

**The CDC Gaming Seminars /  
UNLV International Gaming Institute**

**Slot Performance  
Analysis Workshops**

**December 15-16, 2011**

**at the UNLV International Gaming Institute  
Las Vegas, Nevada**

In today's challenging economic environment it is essential to make the right decisions in order to maximize the financial results of your slot floor. This seminar, presented by the UNLV International Gaming Institute (IGI) and CDC Seminars, will give you the tools needed to effectively analyze and improve your slot floor performance.

The Slot Performance Analysis Workshop is designed for gaming industry professionals who already understand basic financial measures such as a profit and loss, variance, mix percentages, ratios, ranking, indexing, and market share. **Attendees should have a working knowledge of MS Excel, specifically inputting/selecting data, entering formulas/functions and working with data in pivot tables.**

The workshop will take place in the IGI Computer Lab, which is located in the Stan Fulton Building on the UNLV Campus. Each attendee will be provided with their own computer so that they are able to immediately apply the techniques that are being taught .

## Workshop Topics

### Section I – Analytic Toolkit and Excel Shortcuts

#### o Part 1 – Financial Calculations

- Brief review of basic financial formulas
- Breakeven analysis
- The concept of incremental gain

#### o Part 2 – Managerial Statistics

- Frequency
- Central tendency
- Shape (skew, kurtosis)
- Dispersion (range, standard deviation)
- The normal distribution
- Standardized values
- Confidence interval
- Bivariate correlation
- Simple regression
- Anomaly detection

#### o Part 3 – Mathematics of Par Sheets and Pay Tables

- Combinations, probability, top award
- Hit frequency
- Expected payout %
- Standard deviation & Volatility index
- Calculating statistical range for win % variation

### Section II – Performance Analysis Methods

#### o Manipulating data with Excel pivot tables

#### o Key Metrics

- Performance ratios
- Max bet percentage
- Velocity
- Occupancy
- Utilization

## Workshop Topics

### o Trending

- Slope
- Fit
- Excel graphing
- Excel slope calculation
- Spurious correlation

### o Machine & title evaluation

- Granularity
- Creating & correlating peer groups
- Revenue maximization
- Limitations

### o Win % issues

- Mathematical relationships
- Video poker hold
- Max bet
- Pricing strategy
- Effect of free play and promotion credits
- Loyalty & profitability

## SECTION III – Strategic Product Management through Analytics —

### o Isolating the effects of location

- Appending the slot master file
- Peer grouping
- Multiple regression
- CHAID trees
- Limitations

### o Advanced title evaluation

- Predictive modeling
- Performance-Potential modeling
- Incorporating trend data
- Selecting / blending metrics
- Building a classification matrix

## **Instructor: William Dunn**

William Dunn is President of Dunn Gaming Solutions (DGS), a consulting firm serving the gaming industry. DGS specializes in applying advanced analytical and predictive modeling techniques to understand customer profitability and quantify incremental contributions of operations and marketing variables. The philosophy of DGS is to help clients maximize profitability by accomplishing three critical tasks: measure, learn, and adapt. Dunn is also the creator of MySlotReport®, a subscription service that enables casino operators to outsource advanced slot analytics.

A leading analyst in all aspects of casino marketing and operations, Mr. Dunn has extensive publication credentials. He was a featured business intelligence columnist for Slot Manager quarterly. He has also contributed to academic research projects published in periodicals including the Gaming Research and Review Journal, the Journal of Travel & Tourism Marketing, the Journal of Hospitality & Tourism Research, and the International Journal of Hospitality Management. His expertise has been tapped as a panelist at Global Gaming Expo (G2E) and the Business of Gaming Conference.

Prior to forming Dunn Gaming Solutions, Mr. Dunn spent several years working in front-line, back-of-house, and executive capacities. His previous industry employers include Barona Valley Ranch Resort & Casino, Aladdin Resort Casino, The Venetian Resort Hotel Casino, Rio All-Suite Hotel & Casino, and Sands Expo & Convention Center. Mr. Dunn has worked with numerous casinos in both the U.S. and Europe.

Dunn holds an MBA & Casino Leadership Program certification from the University of Nevada, Las Vegas. He is currently working on a Doctor of Business Administration from Heriot-Watt University, located in the UK.

University of Nevada, Las Vegas

**IGI** International  
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## Workshop Schedule

### Thursday, December 15th

Registration: 8:30 a.m. to 9:00 a.m.

Seminar: 9:00 a.m. to 4:00 p.m.

### Friday, December 16th

Seminar: 9:00 a.m. to 2:00 p.m.

## Workshop Costs

**Early Bird Rate: \$895 (Payment by Nov. 25)**

**Regular Rate: \$995**

Registration includes workshop, training materials, continental breakfast, lunches and breaks.

10% discount for additional attendees from the same organization

10% discount for paid subscribers to CDC Daily E-reports

Special rate for a second attendee *from the same organization sharing a computer*:  
\$675 Early Bird or \$750 Regular Rate.

**Refund policy:** cancellations more than two weeks in advance will receive a 50% refund; no refunds for cancellations after that date. Substitutions may be made at any time. If you wish to reschedule your training, we will apply the full registration paid towards a future CDC seminar with no penalties or processing fees, assuming space is available in that seminar.

**Click here to register.**

For additional information: Dave Newton (702) 255-9891  
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