

Behavioral markers of risky daily fantasy sports play

Daily Fantasy Sports (DFS) financial and time engagement can be used to separate players into natural player groups.

This is the first study to use actual DFS player data to look at natural groups of DFS players to identify at-risk players.

The Study

 Analyzed 29 months of player data from **11,130 randomly selected DFS players** who entered at least one contest during the 2014 NFL season.

 **Identified natural groups of DFS players** using time and financial engagement measures and **compared outcomes.**

Window of Activity
(number of days from first contest entry to last contest entry)

Contest Risk Score
(tendency to enter contests that pay out to a few top finishers)

Group 1

 **Group 1: 92.6% of all players (Typical Players)**

Time & Financial Engagement	Outcomes
 Spent \$157 on entries Net loss \$54 Lost 49% of money	 Window of activity = 459 days
 Entered 44 contests Played on 19 days	 Median contest risk score = 11.98

Group 1 tended to engage lightly for a short duration playing riskier contests and accumulating low net losses.

Safer Play strategies include general messaging about strategic contest selection and affirming moderate play practices.

Group 2

 **Group 2: 7.3% of all players (Riskier Players)**





Time & Financial Engagement	Outcomes
 Spent \$5,110 on entries Net loss \$1,018 Lost 28% of money	 Window of activity = 840 days
 Entered 1,523 contests Played on 346 days	 Median contest risk score = 12.80

Group 2 tended to engage heavily for a long duration playing riskier contests and accumulating moderate losses.

Safer Play strategies include targeted recommendations for strategic contest selection and moderate play.

Group 3

 **Group 3: 0.07% of all players (Net Positive Players)**

Time & Financial Engagement	Outcomes
 Spent \$383,534 on entries Net loss -\$59,914 Lost -11% of money (net gain)	 Window of activity = 845 days
 Entered 70,772 contests Played on 410 days	 Median contest risk score = 1.80

Group 3 tended to engage heavily for a long duration playing less risky contests, and had low losses.

Safer Play strategies include targeted messaging about moderate play and affirming strategic contest selection practices.