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| **Company / Organisation Name:** | Entain |
| **Team / Department**: | Marketing Analytics |
| **Address:** | One Stratford Place |

**Provisional title for project:**

 Global CLV Dynamics: Understanding Geographical Variations in the Prediction of Customer Lifetime Value

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

Entain is one of the world’s largest sports betting and gaming groups; we operate a number of recognisable brands, such as Ladbrokes, Coral, and bwin, in the UK and across 30+ countries. As such, understanding the drivers of customer value becomes more complex and essential. Customer Lifetime Value (CLV) is a critical metric for assessing the long-term profitability of customers and guiding marketing, retention, and acquisition strategies.

However, predicting and understanding CLV is not a one-size-fits-all process. The factors that drive CLV can vary significantly across different countries or geographical regions due to economic, regulatory, and market differences.

This project aims to explore the commonalities and divergences in the predictors that influence CLV predictions. This project will culminate in the segmentation (such as through clustering) of customers based on distinct regional identifiers, which will ultimately aid in developing tailored predictive-CLV models for each country and region.

**Short description of the data sources that would be used in the project, and how they would be used**

Internal SQL database

**Would any work by the student need to be carried out on site at the Company (with the exception of supervisory**

**Meetings)?**

No, but in-person onboarding will be preferred

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

No

**Essential skills**

Python/R

**Desirable skills**

SQL

**Preferred degree programmes (if any)**

None

**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

If there are any questions about the 2025 programme, please contact Richard Arnold at richard.arnold@ucl.ac.uk. The completed form should also be returned to this address.