.53	6,42,267.27	6,28,561.24	**28,96,518.09**
Poker	6,00,021.42	5,87,495.22	5,81,369.83	7,13,516.04	5,58,773.90	**30,41,176.41**
Roulette	6,46,112.39	5,43,282.46	5,76,425.11	6,40,555.82	5,89,775.87	**29,96,151.65**
Slots	7,53,189.43	6,19,491.24	5,27,773.88	5,54,006.85	5,80,654.12	**30,35,115.52**
Total	**30,69,441.29**	**29,50,917.71**	**28,67,370.60**	**31,69,878.16**	**29,25,154.21**	**1,49,82,761.97**

Revenue by GameType & VIPStatus
Increase | Decrease | Total | Other
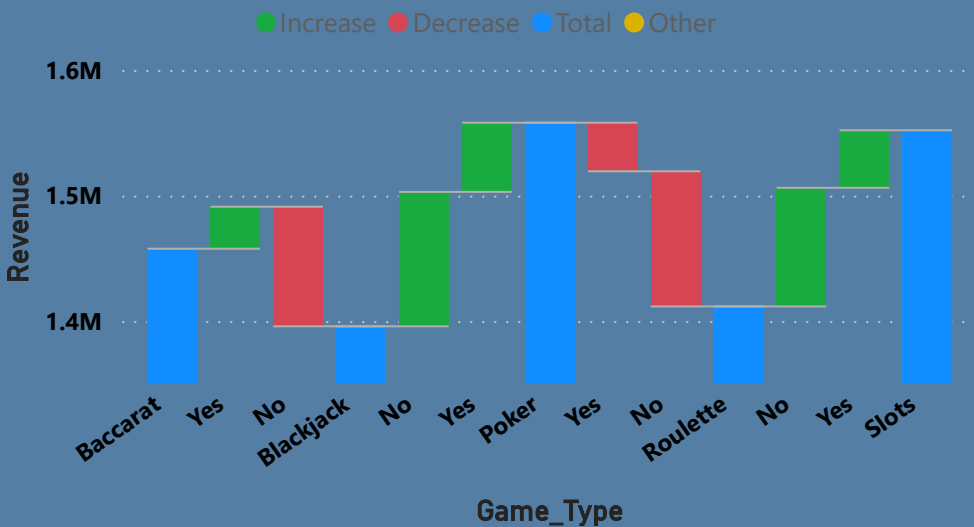
Churns

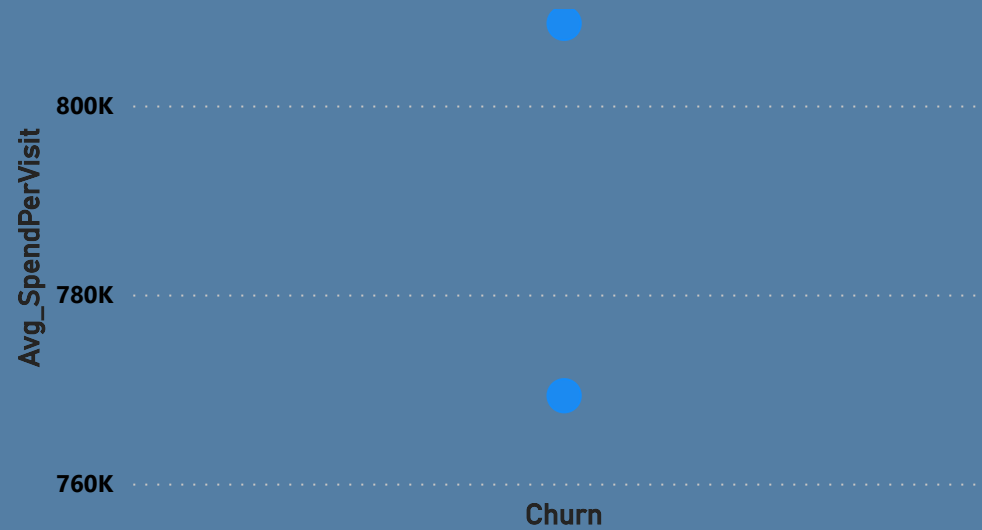| Number of Players	Total Revenue	Churn Rate	VIP Customer	Number of Visits
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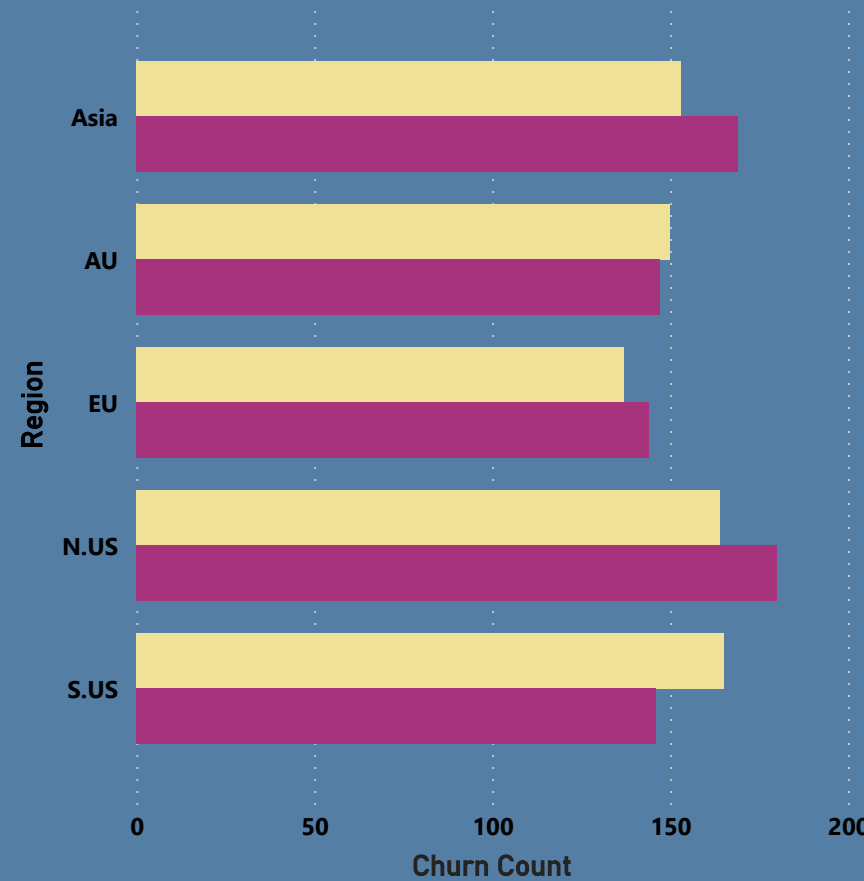
2019	2022

Churns

1555

500

Average_Spend_per_Visit by Churn_Status

by Region & Gender

● Female ● Male

by VIPStatus & Gender

● Female ● Male