

SESSION HANDOUT

**Data Analytics PART I of III:
Are We Leaving Money on the Table?
Let's Dive into Your Players Club**

**Tuesday, January 28
11:00 AM – 11:45 AM**

By Lynette O'Connell, Raving VP of Data Science and Operations

Worth Segmentation:

- Casual

- Retail

- Gamer

- Experienced Gamer

- Hosted

Frequency Segmentation:

- One-Trip

- Monthly

- 2 – 3 Trips

- 4 – 7 Trips

- 8 – 11 Trips

- 12 – 15 Trips

- 16+ Trips

Customer Potential:

- Frequency and Geography

- New Member Conversion

Position:

- Promotions

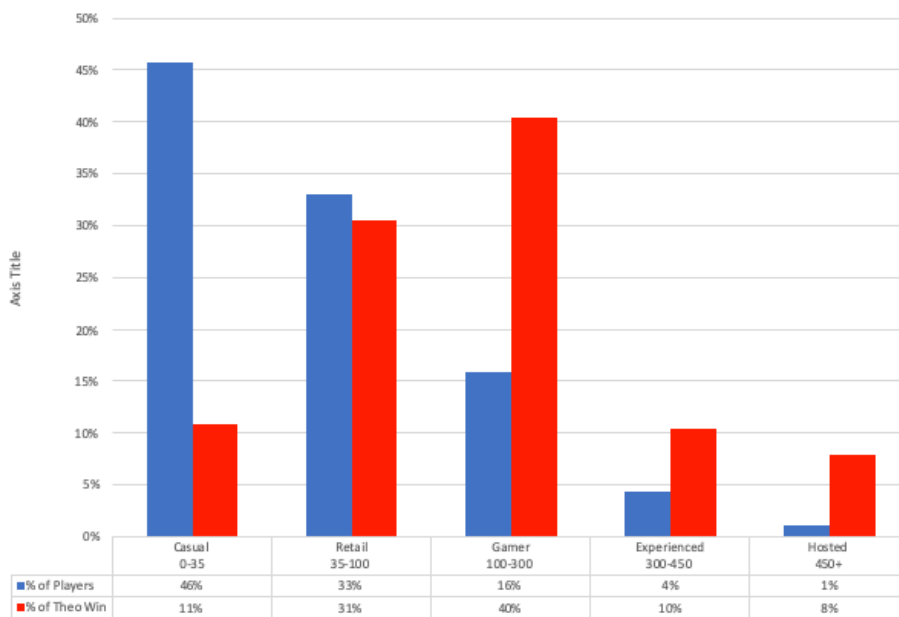
- Tier Levels

- Benefits

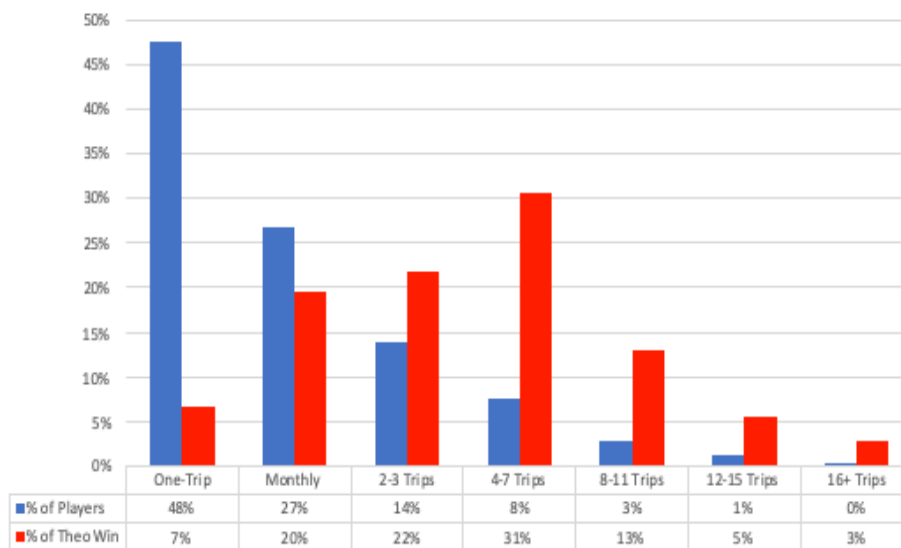
- Communication Methods

- Reinvestment

Worth Segmenation Curve



Frequency Curve



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