



<b>Company / Organisation Name:</b>	Entain Group
<b>Team / Department:</b>	UK Digital Gaming Analytics
<b>Address:</b>	1 New Change, 3rd Floor London EC4M 9AF

**Provisional title for project:**

Understanding the intrinsic value of products by accounting for overlapping influential factors.

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

Multiple factors impact upon how customers engage with online gambling products. Entain deploys myriad marketing campaigns, such as offering a product alongside free plays or jackpots, and also offers new, featured and recommended product packages on site in order to highlight products that it believes will appeal to customers. While engaging with a product, customer behaviours can be measured in many ways, including the duration with which they play, how frequently they transact, and the scale of those transactions. Entain's marketing and product teams are among the best in the industry. To continue to deliver the best user experience, Entain have to go beyond assumption and understand how customers want to play. Are the products promoted on site the most engaging for customers? Can customer behaviours be reverse-engineered to remove the influence of marketing campaigns and site placement to derive a base value of products to allow like-for-like product comparison? The challenge is to ascertain the effect of how product packages are presented affects their uptake.

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

Data are stored in a Teradata warehouse that is accessible using SQL. There are c.10/15 key tables containing customer behaviour, product and financial information that will be essential in determining and analysing the influence of our marketing strategies.

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

No

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

None identified at present

**Essential skills**

SQL, R, Excel, Machine learning algorithms

**Desirable skills**

Python

**Preferred degree programmes (if any)**

Computer Science, Business Analytics

**Preferred selection method**

**Support and training offered by the company**

Mentorship from senior commercial and analytical team members

**Financial assistance offered by the company**

The organisation will pay the honorarium (£500)

**Any other comments**

For details on how to apply, please visit:

[www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/details-for-students](http://www.cdrc.ac.uk/education-and-training/masters-dissertation-scheme/details-for-students)