



Company / Organisation Name:	Entain Group
Team / Department:	Safer Gambling Data & Analytics
Address:	One New Change, London

Provisional title for project:

Toward an understanding of cross-market consumer behaviour: An investigation into behavioural differences in players internationally

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

Entain operate 27 brands in over 30 different markets across the world. We expect player behaviour to have similarities and differences between markets. Advanced Responsibility and Care (ARC) is a part of Entain's sustainability initiative that aims to protect players across all markets. ARC has real-time models to interact with players, which has been fully deployed in the UK market by the end of 2022; International deployment is planned for 2023. In addition, countries have their own industry regulations which affect player behaviour.

As player behaviour may vary across markets, shaped by culture and enforced by regulations, we would like **to understand the differences and similarities between player profiles in different markets**. The project would require machine learning, such as clustering analyses to provide cross-market segmentation to understand player behaviour. In addition, the project will be providing business recommendation to best roll-out ARC internationally, by optimising it's reach across markets.

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 – only office visits if possible

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

Student has to be UK or Gibraltar resident

Essential skills

SQL, Excel

Desirable skills

R and/or 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 + Mentor

Financial assistance offered by the company

The organisation will pay the honorarium (£500)

Any other comments

None