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
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)**

\[ y = -3.5903x^2 + 90.181x + 29.32 \]
\[ R^2 = 0.8884 \]

**Buy In vs. ADT (Slots)**

\[ y = 38.12x^3 + 38.00x^2 + 0.0011x^3 + 0.4089x + 14.765 \]
\[ R^2 = 0.892 \]
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?
Know your VIP database by creating your maps

<table>
<thead>
<tr>
<th>Distance</th>
<th>Freq</th>
<th>Players</th>
<th>90 Day Theo</th>
<th>Avg Visits</th>
<th>Avg Visits Improved</th>
<th>Theo Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>LF1</td>
<td>85</td>
<td>$125,000</td>
<td>1.11</td>
<td>1.5</td>
<td>$43,919</td>
</tr>
<tr>
<td>Local</td>
<td>LF2</td>
<td>100</td>
<td>$500,000</td>
<td>2.55</td>
<td>3</td>
<td>$88,235</td>
</tr>
<tr>
<td>Regional</td>
<td>LF1</td>
<td>500</td>
<td>$575,000</td>
<td>1.09</td>
<td>1.5</td>
<td>$216,284</td>
</tr>
<tr>
<td>Regional</td>
<td>LF2</td>
<td>450</td>
<td>$1,200,000</td>
<td>2.63</td>
<td>3</td>
<td>$168,821</td>
</tr>
</tbody>
</table>

Total 3 month lift: $517,760
Total 1 month lift: $172,420
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?
Use the Results

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