

60-Minute Webinar

Five Methods to Better Analyze Your Casino's Operations and Marketing Results

Presented by Ralph Thomas, Ph.D.
Senior Adviser of Gaming and Data Science, VizExplorer

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Better analysis, better decisions, better results.

Casino managers use information to make decisions that have significant financial impact.

But...

...in many cases the information isn't accurate or the analysis of the information isn't valid.

The result is that the decisions hurt, rather than help, their casino's bottom line.

This webinar provides immediately applicable guidance to help you properly measure true incremental lift and arms you with tips to improve your business results each month.

The webinar will be presented by Dr. Ralph Thomas, VizExplorer's Senior Adviser of Gaming & Data Science. Ralph holds a Ph.D. in Pure & Applied Mathematics and he will show you how improving your analysis will help you improve your casino operations and marketing.

The webinar will cover these valuable techniques:

- Test and Control
- One-to-One Marketing
- Pre-Post-Year-Over-Year-Test-and-Control
- Promotional Analysis
- Incremental Gaming Floor Lift including Cannibalization

The webinar is intended for gaming analysts and gaming operators who are involved in the slots or marketing departments.

It's also a great developmental opportunity for your other department heads, or others whose job involves using data to make decisions or who you want to prepare for those roles.

Agenda

Test and Control – The king of analytical techniques, we will walk through a detailed example of how test and control can be applied to better understand the profitability of program changes at your casino.

One-to-One Marketing – Long considered a myth in the gaming industry, we will examine techniques that can enable this vaunted goal in gaming.

Pre-Post-Year-Over-Year-Test-and-Control – Discover how this poorly named analytical technique is quite powerful when trying to understand the impact of major changes to your casino and its customers.

Promotion Analysis – Marketing promotions represent a significant portion of a casino's expenses. However, the analysis of these promotions is often perfunctory at best, leading to little insight into whether a weekend slot tournament or mid-week car giveaway actually drove incremental dollars to the bottom line. Learn how to do a more accurate analysis so you can make better decisions on how you spend your promotion dollars.

Incremental Gaming Floor Lift including Cannibalization – Slot operators see huge win per day revenue lifts when they remove a low performing slot machine from the floor and replace it with the latest new game. So why are these individual revenue lifts not reflected in the casino's bottom line? Cannibalization is to blame. In this webinar, we discuss how slot change analytics can truly measure the impact of a game change to the entire casino floor.

Don't miss this opportunity to get insights from a true expert in the field on how you can make more informed decisions and maximize your bottom line.

Presenter: Ralph Thomas, Ph. D.

Dr. Thomas is Senior Adviser of Gaming and Data Science at VizExplorer, a software company specializing in operational intelligence solutions for casinos. A gaming industry veteran, Dr. Thomas has substantial experience implementing analytics into single and multi-property gaming companies to drive tangible and measurable gains to the bottom line.

Prior to joining VizExplorer, he was the VP of Strategic Analysis and Database Marketing at Seminole Gaming, where he helped oversee seven properties in the Florida market. He also spent four years in various roles at Station Casinos in Las Vegas.

Dr. Thomas has a B.A. & an M.S. in Mathematics from the University of Chicago, a M. Phl. in Mathematics from Princeton University, and a Ph.D. in Pure & Applied Mathematics from UNLV, the first such Ph.D. awarded in the state of Nevada.



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