Lottoland – fast-growing online lottery challenger

Lottoland is disrupting the traditional lottery industry by leveraging its versatile proprietary technology platform to provide a wide range of lottery products.

Business overview

- Launched in 2013 with an office in Gibraltar consisting of just 4 employees at the start
- Aims to internationalise the lottery space while simultaneously infusing it with choice and innovation
  - #1 ranked lotto company in Europe¹ and #2 ranked fastest growing gaming company¹
- Officially licensed by the governments of Gibraltar, UK, Australia and Ireland
- Strong track record of innovation and commercial momentum
  - unique and highly sophisticated scalable hedging structure
  - only truly international online lotto company
- Over 7 million customers and over 300 employees spread across 11 offices
- To date, our customers have won over €1.0bn through Lottoland, including over €170m from the company's proprietary lottery offering
- Best-in-class management team of entrepreneurs and industry experts with proven track record
- Profitable since day 1 without recourse to external funding to date

¹ As per Financial Times ranking (Apr 17)
Big data is used to enhance customer experience

Lottoland uses its Big Data and ML tools and techniques to understand the value of each customer, predict his likelihood of churn and be able to develop personalized retention strategies.

- Lifetime Customer Value
- Churn Model
- VIP Model

- Recommender Systems
- Uplift Model
- Cluster Analysis
Reporting with MICROSTRATEGY

Integration in the pipeline

Scratchcards

Integration in the ETL of the new product (Create new structures to support this product)
Update reports to show new product information
BI System

BI 2015
• First Version BI
• Batch Processing
• Reports tools MSTR, KIBANA, EXCEL

BI 2017
• Second Version BI
• Streaming Processing
• Reports Tools MSTR, KIBANA, EXCEL, ect and other Options

Specific Models for
• Marketing
• B2B
• Finances
• Customer Services
• Frauds

Who Need the Data
• Country Managers
• Senior Managers
• Devs Teams
BI Problem

We have the information, but need to be publish

Our system are changing constantly
  • New products
  • New type of products
  • New Source systems
  • New requirements from final users

But BI is a small team, we need to be efficient. Lottoland has another place to put the money
  • Then we need to be efficient
  • Problems that we need to deal
    • Changing process every month
    • New people in the company
    • All people don’t have the some technical skills
The data need to be published

Because: we want to be a data-driven company, we need to close the GAP

Data

- Backend Developers
- BI Admins
- Analyst more focus in business

Knowledge

- Business than can analyze data with tools Sql, etc
- Business Expert
- Business than need the data, reports

GAP

- Analyst more technical
- The business expert need to understand the data
- Analysts have access to information
- Backend developers are expert in modeling

HIGH Technical Skill

HIGH Functional SKILL
How we resolve the problem

- BI system has all the information of the company
- We deploy “standard” reports base in KPI
- We have sessions to show how to use MSTR tools
- But is not enough

- Now MSTRS has MSTR desktop
- The users likes this tools
- Advance users have starting to use it
- We need to help the analyst and business expert to use more this tools
- We need a agile process with a quick life cycle,( because every 1 o 2 weeks we have new data in the system
Data Discovery

This cycle need to be agile

- Data Preparation: Sql
- Visual Analysis: MSTR Desktop

We use the capacity of MSTR to get data from API REST source

LL_DATA_SERVER

- Maintain data configuration
- Access the source of data
- Define SQL
- Cache the information
- Update periodically
LL Data Server Architecture

**Source of Data**
- Source Data
- Source Data
- New Sources

**Front End Tool**
- BI Analyst
- Advance users
- Business Analyst
  - End users

**LL DATA SERVER**
- Data Server **APIREST**
  - Based AKKA
  - Cache the data and
    refresh periodically

**Front End Tool base in Angular 2**
- MicroStrategy Desktop
Manage Queries and systems definition

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**System Usage**

![System Usage Graph](chart1.png)

**Query Top Usage**

![Query Top Usage Graph](chart2.png)

[View Stats](#) [View More](#)
Query Form

Query Name:
PlayersPastTwoMonths

System Name:
poker_db

SQL:
```
select sum(qty_q1) as qty_q1, sum(qty_q2) as qty_q2 from ( select count() as qty_q1, 0 as qty_q2 from lottosync_export_players where registrationdate-current_date >-90 union select 0, count(*) from lottosync_export_players where registrationdate-current_date >-60 and registrationdate-current_date >-30 ) x
```

Cron Time Update:
600000

SAVE CANCEL
https://www.lottoland.com
http://www.lottolandcorporate.com/
Award-winning on a global scale

Lottoland's success has been recognised by leading industry experts