

i-Gaming Churn Analytics

BizAcuity



About the Client

One of UK's largest gaming firm was formed specifically to create a step change in the experience of online properties. They are now positioned to make e-Gaming history with the re launch of the online operations of the industry leading Bingo and Casinos Brands. Both sites offer the UK's leading gaming proposition with a wide range of bingo, casino (RNG and live dealers), poker and other gaming products.



The Opportunity

- ✓ Reduce Player Churn
- ✓ Early identification of VIPs
- ✓ CRM Campaign Analysis

Data -> Insight -> Action -> Impact

- ✓ Identify key business/customer predictor variables
- ✓ Build predictive model for churn prediction
- ✓ Integrate prediction output with CRM workflow
- ✓ Recommendation for best fit model to be used for customer management

Results

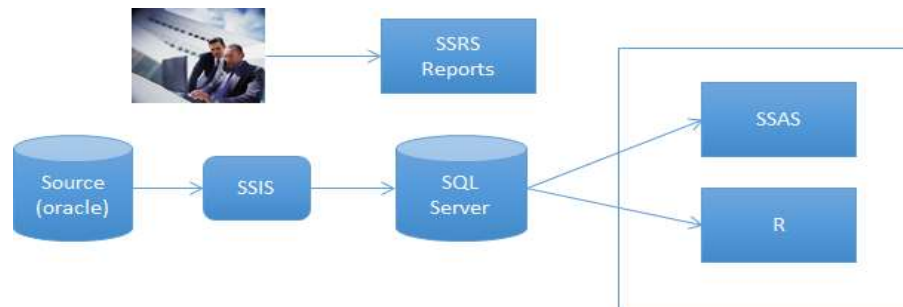
- ✓ Reduced player churn rate by 10%
- ✓ Early identification of VIPs led to 5% increase in average player value
- ✓ This was achieved within 4 month of implementation of the model

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- ✓ Based on our vast experience in Online Gaming Industry we identified key variables to predict player's behavior and understand patterns of churn, conversion to real money games, identification of VIPs in advance to name a few. WE developed various statistical models to predict player behavior and created recommendation for CRM team to customize offers for player based on their profile.

Technology Stack

- ✓ SQL Server, Oracle, SSIS, SSRS, SSAS and R.



Do you want to empower your decision makers?

Contact us at sales@bizacuity.com
US: +1 704 302 1836
Tel: +91 40 - 40021640