



# Slot Performance Analysis Workshop

## Via Webinar

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

**The Workshop includes two parts:**

**Part 1: January 22-25, 2024**

**Part 2: February 27-29, 2024**

**REGISTER TODAY**

You can register for Part 1 only or register for both and save \$95 off the cost of the two classes separately. See page 4 for details.

### **Overview**

This program is for gaming professionals who want to learn how to make the right decisions to maximize the financial results of their slot floor.

Our A to Z approach to slot performance analysis benefits both seasoned professionals looking to broaden their skill sets and those who are 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 participants to complete after each session. People learn by doing, and this approach helps participants get comfortable with the processes being taught so they are able to apply them on the job more quickly. During 2022 the Workshop was rated 4.5 on a scale of 5 with 99% of respondents saying they would recommend the course to others.



## Workshop Topics

### PART 1

Part 1 includes four 2.5-hour sessions and covers:

- Slot Machine Basics
- Financial and Performance Metrics
- Statistics for Slots - Part 1
- Game Math Fundamentals
- Floor Mix Optimization
- Machine & Game Theme Performance Analysis
- Incremental Gain
- Carded Player Data
- Creating a performance/trend classification matrix
- Analyzing Underperforming Machines
- 360 Degree Game Analysis

### PART 2

Part 1 is a pre-requisite for Part 2. You can also participate in Part 2 if you took the full version of the Workshop (i.e., the class held any time prior to 2023). Part 2 includes three two-hour sessions and covers:

- Statistics for Slots – Part 2 (sampling, standardized values, confidence intervals)
- Game Math – Part 2 (par sheet deep dive)
- Slot actual to theoretical variance analysis
- Slot floor location analytics
- Advanced topics in performance analysis (trend, location, and performance scoring, game volatility, floor mix issues)
- Advanced casework and data analysis exercises

## Class Information

This online program uses Zoom. The class meets at 1 p.m. Eastern time each day.

To provide a richer, more personalized learning environment, we are limiting the number of attendees to no more than 14 in a class.

Participants 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. Participants are encouraged to use their web cameras, but camera use isn't mandatory.

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



**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.

**REGISTER TODAY**





## Registration Options

Anyone can register for Part 1 only or for Part 1 and Part 2.

If you register for and participate in Part 1 in January, you will be able to register for Part 2 separately at a later date.

Part 1 or previous participation in the full workshop is required to participate in Part 2.

## Costs

**For Part 1 only** – January 22-25, 2024

Early Bird Rate (payment by December 15) - \$795

Regular Registration Fee (payment by January 15, 2024) - \$895

**For Part 1 and Part 2** (January 22-25 and February 27-29, 2024)

Early Bird Rate (payment by December 15) - \$1,295

Regular Registration Fee (payment by January 15, 2024) - \$1,395

**For Part 2 only** (February 27-29, 2024)

Early Bird Rate (Payment by January 15, 2024) - \$595

Regular Registration Fee (Payment by February 20, 2024) - \$695

**Course prices include the live training, pdf course manuals/workbooks, Excel exercises for use during the training and answers to the Excel exercises (provided after the training), and a certificate of completion for the full program.**

**The webinars are not recorded so no recordings are provided.**

**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 require notice at least 72 hours before the beginning of the class. Providing we get the required notice, 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**

**Dave Newton  
(702) 255-9891**