



# Slot Performance Analysis Workshop

**Via Webinar**

***Presented by Will Dunn, President of  
Dunn Gaming Solutions (DGS) & Creator of  
the Slotfocus Performance Analytics Solution***

**October 25-29, 2021**

**1 pm to 3:15 pm Eastern Time Each Day**

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. The Slot Performance Analysis Workshop is designed specifically for gaming industry professionals. Our A to Z approach to the material benefits both seasoned professionals looking to broaden their skill sets and those who relatively new to slots.

The online format is a great combination of lectures, exercises, casework, and Q & A. There are also review questions and exercises for attendees to complete after each session. People learn by doing, and this material will help participants get comfortable with the processes being taught and be able to apply them on the job more quickly.

To provide a richer, more personalized learning environment, we are limiting the number of attendees to 12. Attendees should have a working knowledge of MS Excel, including inputting/sorting/filtering data and entering formulas and functions. Some familiarity with pivot tables is also helpful. Attendees are encouraged to use their web cameras, but camera use is not mandatory.

## Workshop Topics

### 1. Overview and Review Exercises\*

- Slot Machine Basics
- Useful Financial Analysis Concepts
- Incremental Contribution and Measurement

### 2. Statistics for Slot Analysis, *including*:

- Describing Data
- Standard Deviation
- Anomalies
- Correlation
- Regression
- Trending

### 3. Game Math and Par Sheet Elements, *including*:

- The Game Cycle
- Basic Probabilities
- Understanding the Paytable (Par, Hit Frequency, Standard Deviation, Volatility Index)
- Statistical Analysis of Actual to Theoretical Win Percentage Variance

### 4. Slot Key Performance Metrics, *including*:

- Popularity and Productivity Measures
- Supply and Demand
- Floor Optimization

### 5. Slot Performance Evaluation

- Develop a framework for analysis
- Machines, Game Titles, Cabinets, Manufacturers

### 6. Isolating Effects of Location on Machine Performance

- Decision Trees
- Regression Analysis
- Impact of Social Distancing

### 7. Supplementing Performance Analysis with Player Analytics

### 8. Comprehensive Performance Analysis, *including*:

- Diagnosing Underperforming Machines
- Pros / Cons of Revenue Share Games
- Going from Data to Strategy

\* In order to spend as much time as possible on slot analysis, this seminar assumes participants have a basic knowledge of slot machines and accounting/financial analysis concepts such as Profit and Loss, Variances, Mix Percentages, Ranking/Indexing, Normalization, and Allocation. A tutorial on slot machine basics and financial analysis concepts is available on the instructor's website for review prior to attending the seminar. Details on how to access this information will be provided after registration.

**Comments from recent participants:**

*"I loved it, thought it was awesome, very informative. I learned a lot of new things."*

*"Wonderful. Loved everything about the class. Two hours flew by."*

*"The biggest plus for me is the course material (pdf, slide shows, visuals, excel files). The book was easy to follow along with zero "fluff."*

*"Straight to the point, organized, and boiled down to the most useful concepts AND practical applications."*

*"It was a lot of fun – I had a blast. I liked the on-line set up."*

*"Thank you very much for the content and the level of the course. I am new to this position and it was really a wonderful opportunity."*

*"Very good. Very informative. Will is very knowledgeable."*

*"I found the course very helpful. It was great to learn from a slot analytical standpoint and hear from the casino side as a manufacturer."*

*"In depth. No filler - everything was informative, prepared you for the next section."*

*"This is a fantastic course. I like the hands on aspect of it, the materials are all user friendly, and the information presented is extremely useful for any position that analyzes slot data."*

*"Highly, Highly, Highly recommend!!!!!"*

**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 SlotFocus Performance Analytics™, a subscription service that enables casino operators to outsource advanced slot analytics (learn more at [www.slotfocus.com](http://www.slotfocus.com)).



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 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.



## **Workshop Schedule and Information**

This on-line program uses Zoom. The class meets from 1 p.m. to 3:15 p.m. Eastern time each of the five days from Monday Oct. 25 to Friday Oct. 29, 2021. The training is for individuals, not groups of employees. A company can have more than one person participate, but the registration fee will be per participant. Class size will be limited to a maximum of 12 people.

**The training program is live only. No recordings of the classes will be provided.**

There will be homework each evening so participants can practice the skills taught during the class.

### **Workshop Costs**

**Early Bird Rate: \$895**

**Regular Rate: \$995**

**Payment deadline for the Early Bird Rate: September 22, 2021**

**Cost includes a 97-page pdf course manual/workbook, Excel exercises for use during the training, and answer sheets to the Excel exercises (provided after the training).**

**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 Gaming seminar with no penalties or processing fees, assuming space is available in that seminar.

**REGISTER TODAY!**

### **For Additional Information**

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(702) 255-9891**

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