

Data Analytics Part II

**Are We Leaving Money on the Table?
Let's Dive into Your Slot Floor**

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Wednesday, January 29
10:00 am – 10:45 am

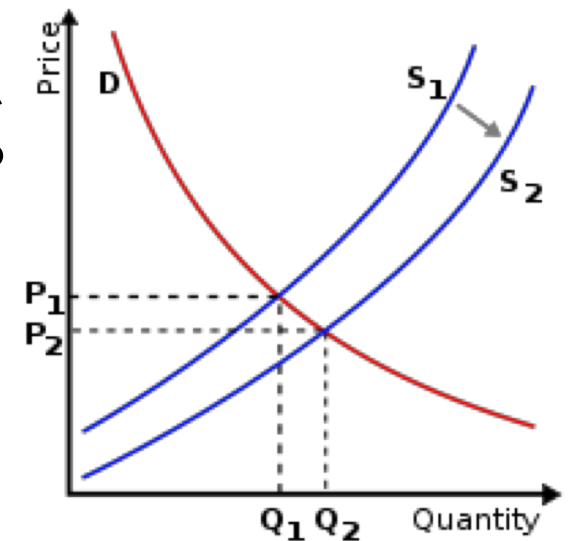
Raving
NEXT

Are We Leaving Money on the Table? Let's Dive into Your Slot Floor

- **Qualitative analysis needed in your slot department**
- **How marketing player information is going to start affecting our selections of slot products, floor design, and marketing offers**
- **What slot data can help your marketing efforts beyond ADT**
- **At a high level what's beyond ADT and win ratings**

Qualitative analysis needed in your slot department

- Supply and demand analysis of slot floor by slot and customer segments
- How do we measure supply and demand of our slot product and determine the right number of games?
- What are our options for controlling the supply and pricing
- How to optimize floor design for maximum profitability



Slot Supply and Demand Metrics

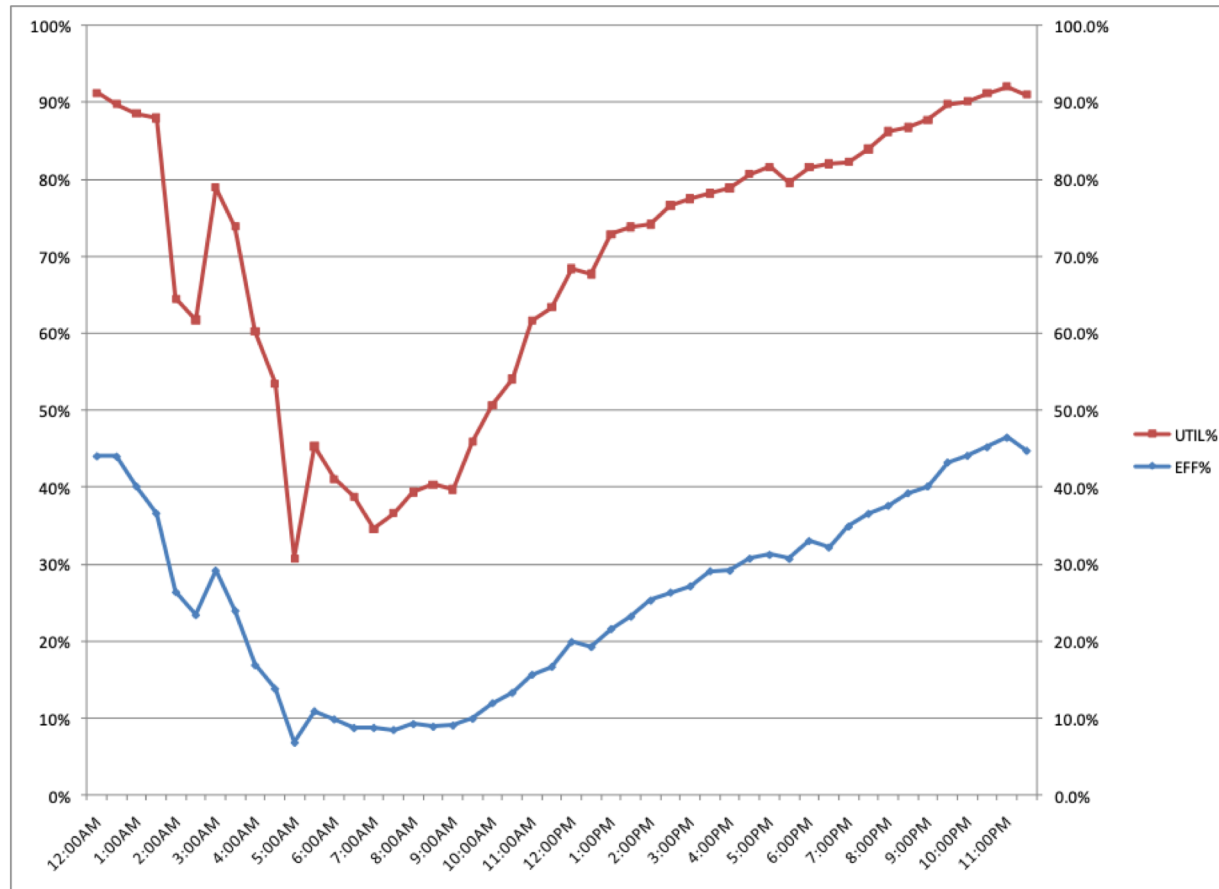
Slot Supply Metrics

- Slot games available
- Total available handle pulls – slot pull speed x time

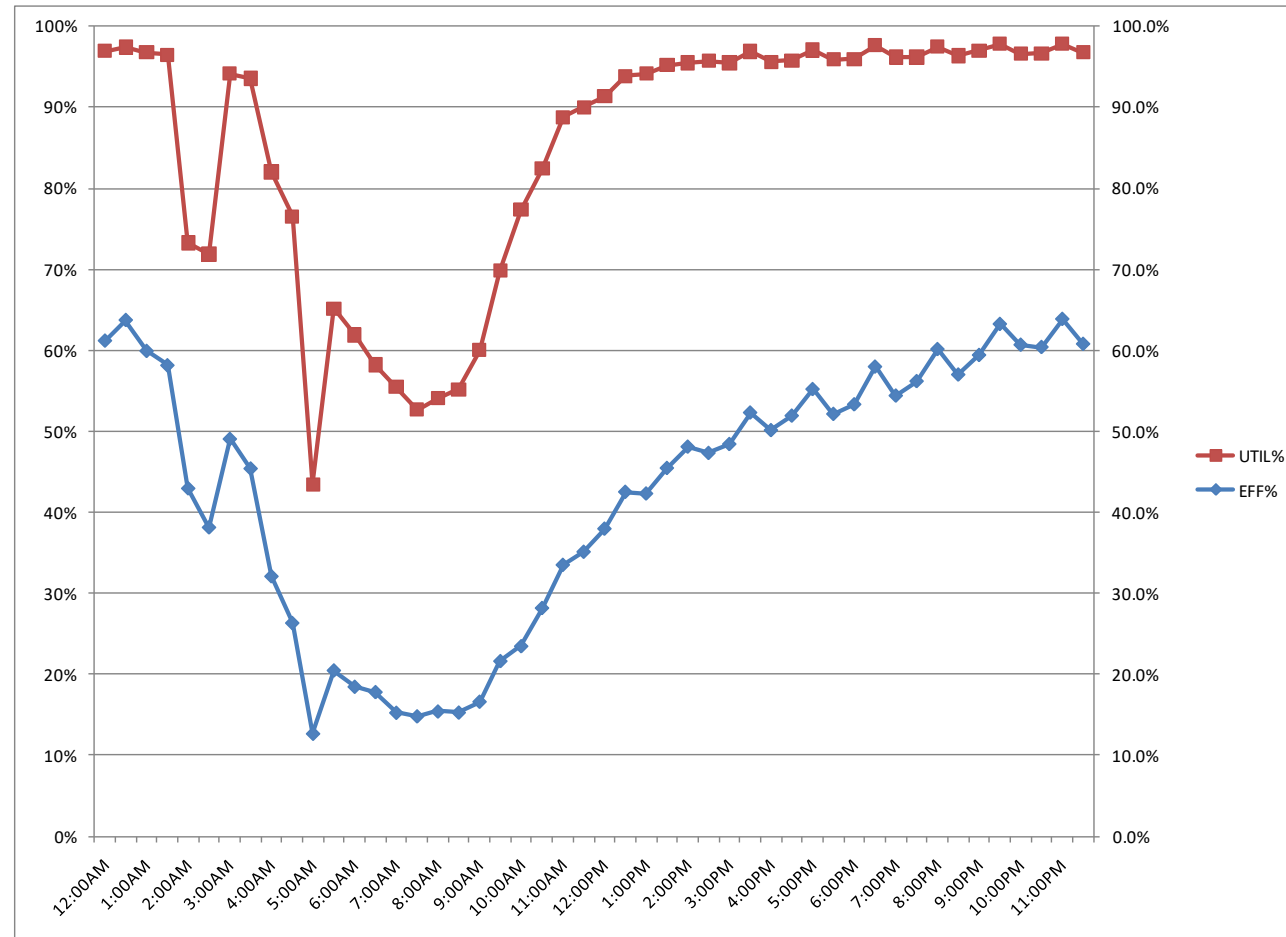
Slot Demand Metrics

- Total occupied seats as % of floor over time. If there are 1,000 slots and 900 at a specific time or period, the occupancy would be 90%
- Total pulls used. If pull speeds are 10 pulls/minute, machines have 600 pulls an hour or 14,400 pulls a day available for sale

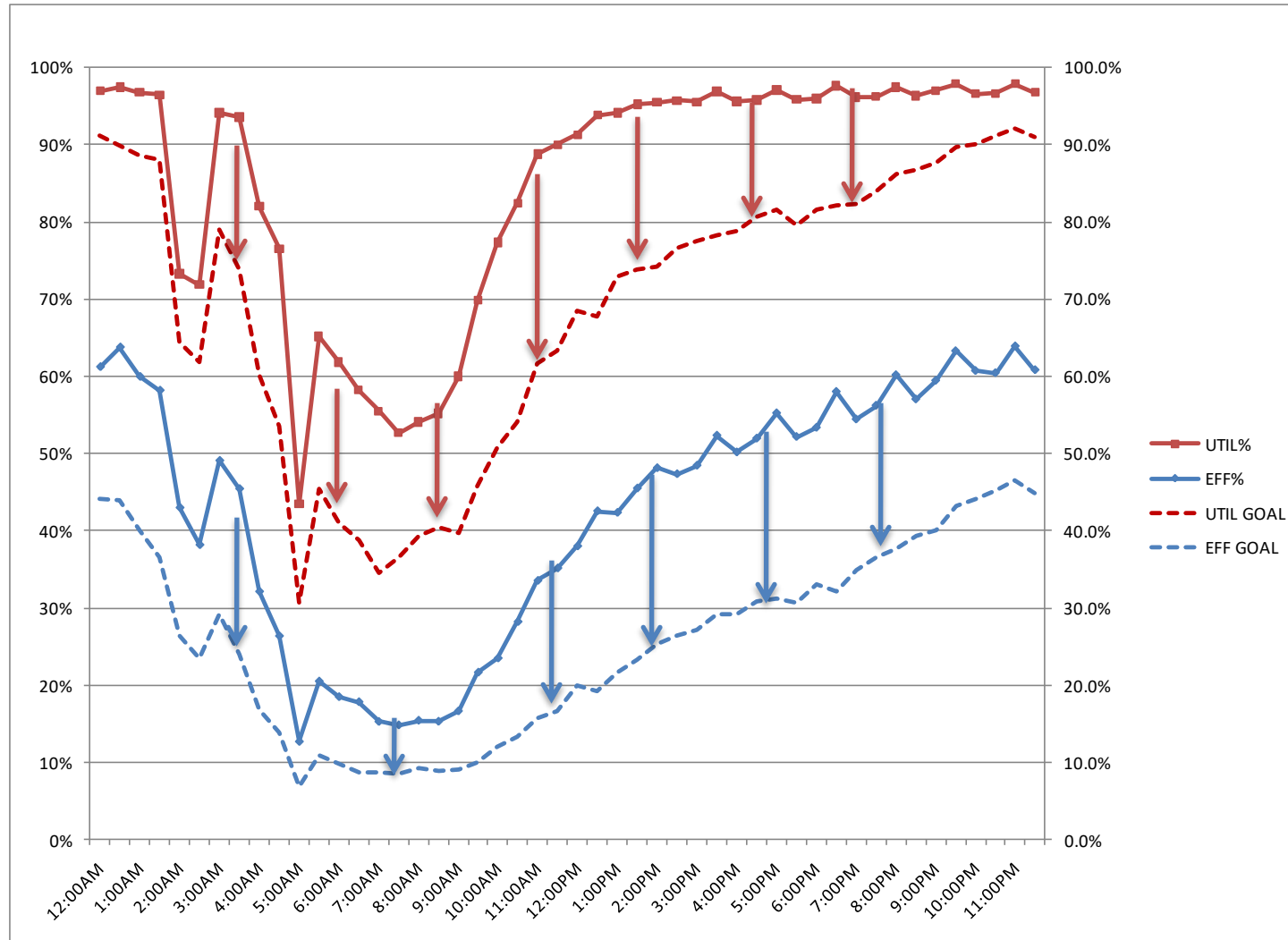
Plot Slot Demand Over Time by Day by Segment



Slot Demand Constrain



Option 1 – Add more games



Option 2 – Increase the Price

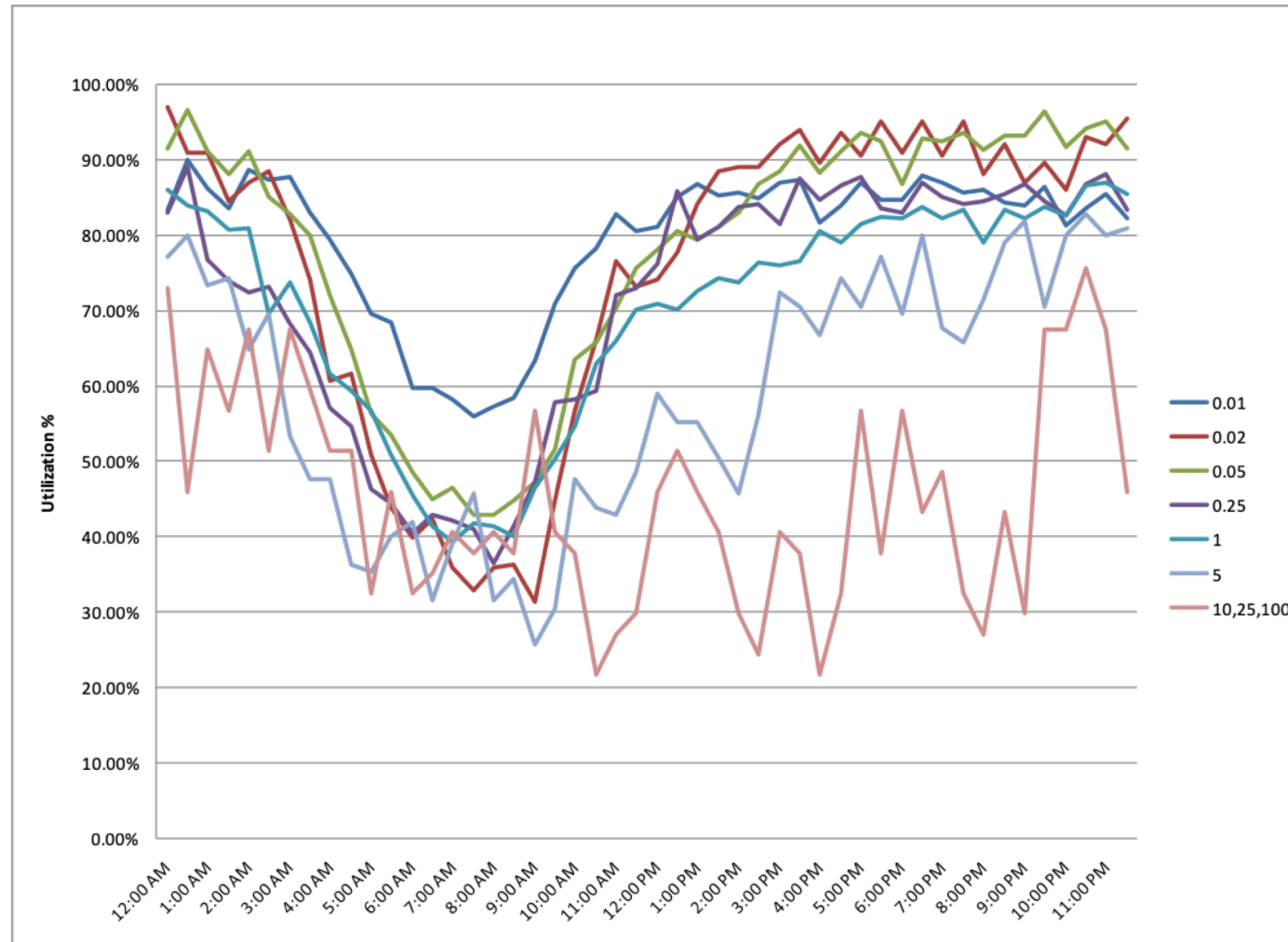
- **Increase the minimum bet to play**
- **Change from multi to fixed or increase min denom**
- **Raise denomination**
- **Increase the house advantage**

What Makes It Work – Segmenting Slots

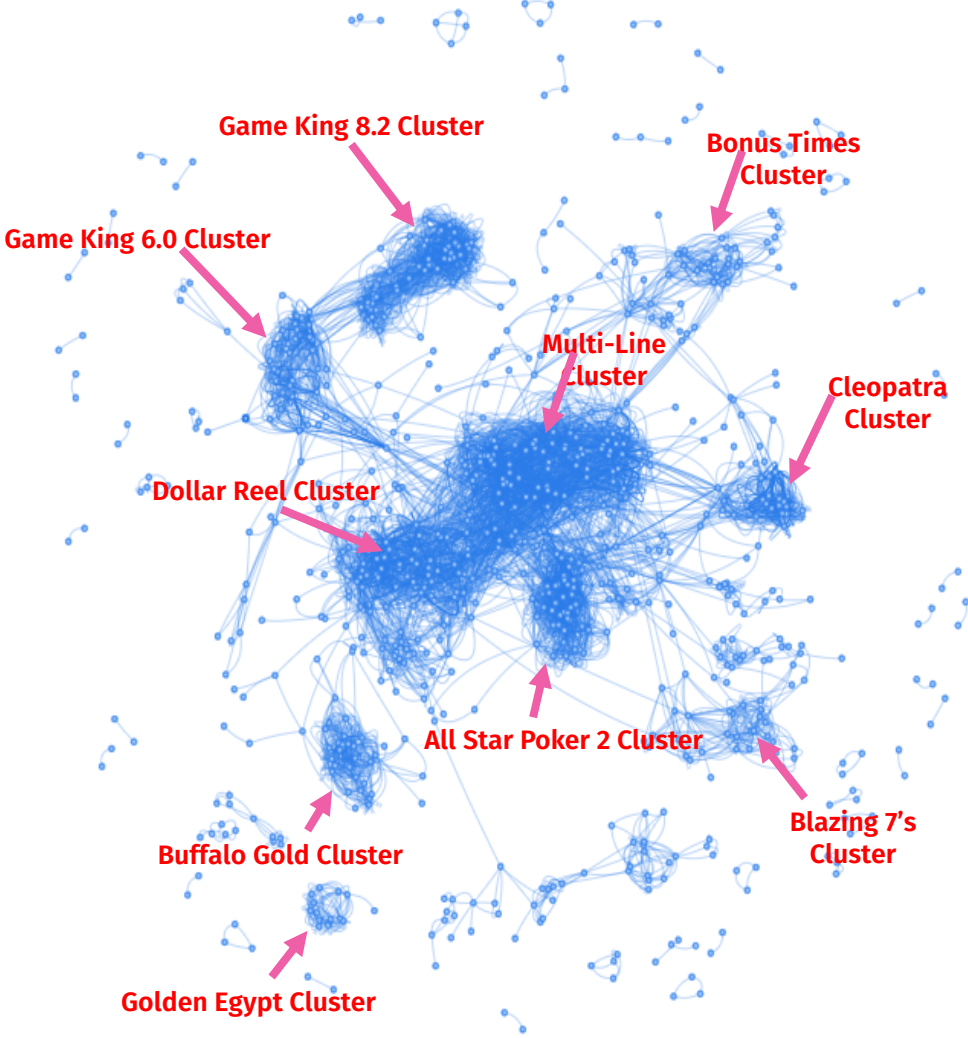
You're trying to find constrain, you may have to dig by segmenting your games...

- **Denomination**
- **Zone**
- **Type**
- **Player Segment**

Segmenting Slots by Denom



Game Clusters by Customer Segment



How marketing player information is going to start affecting our selections of slot products, floor design, and marketing offers

- **Know what games are *needed***
- **By grouping slots by player segments we can begin to “market basket”**
- **Group games into appropriate gaming areas for segments**
- **Set prices to maintain availability for preferred segments**
- **Better forecast WPUPD estimates and expectations**
- **Steeper acceptance curves by marketing games directly to targeted segments**

What slot data can help your marketing efforts beyond ADT and win ratings?

What's wrong with ADT?

- **ADT = Average Daily Theoretical**
 - = (Theoretical Win / Rated Days)**
 - = (Coin In * House Advantage) / Rated Days**
 - = (Avg Bet * Handle Pulls * House Advantage) / Rated Days**
- **The quick loss problem – ADT too low**
- **The big win problem – ADT too high**
- **Players “win” in only about 1 in 5 trips**
- **Roughly 2/3 of your database likely has less than 3 visits in your rating period, and about half have 2 or less**
- **Players are often bad at rating themselves (don't use cards, don't use full trip)**

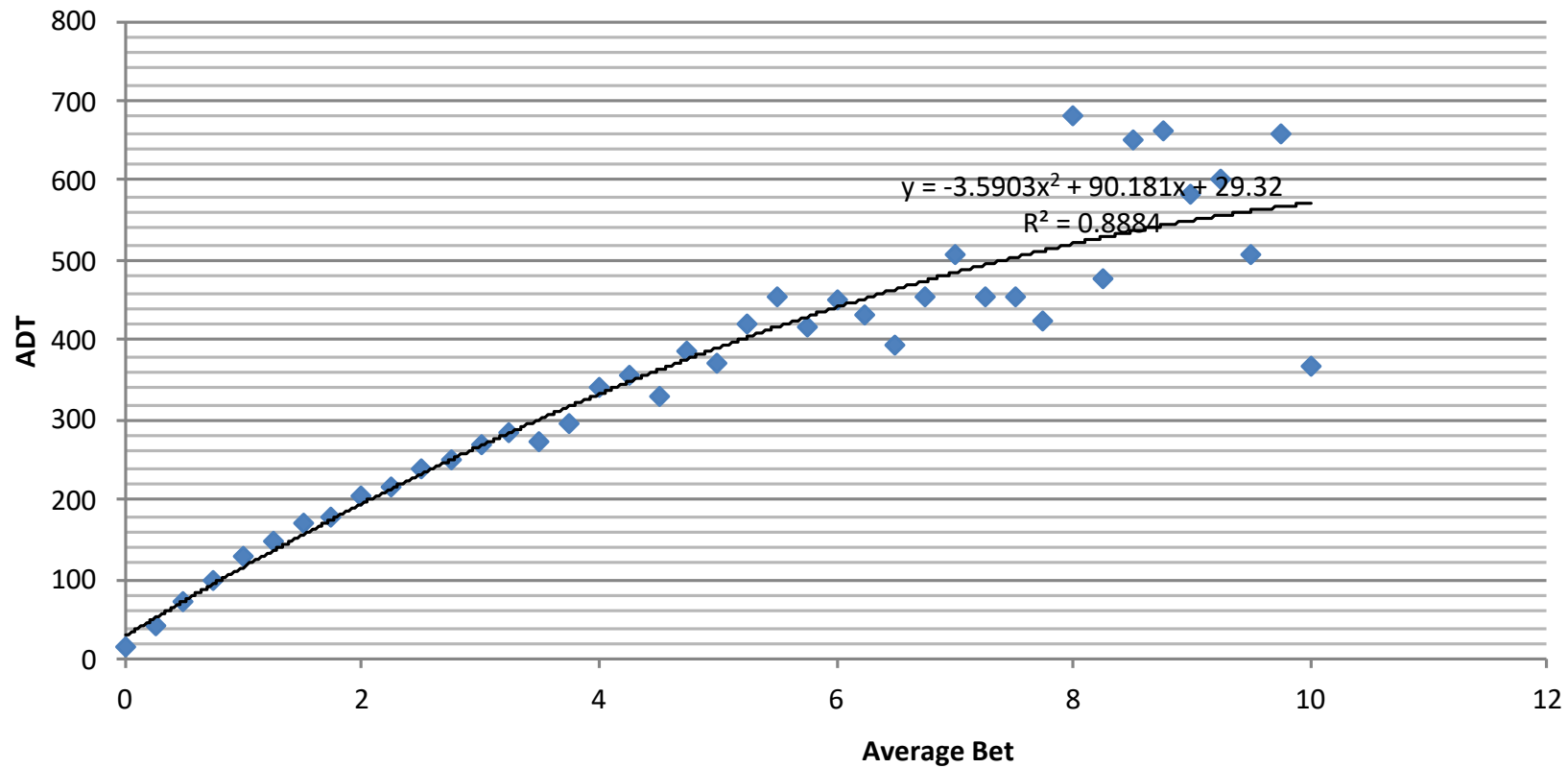
What's the solution? Predictive Modeling

Identify correlations in slot metrics and ADT levels such as...

- **Average Bet Per Spin**
- **Rated Slot Drop (Cash Buy In)**
- **Game Selection (“VIP” games from market cluster)**
- **External Demographic Data (Age, Income, Ethnicity, Zip Code, etc.)**
- **Psychographic Data**

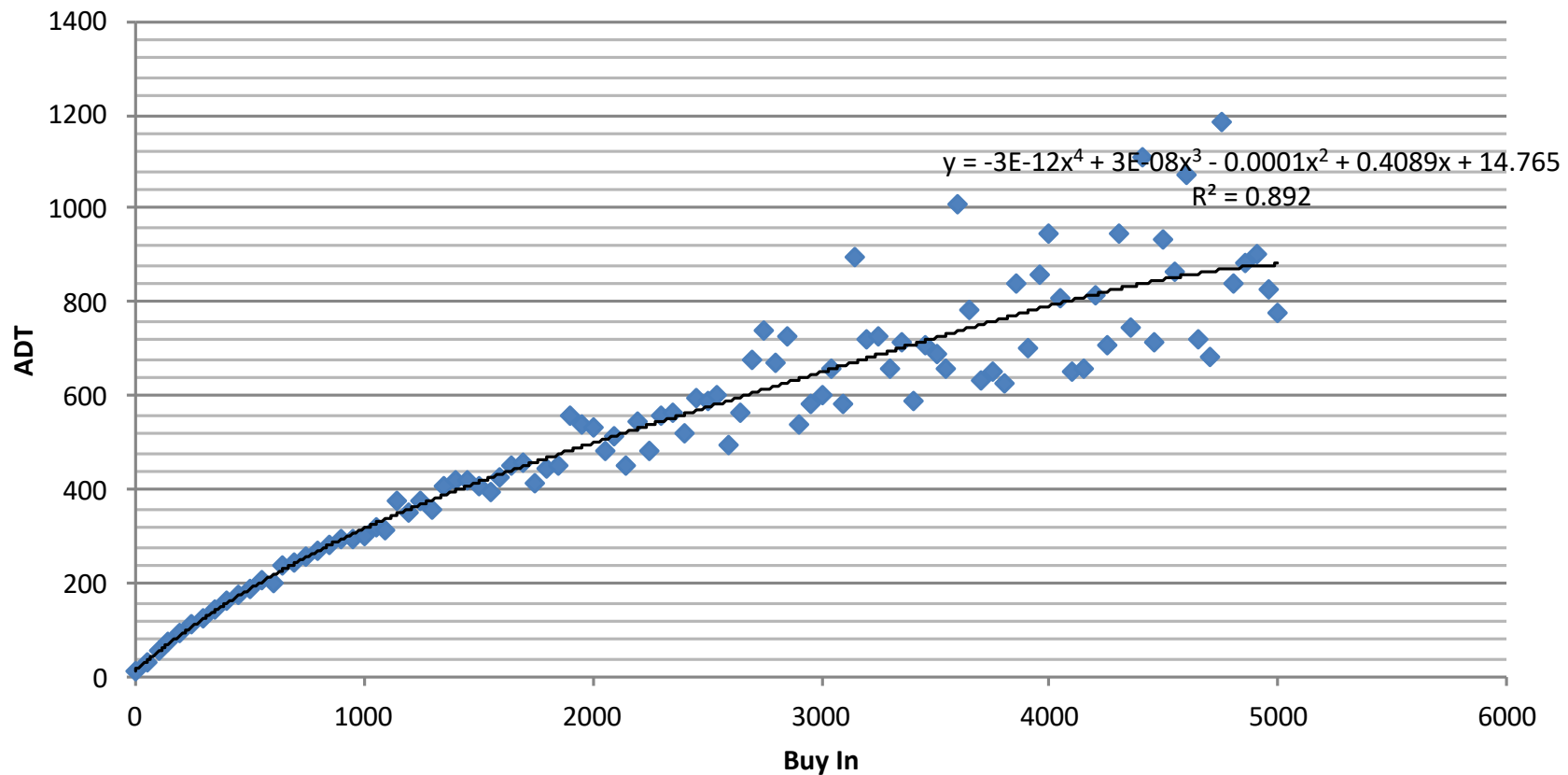
Comparing Average Slot Bet to ADT

Avg Bet vs. ADT (Slots)



Comparing Average Slot Drop to ADT

Buy In vs. ADT (Slots)



Predictive Modeling Possibilities

Identify correlations in slot metrics and ADT levels such as...

- Better promotions/offers at signup**
- Targeted social media campaigns to public databases**
- First visit prediction scores that trigger marketing and player development actions real time**
- Better initial core offers and promotional campaigns**
- Add consistency and protect the player from themselves**