1 Part Art and 1 Part Science
Amalgamate Data from Systems

- Betting Engine
  - Millions of Data points
  - Heart of Operations

- Website/Mobile
  - Players before Log In
  - Traffic Sources
  - Face of the Engine

- Bank Accounts
- Communications
- Affiliates
- Loyalty
Data Management & BI Tools

- Helps you drive the car and Visualize the story

- Speed, Accuracy, consistency, Comparisons, Trends

- Options and choices are around familiarity, cost & Gaming Specific

- Microgaming - Arguably the best gaming software available
What should we measure?

- **Familiar KPIs**
  - Sign-ups/deposits and time lapse
  - Retention, ReAcquisition, Decay
  - Cycle Time
  - Marketing Spend (Acquisition Costs, Retention Costs, Loyalty)

- **Business Strategy and Lifecycle dependent**
Considerations as an Operator

- Data is Important & Analysis is critical
- Consistency over time tells the story
- Allows operators to see what is happening… and what isn’t
  - Decay rates
  - Failed Registrations
- Measurable Business KPIs cascades to:
  - Marketing
  - Finance
  - Commercial MGMT
  - HR