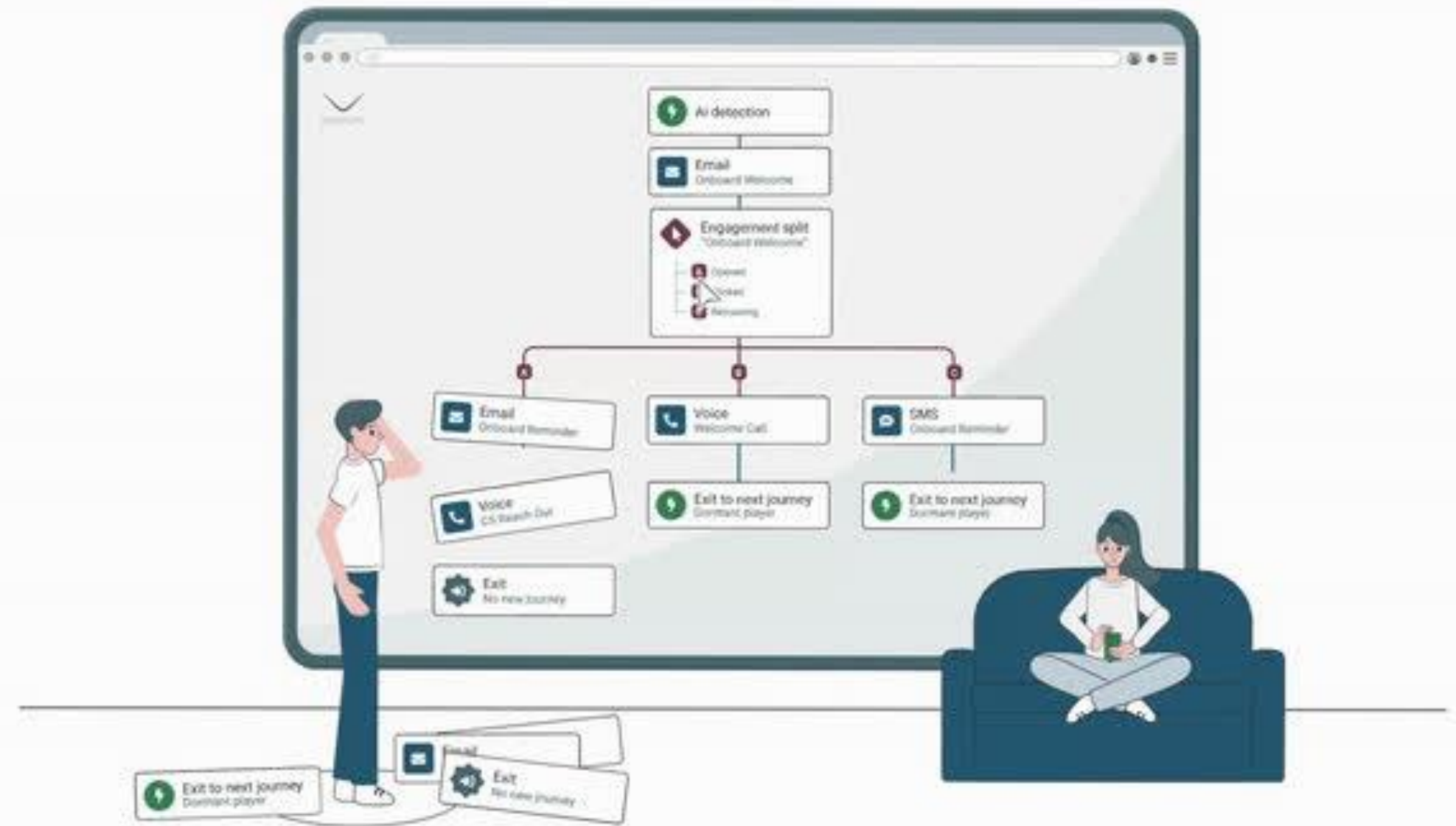


The Power of Transactions and AI. Predictive Marketing and its impact.



How did we get here?



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How did we get here?



How did we get here?

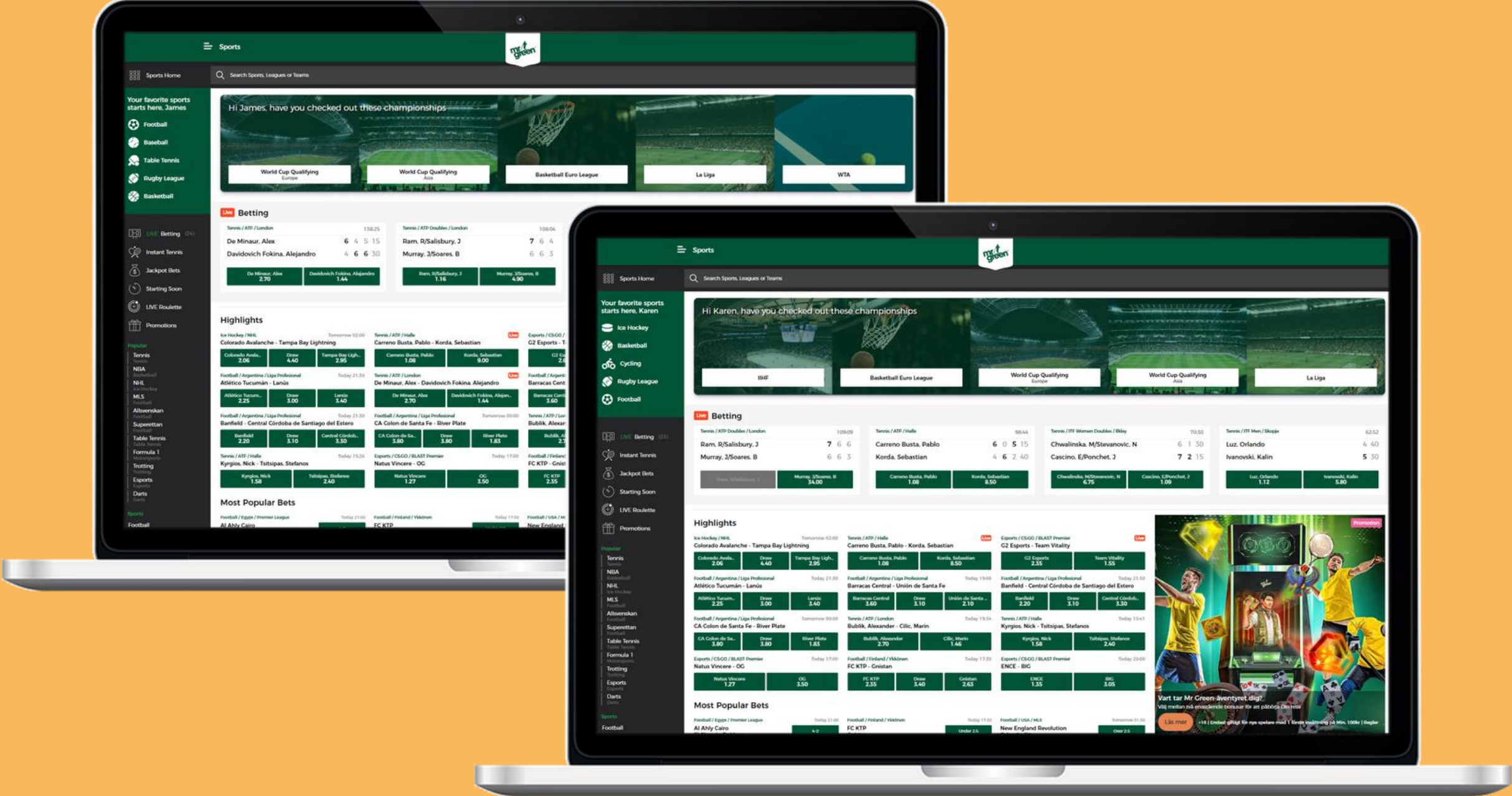
- **1943: McCulloch & Pitts create a computational model for neural networks.**
- **1950: Alan Turing introduces the Turing Test.**
- **1956: Dartmouth Workshop: Term "Artificial Intelligence" coined by John McCarthy.**
- **1965: ELIZA, an early natural language processing computer program, is created.**
- **1972: MYCIN, an early expert system for medical diagnoses, is developed. Late**
- **1970s - 1980s: first AI Winter, triggered by exaggerated promises and technological limitations.**
- **1986: Backpropagation for neural networks is popularized, setting foundation for future deep learning.**
- **1990s: Rise of Machine Learning with algorithms like Decision Trees, SVMs, etc.**
- **Introduction of Reinforcement Learning algorithms.**
- **2012: Deep Learning Revolution: AlexNet wins ImageNet competition, bringing deep neural networks to the forefront.**
- **2018: Transformer Architecture: "Attention is All You Need" paper introduces Transformers, revolutionizing NLP.**
- **2020: OpenAI's GPT-3 is released, showcasing the prowess of large-scale neural models.**



How do we apply this?



AI POWERED SITE PERSONALISATION



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TESTING

"If you're not testing, you're leaving money on the table."

Gone are the days when websites are changed on a whim, based on someone's gut feeling and supposed "best practices". The era of data-driven, iterative change has arrived.



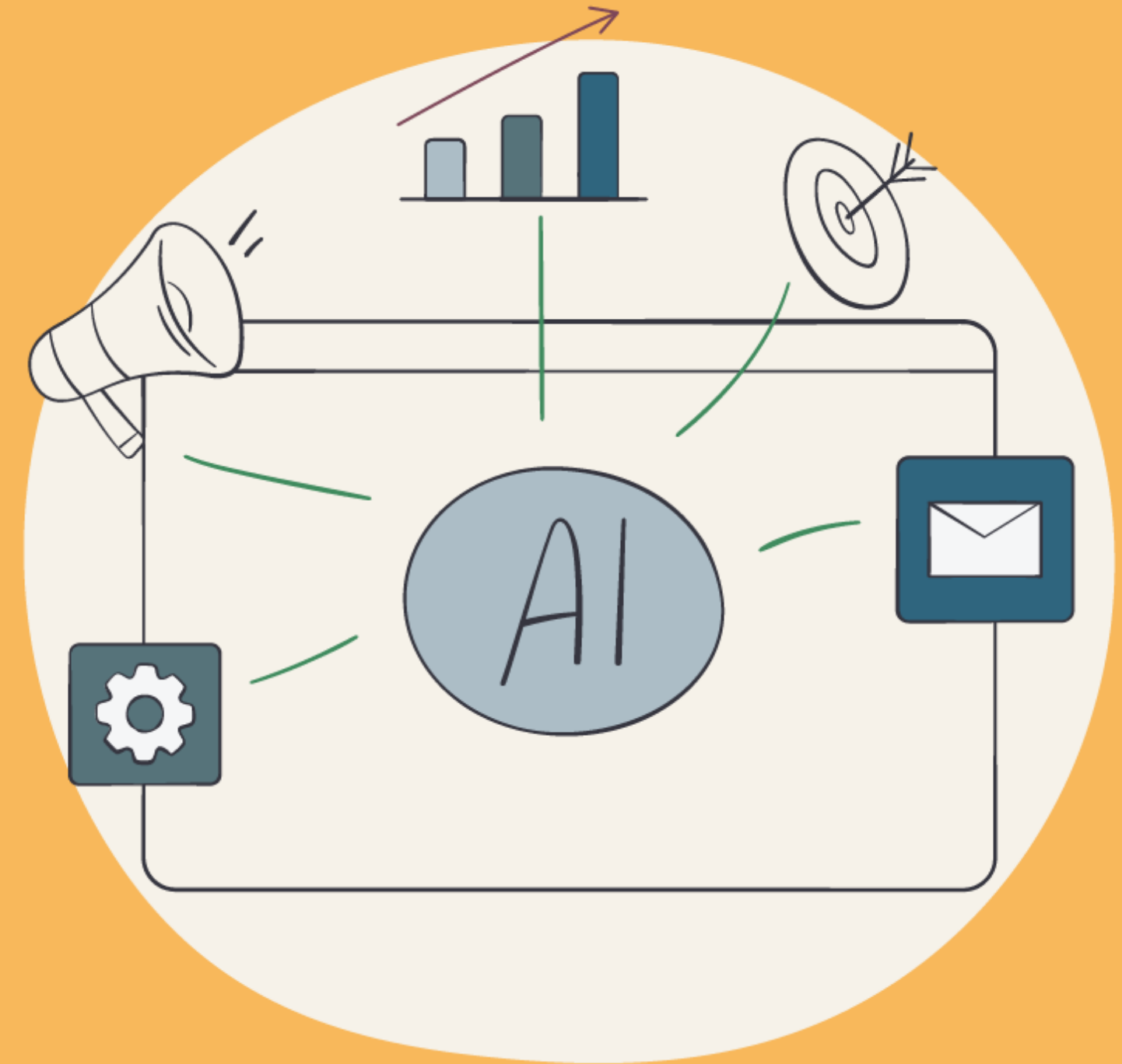
What else is AI being used for?



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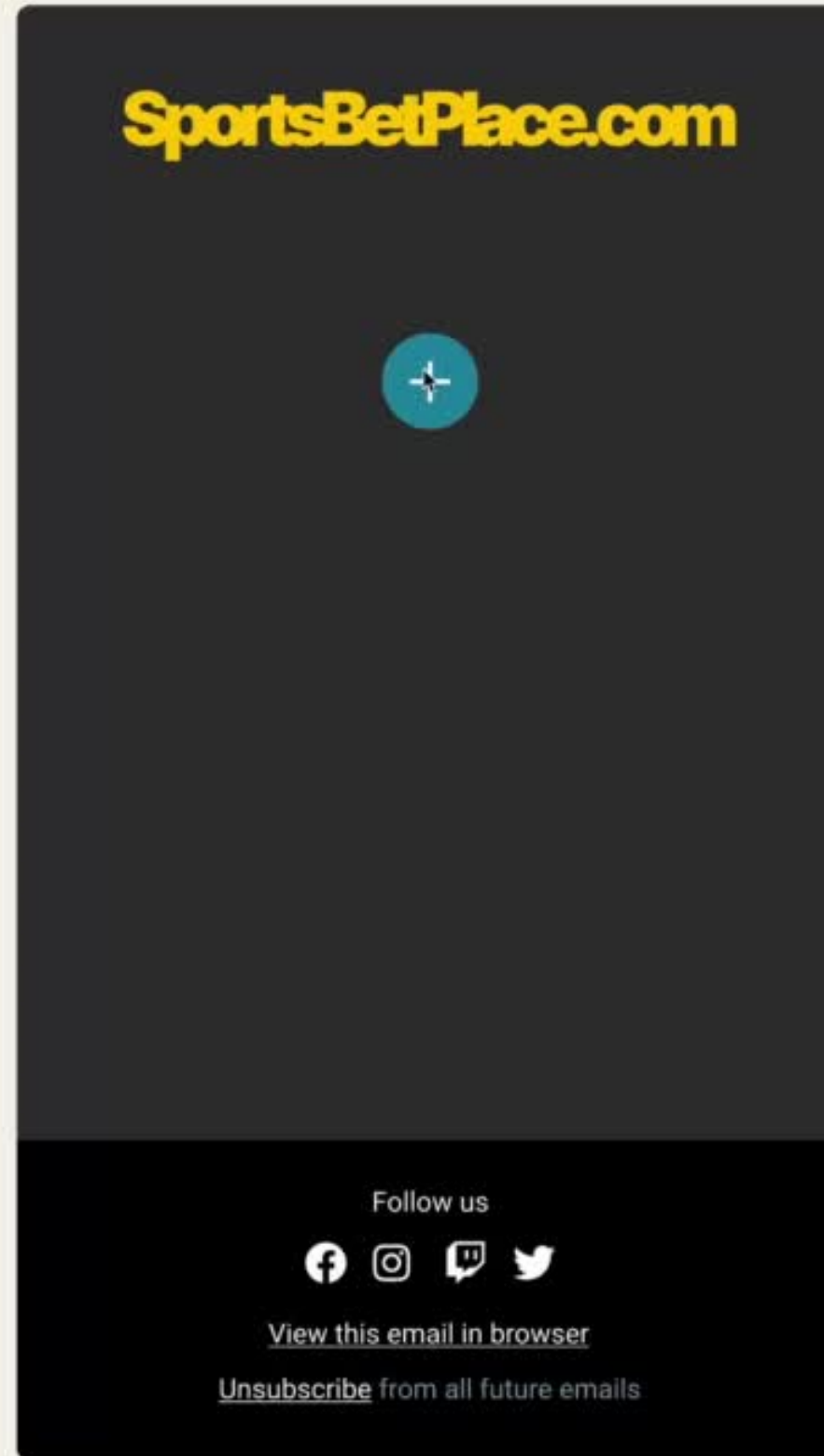
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- Text completion and image generation
- Recommendation Engines
- Engagement Optimization
- Geo Location
- Bonus Abuse Detection
- Churn Prediction
- LVT Predictions
- Sentiment Analysis
- VIP Identification



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CONTENT CREATION USING AI



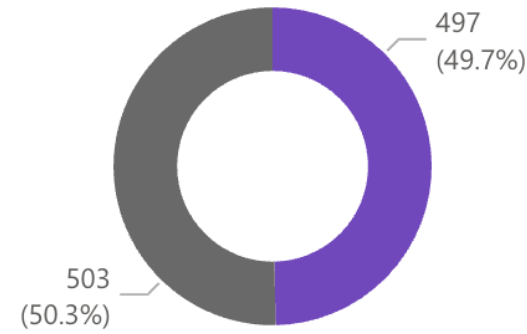
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AI - CHURN PREDICITONS

Churn Overview

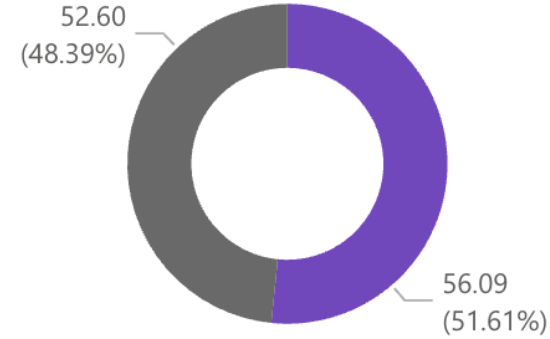
Churned %

is_chu... ● 0 ● 1



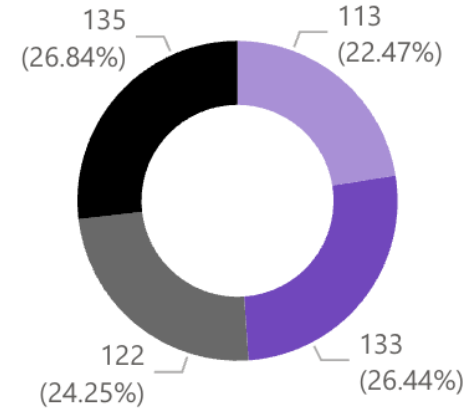
Churned % By Average Age

is_chu... ● 0 ● 1



Churned % By Gender

gender ● (Blank) ● f ● m ● o



Number of players prevented from churning last 60 days:

3501 ⚡⚡⚡

Money saved as result of reduced churn:

878,751 EUR ⚡⚡⚡

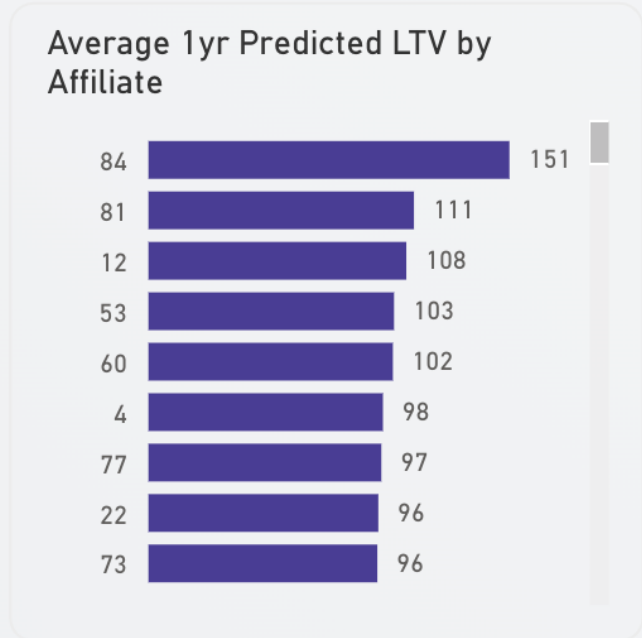
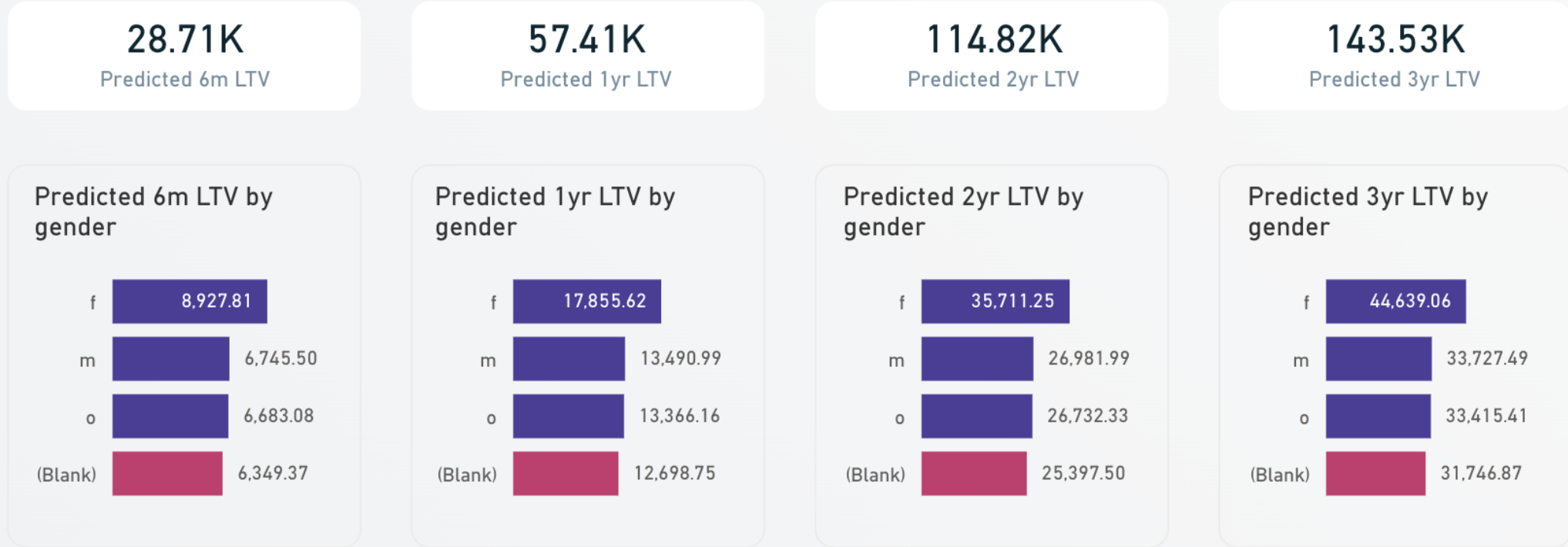
Player ID	Likelihood Churn	Recommended Activity	Is Churned	Last Churn Date	Is Self Excluded
2	98.55	Personal Call	0	2020-12-13	1
577	98.26	Already Churned	1	2020-05-26	1
56	97.49	Already Churned	1	2020-12-24	1
491	95.48	Already Churned	1	2020-10-18	1
437	95.20	Already Churned	1	2020-06-29	0
671	94.66	Personal Call	0	2020-12-17	0
995	93.49	Already Churned	1	2020-12-24	0
583	92.85	Already Churned	1	2020-03-29	0
526	92.16	Already Churned	1	2020-11-30	1
174	91.68	Personal Call	0	2020-11-07	0
608	90.39	Already Churned	1	2020-11-19	1
694	89.82	Personal Call	0	2020-05-15	0
415	89.75	Personal Call	0	2020-12-29	0
Total	9,139.49		503	2021-01-25	508



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AI -LIFTETIME VALUE PREDICITONS

Affiliate LTV Overview

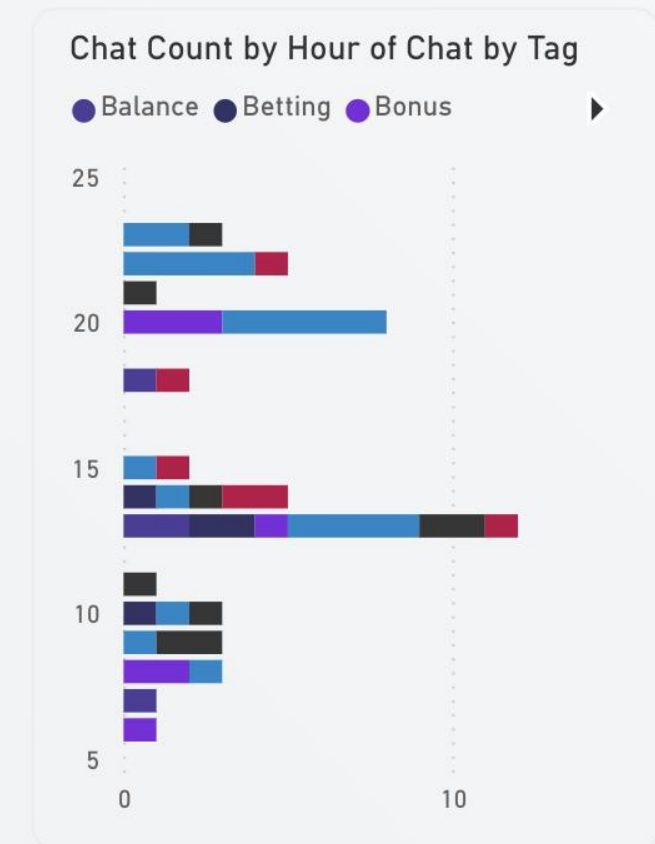
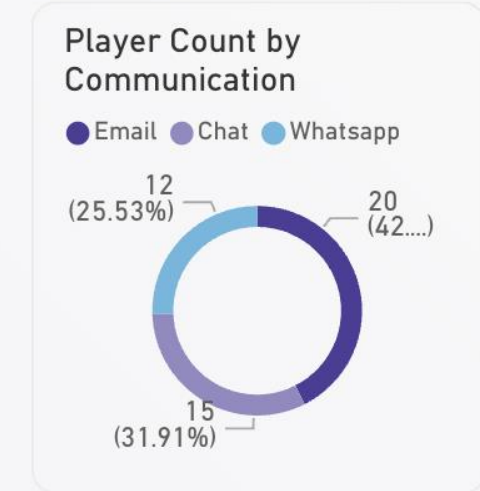
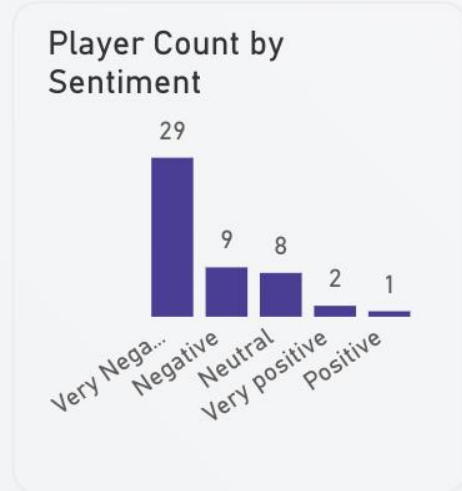
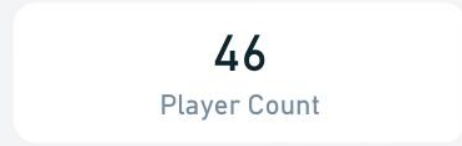


Player ID	Predicted 6m LTV	Predicted 1yr LTV	Predicted 2yr LTV
1	50.03	100.05	200.10
2	28.83	57.65	115.31
3	65.35	130.70	261.41
4	28.92	57.83	115.67
5	29.33	58.65	117.30
7	61.17	122.34	244.68
12	39.43	78.85	157.70
14	25.45	50.90	101.81
15	94.00	187.99	375.99
16	89.93	179.86	359.71
17	20.72	41.43	82.87
18	13.79	27.59	55.18
Total	28,705.76	57,411.53	114,823.06



SENTIMENT ANALYSIS

Chat Analysis



VIP IDENTIFICATION

VIP Identification

153.29K

Total NGR

25.55K

Average of NGR

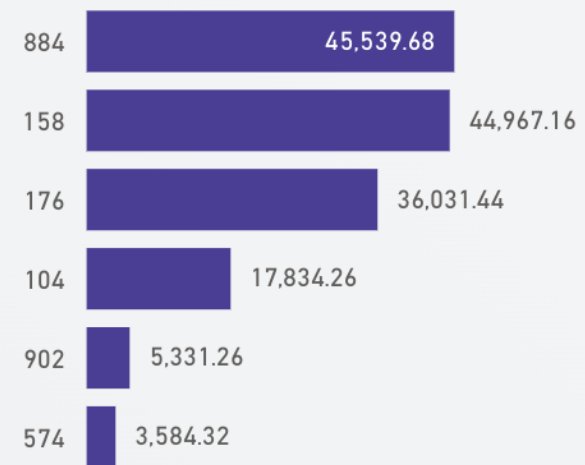
3.58K

Min of NGR

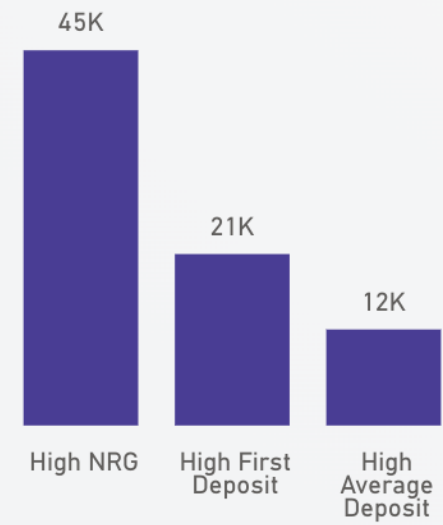
45.54K

Max of NGR

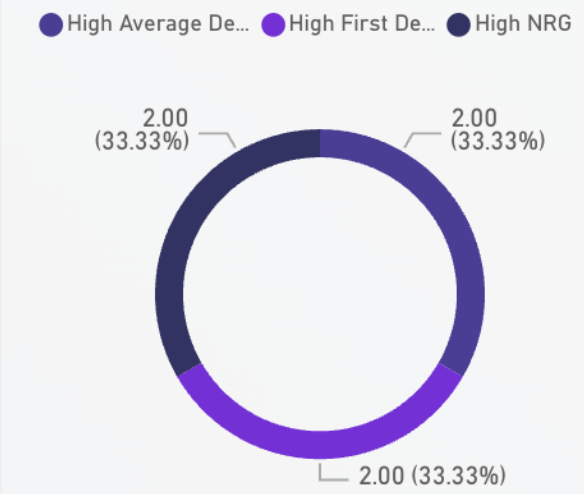
NGR by Player ID



Average of NGR by Selection



Count Players by Selection



player_id	NGR	High Average Deposit	High Bettor	High First Deposit	High NGR	High NGR per day
158	44,967.16				High NGR	High NGR Per Day
176	36,031.44			High first deposit		
574	3,584.32		High AVG Cash Bet			
884	45,539.68				High NGR	High NGR Per Day
104	17,834.26	High Average Deposit				
902	5,331.26	High Average Deposit		High first deposit		



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How do we make AI digestible?



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THE IMPORTANCE OF VISUALISATION

Knowledge is having the right answer. Intelligence is asking the right questions.

Adequate visualisation serves as a "canary in the coal mine" by constantly monitoring operational data, flagging anomalies, and offering predictive insights that can preempt potential issues.

By analysing KPI's in real-time, Insights enables you to identify trends, assess efficiency, and make informed decisions, i.e., it helps you to;

- maximise the use of your data
- improve operational agility
- optimise performance,
- and ultimately, profitability.



How do we start?



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7 Golden Rules of AI Projects

- Domain expertise is vital - ensure that the ML engineers know your business
- Data is one of your most valuable assets as a business
- Start small and solve real problems
- Don't reinvent the wheel - for many problems there are off the shelf algorithms
- Data engineering will require more resources than machine learning, plan accordingly
- As the business changes, so should models - retrain constantly
- The most accurate model doesn't always make the most business sense - there is a cost / efficacy tradeoff

Thank you for your time!



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