



<b>Company / Organisation Name:</b>	Entain Group
<b>Team / Department:</b>	Safer Gambling Data & Analytics
<b>Address:</b>	1 New Change, 3rd Floor London EC4M 9AF

**Provisional title for project:**

Temporal analysis of customer spending habits.

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

We want to analyse when our customers spend most in terms of time and money, in order both to improve our service performance and to prevent problem gambling. With various product offerings, we can expect customers to have varying preferences in when and what to play, as well as the amount of stake to play with. For example, customers may play poker or casino games for modest stakes at any time of day they prefer, but wish to gamble larger stakes on major sporting events around the time the sporting event is live.

This project entails developing a model which can provide insights into the spacing, size, timing and other characteristics of our customers' spending habits over time. Temporal scope can be across time of day and/or week of month and takes into account (1) how much time customers spend, and (2) how much money customers spend.

**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?**

No

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

Student has to be UK or Gibraltar resident

**Essential skills**

Analytical mindset, natural curiosity  
SQL, Excel

**Desirable skills**

R, Python

**Preferred degree programmes (if any)**

Relevant degree e.g., business analytics, mathematics, computer science, etc.

**Preferred selection method**

Interview

**Support and training offered by the company**

Laptop + mentorship

**Financial assistance offered by the company**

The organisation will pay the honorarium (£500)

**Any other comments**

None

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)