

# Data Analytics Part III

**Are We Leaving Money on the Table?  
Let's Dive into Player Development and Tie It All Together**

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Thursday, January 30  
10:30 am – 11:30 am

**Raving** **NEXT**

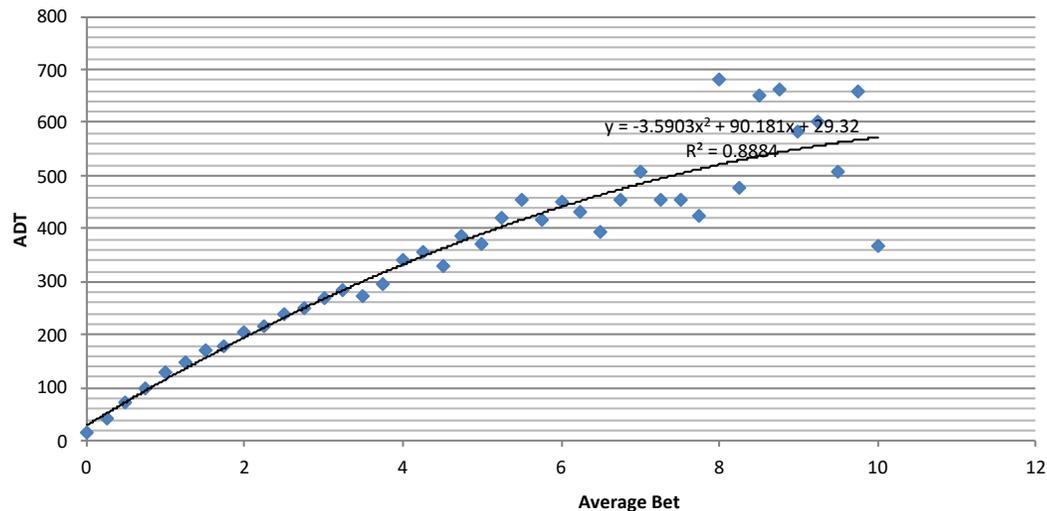
## **VIPs and Slot Metrics**

- **One of the largest missed opportunities in marketing is relying solely on ADT, particularly when attempting to market possible VIP players with few trips**
- **Remember the 80/20 rule, typically 80% of your gaming revenue comes from VIPs, so growing this segment grows the bottom line!**
- **Use slot metrics like average bet, slot drop or buy-in, actual loss, game selection, etc. to make longer predictions**
- **Consider demographics, psychographics, and external data**
- **Predict both value and loyalty**
- **Consider promotions or on floor interactions as opposed to core offerings to keep costs down**
- **Combine these insights and promotions with the host team**

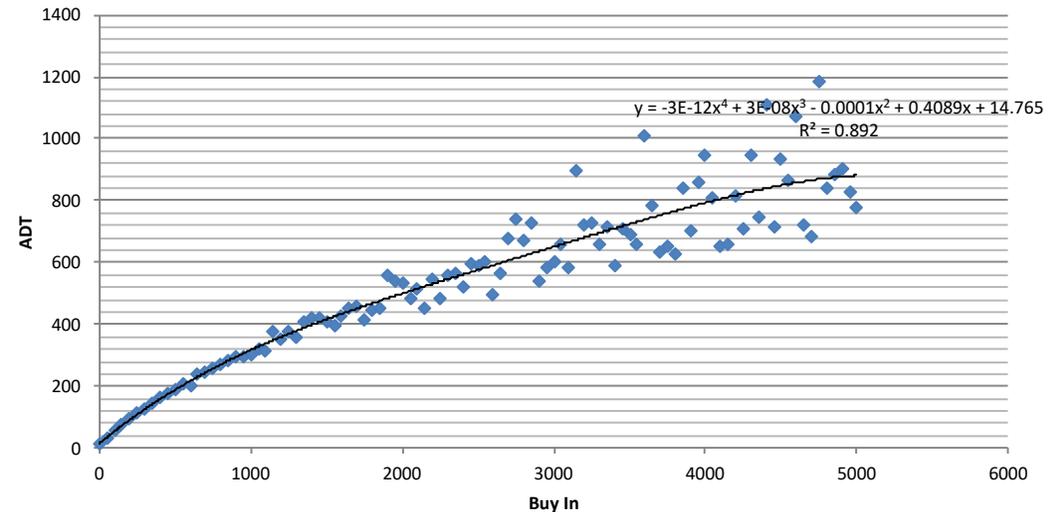
# Using Slot Metrics to Identify VIPs

- Finding the diamonds in the rough
- Best for new and low frequency guests
- Slot metrics such as cash buy in and average bet are predictor variables of VIP play

Avg Bet vs. ADT (Slots)

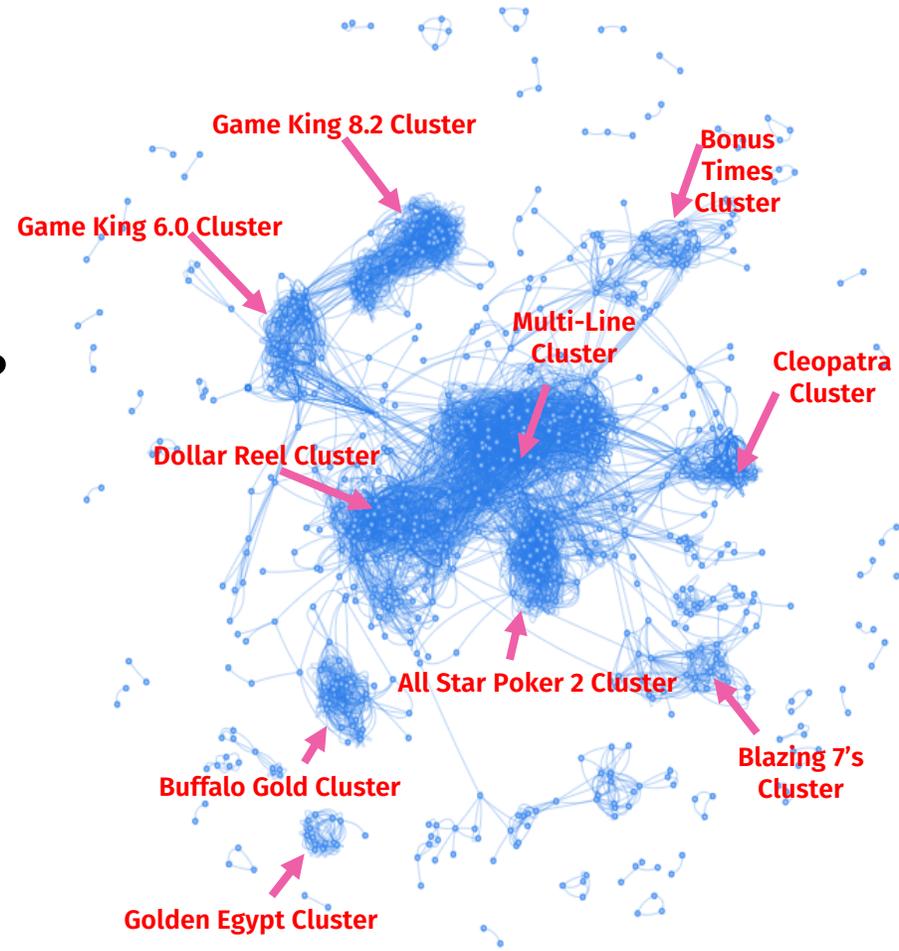


Buy In vs. ADT (Slots)



# VIPs and the Games they Play

- Know the games your VIPs prefer
- Is there enough supply? Is the price right to ensure availability?
- Can we recommend games to players?
- Utilize targeted Free Play to a slot theme?

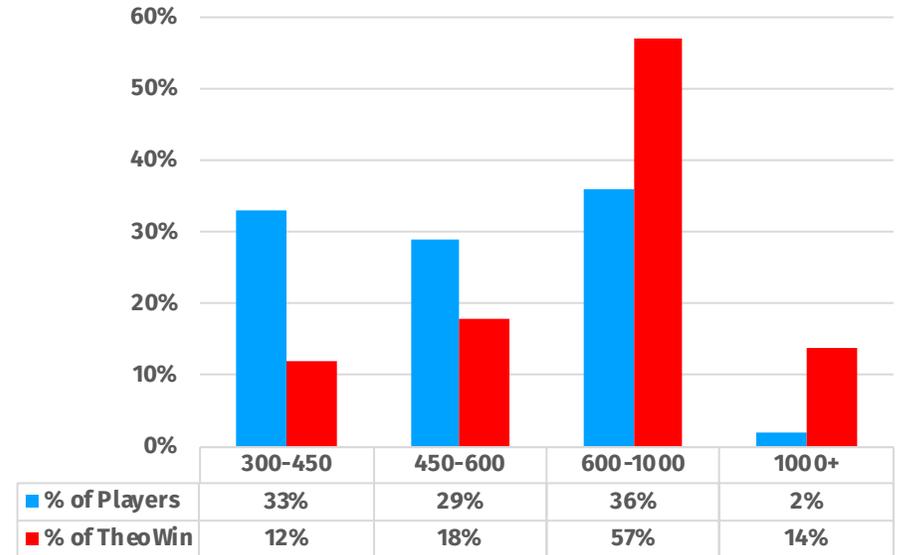


# VIP Database

Know your VIP database  
by creating your maps

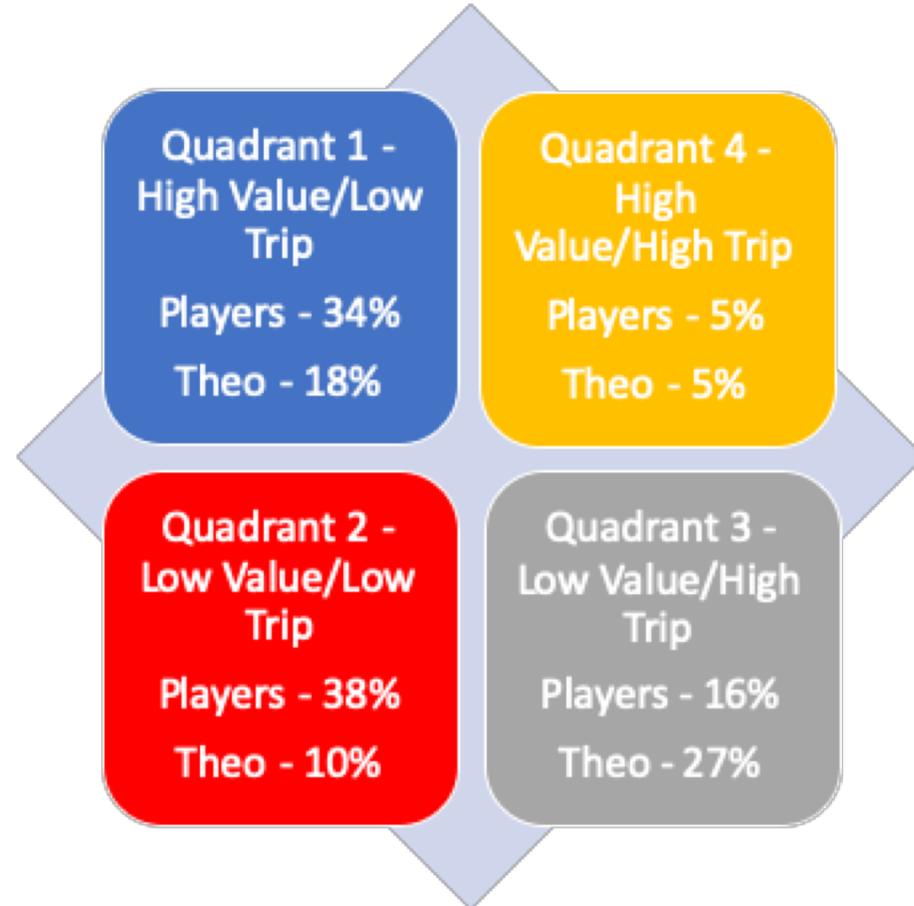
Oct - Dec 2019						
Distance	Freq	Players	90 Day Theo	Avg Visits	Avg Visits Improved	Theo Increase
Local	LF1	85	\$125,000	1.11	1.5	\$43,919
Local	LF2	100	\$500,000	2.55	3	\$88,235
Regional	LF1	500	\$575,000	1.09	1.5	\$216,284
Regional	LF2	450	\$1,200,000	2.63	3	\$168,821
<b>Total 3 month lift</b>						<b>\$517,260</b>
<b>Total 1 month lift</b>						<b>\$172,420</b>

VIP Worth Segmenation Curve



# VIP Database

Take the worth and frequency and create quartiles



## Use the Results

### Build your goals around the results

- What are the best metrics?
- How can you include the slot metrics to drive your revenue?
- How can you use slot preference information to help?



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# Use the Results

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### Q4 Assigned Host

- (Blank)
- Adam Williams
- Gus Jones
- Joe Smith
- Susan Jensen

### Retention - Trips are more than 3 in the last 30 days with a 3 to 1 TJ of 2.5-3.5

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
16,337.53	70	1201516355	2,876.80	17	49	2.88
8,476.97	152	1201694631	710.68	10	26	2.60
5,481.53	66	1201854610	619.00	7	22	3.14
4,360.86	115	1201541340	893.35	11	30	2.73
4,006.87	238	1201848636	564.53	16	51	3.19
3,799.37	72	1201557345	839.69	6	18	3.00

### Growth - Upsiders - Less than or equal to 3 trips in the last 30 days with a 3 to 1 TJ of 2.5-3.5

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
4,578.20	1201148631	1201148631	3,600.62	2	6	3.00
3,935.76	120195865	120195865	1,823.34	1	3	3.00
2,408.39	12011012784	12011012784	710.83	3	10	3.33
2,037.16	1201859270	1201859270	847.96	3	8	2.67
2,005.08	1201699562	1201699562	943.01	2	6	3.00
1,952.43	1201367962	1201367962	811.19	2	5	2.50
1,455.47	1201658570	1201658570	1,904.19	1	3	3.00

### Growth - Incliner/New Business All Quadrants with a 3 to 1 TJ of 0-2.5

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
11,931.52	1201487841	1201487841	940.71	12	16	1.33
11,814.17	1201627962	1201627962	1,449.48	15	34	2.27
11,339.52	120117181	120117181	1,009.78	14	23	1.64
10,518.38	120195138	120195138	1,104.46	9	10	1.11
9,498.34	1201310144	1201310144	1,270.21	12	19	1.58
9,488.40	12011760	12011760	1,135.16	14	22	1.57

### Reactivation - Inactive - All Quadrants with a 3 to 1 TJ of 0

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
49	1201700923	1201700923	1,185.86			4
39	1201587703	1201587703	505.49			
19	1201845086	1201845086	539.55			3
19	1201937611	1201937611	1,490.38			6
18	1201693114	1201693114	1,115.77			2
18	1201789789	1201789789	1,264.67			
<b>772</b>			<b>759.76</b>			<b>109</b>

### Reactivation - Decliner - All Quadrants with a 3 to 1 TJ greater than 3.5

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
4,681.48	108	1201466481	623.70	8	31	3.88
3,816.69	79	1201648324	1,521.70	4	15	3.75
2,401.08	63	1201234973	467.33	8	33	4.13
1,181.18	10	1201390348	1,830.25	1	4	4.00
1,044.31	36	1201882564	691.82	5	18	3.60
789.08	27	120184871	431.70	2	9	4.50
457.48	10	1201262583	394.80	2	8	4.00

- Who should you spending your time on?
- How can you use this information to increase visitation?