



<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:**

Analysis of price points in the safer gambling marketplace and modelling their impacts upon demand and share of customer spend

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

In a marketplace with limited room for differentiation on price-point, understanding the drivers behind customers' decisions to spend with a brand are key. Just how important is price? When and in what circumstances do Ladbrokes or Coral offer a better price point relative to competitors? What is the impact of price point on demand and share of wallet? Are frequent (or potentially problem) gamblers more sensitive to price points and if so does this further align industry interests with the priorities of regulators? The student will apply machine learning techniques to market information and Entain customer data in order to develop a model that sets an optimal price of products for different customer cohorts that maximise value while ensuring safe enjoyment on site at Ladbrokes and Coral.

**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 pricing strategies.

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

No – though a VPN access will be required

**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**

**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)

