CDC
GAMING SEMINARS

Jumpstart your Slot Performance Analysis with Tableau

*Presented by William Dunn, President
Dunn Gaming Solutions (DGS) &
Creator of the Slotfocus Performance Analytics Solution
and the Slot Performance Analysis Workshop*

May 7-9, 2024

1 p.m. to 4 p.m. Eastern Time each day

Class size limited to 4 people.

REGISTER TODAY

Tableau is a powerful tool for visualizing and analyzing data. This class is for anyone interested in learning how to use Tableau to create interactive slot data analytics dashboards.

For samples of the dashboards you'll learn to create, click here.

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Seminar Information

This is an online lab-style training where you will be guided by a live instructor.

You will learn how to :
- Clean data;
- Create useful slot calculations (such as Occupancy, Performance Indexes, Variance Percentages, and Game Performance Segmentation Categories);
- Build useful slot data visualizations and interactive dashboards, such as
    - Floor Mix Analysis
    - Slot Map Visualization
    - Game Conversion Tracking

Specific to Tableau, you will learn the environment, data connections and how to use multiple data sources, Dimensions, Measures, Parameters, Functions, Expressions, Groups, Hierarchies, Actions, Tooltips, Table Calculations, and Level of Detail expressions.

The course is three days, approximately three hours each day. The instructor will introduce concepts with demonstration and discussion then give you time to build and practice in your environment. You will be provided with a comprehensive Tableau Packaged Workbook and a course instruction manual.

The class will include a short demonstration of Tableau AI, but the focus will be on teaching you how to use Tableau yourself.

To see some sample dashboards visualizations you will learn to create, click here.

Prerequisites

This seminar assumes participants are knowledgeable in basic data analysis and have some familiarity with casino slot operations. Prior experience with Tableau is beneficial but not required.

Technical Requirements

Participants will need to have Tableau Desktop 2018 or later (14-day trial version is available from Tableau), or a Tableau Server/Tableau Online "Creator" license, or a Tableau Public account (free from Tableau at https://public.tableau.com/app/discover).

If you are using Tableau Online or Server, you will need to have permissions to upload and access a packaged workbook (or have your Tableau administrator upload them for you) and author workbooks. Please check in advance of the training to be sure you have these permissions.

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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).

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.

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Cost

Early Bird Rate (payment by April 4) – $695

Regular Registration Fee (payment by April 30, 2024) – $795

Course prices include the live training, a comprehensive Tableau Packaged Workbook, and a course instruction manual. **The webinar is 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.

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For Additional Information
Dave Newton
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