CDC GAMING SEMINARS
EXPERT, RESULTS-ORIENTED TRAINING

Tableau for Effective Player Database Analytics

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

March 9-12, 2026

Via Zoom
1 p.m. to 3:30 p.m. Eastern Time each day

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 dashboards to effectively segment, analyze, and visualize their casino player data.

These dashboards can be used to:

- identify your most and least profitable players;
- uncover high worth, low frequency players;
- analyze and improve your reinvestment; and
- understand your player geography and visit patterns.

The insights you gain will allow you to allocate your marketing dollars more effectively and to better evaluate the results of your marketing programs.

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

Seminar Information

The course is an online lab-style training where you will be guided by a live instructor. You will learn how to clean data, create useful player calculations and segmentations (worth, frequency, profitability, etc.), and build various data visualizations and interactive dashboards.

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 four days, approximately two and a half 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.

Technical Requirements

Participants will need to have Tableau Desktop 2020 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.

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.

Log On Information and pdf Workbook

The class will be conducted via Zoom meetings. We recommend installing the Zoom desktop app rather than using a web browser for better functionality. Will Dunn will email you the Zoom log on information and the pdf workbook the week before the class.

Using Your Web Cam

During the seminar we strongly encourage participants to use their web cameras. It is difficult for a trainer when participants are unseen (he cannot see when people have finished an exercise or are looking confused by a topic). The class is also more rewarding for participants when they can see each other as they interact.

Starting Times

The class will go from 1 PM to around 3:30 PM Eastern each day.
Noon to 2:30 PM Central
11 AM to 1:30 PM Mountain
10 AM to 12:30 PM Pacific

We start all the sessions on time, so please sign on a few minutes early the first day in case you have any connection/technical problems.

Webinar Recording

The webinar cost includes only the live webinar. We don't record the webinar and there is no webinar recording included in the webinar cost. If you have to miss a session we offer the opportunity for you to sit in on that session with a future class.

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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 January 23, 2026) – $950

Regular Registration Fee (payment by February) – $1,050

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
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