Company / Organisation Name:	Entain Group
Team / Department:	UK BI & Analytics
Address:	Regal House, Queensway Rd, GX11 1AA, Gibraltar

Provisional title for project:

How does retail shop penetration impact the digital customer profile

Short description of the problem that would be addressed by the project:

We want to distinguish "pure" online acquisition from "retail". Hypothesis is that during lockdown lots of our new customers have retail background and as a result are significantly higher value than "pure" online cohort. It will help us with:

1. long term planning (how much impact should we budget for online business after lockdown)
2. and immediate adjustment to acquisition strategy

We believe that "pure" online customers are different to retail ones that also play online and we want to find an analytical approach to discriminate between them in any way. It might include developing method / model that can estimate if an online player is a retail player with a probability of classification. Additionally, geospatial analysis is expected to understand online players proximity to betting shops and how this changes their likelihood to be retail (or online) customer. Project might require lots of unsupervised learning and pulling data from various sources

Short description of the data sources that would be used in the project, and how they would be used

Internal SQL database
Public data (like ONS)

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?

Not until COVID restrictions are no longer in place

Any issues of data confidentiality and IPR that would need to be resolved

Student has to be UK or Gibraltar resident

Essential skills

Analytic mindset, natural curiosity
SQL, Excel

Desirable skills

R

Preferred degree programmes (if any)

Relevant degree such as mathematics, computer science, economics, social geography amongst others

Preferred selection method

Online interview

Support and training offered by the company

Yes, laptop + mentorship

Financial assistance offered by the company

The organisation will pay an honorarium of £1,000 per month

Any other comments

None

For details on how to apply, please visit:
www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/