

Data Analytics Part I

**Are We Leaving Money on the Table?
Let's Dive into Your Players Club**

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Tuesday, January 28
11:00 am – 11:45 am

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Three Steps to Finding the Money

Step 1 – Data Mapping

Step 2 – Customer Potential

Step 3 – Position

Step 1 – The Mapping

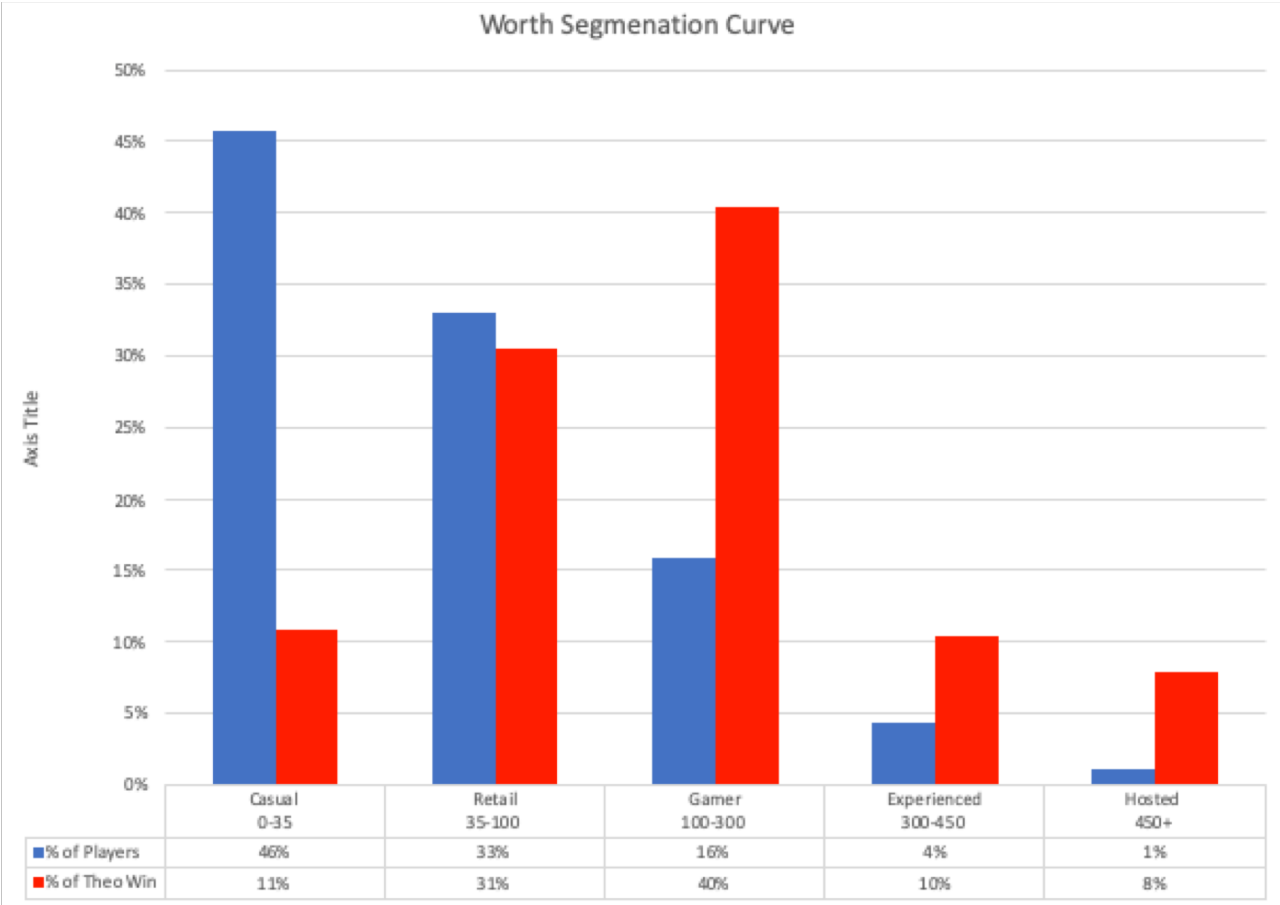
Two Maps

- Worth Segmentation
- Frequency Segmentation

Worth Segmentation allows us to understand the spread of spend across the database in a visual representation. The chart allows us to quickly see how we should be communicating to our customers and who that message should be coming from.

Step 1 – The Mapping

Worth Segmentation



Step 1 – The Mapping

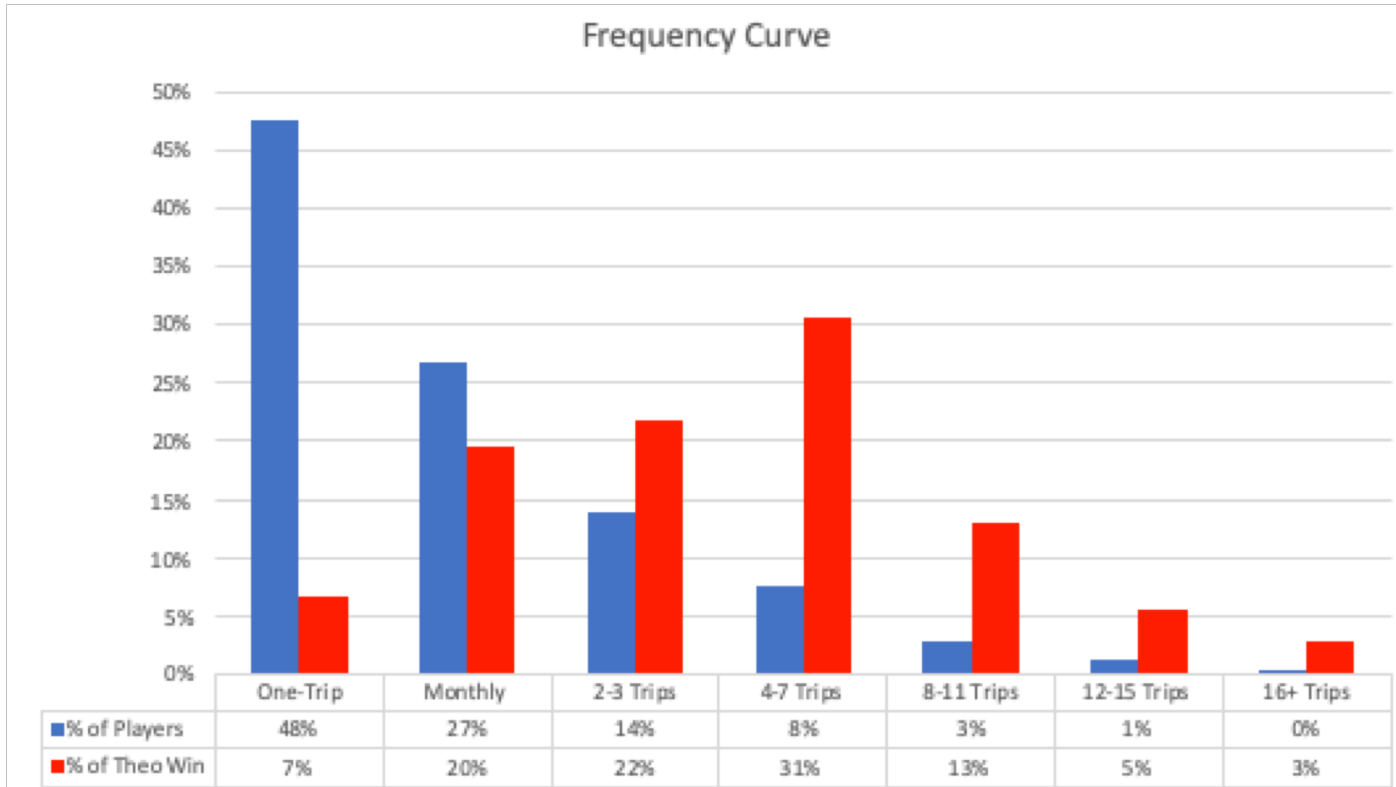
Frequency Segmentation

Frequency Segmentation allows us to understand the spread of visitation across the database in a visual representation. The frequency chart allows us to quickly see the definition of high and low frequency at the casino and identify which segments benefit from driving incremental visits and which segments may have discounted trips.



Step 1 – The Mapping

Frequency Segmentation



Step 2 – Customer Potential

Where is customer potential

- Frequency & Geography
- New Member Conversion

Looking at this information will guide where you need to look to grow your database. This is necessary for a strong players club database.

Step 2 – Customer Potential

Frequency & Geography

Local, low frequency players are another place to look at potential.

Oct - Dec 2019						
Distance	Freq	Players	90 Day Theo	Avg Visits	Avg Visits Improved	Theo Increase
Local	LF1	7,500	\$800,000	1.1	1.5	\$290,909
Local	LF2	5,000	\$2,000,000	2.59	3	\$316,602
Regional	LF1	10,000	\$1,500,000	1.07	1.5	\$602,804
Regional	LF2	5,000	\$3,000,000	2.49	3	\$614,458
Total 3 month lift						\$1,824,773
Total 1 month lift						\$608,258



Step 2 – Customer Potential

New Member Conversion

Managing to a conversion percentage goal will grow your database.

Signed up in November 2019, Converted through Dec

	Player Count	Conversions	Conversion %	TheoWin
1. ADT 450+	15	1	6.67%	\$20,000.00
4. ADT 300-450	25	3	12.00%	\$15,500.00
5. ADT 100-300	150	8	5.33%	\$50,000.00
6. ADT 50-100	200	20	10.00%	\$25,000.00
7. ADT 35-50	600	15	2.50%	\$20,000.00
9. ADT 0-35	750	25	3.33%	\$5,000.00
Grand Total	1740	72	4.14%	\$135,500.00

This is your Sweet Spot! You want good conversion #'s here.

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Step 3 – Position

Now What?

- Promotions
- Tier levels
- Benefits
- Reinvestment
- Communication methods

Challenge

Submit what you did to use data analytics to find money you were “leaving on the table” in your players club by August 2020.

Winner will be featured in an article in *Tribal Gaming & Hospitality Magazine* about their amazing work!

Submit entries to

lynette@betravingknows.com

