



gaming guidance

WEBINARS

USING DATA ANALYTICS & FINANCIAL BENCHMARKS TO IMPROVE MARGINS

- Adam Smith, CPA, MBA
- Chris Framel, PMP



AGENDA

- Part 1 Refresh
 - Need for timely and accurate operational activity and financial results
 - The place for data analytics in a changing gaming landscape
 - A linear problem and poor reporting
- Part 2
 - Converting operational analytics to financial benchmarks
 - Streamlining results for Board of Directors/Tribal Council
- Example: Gaming Analytics



PART TWO OF OUR DATA ANALYTICS SERIES

REDW's Gaming Management Advisory Services

- After getting serious about data ... what's next?
- Using benchmarks in strategic operational decision-making.
- Taking dashboards and user-friendly data to board and council meetings.

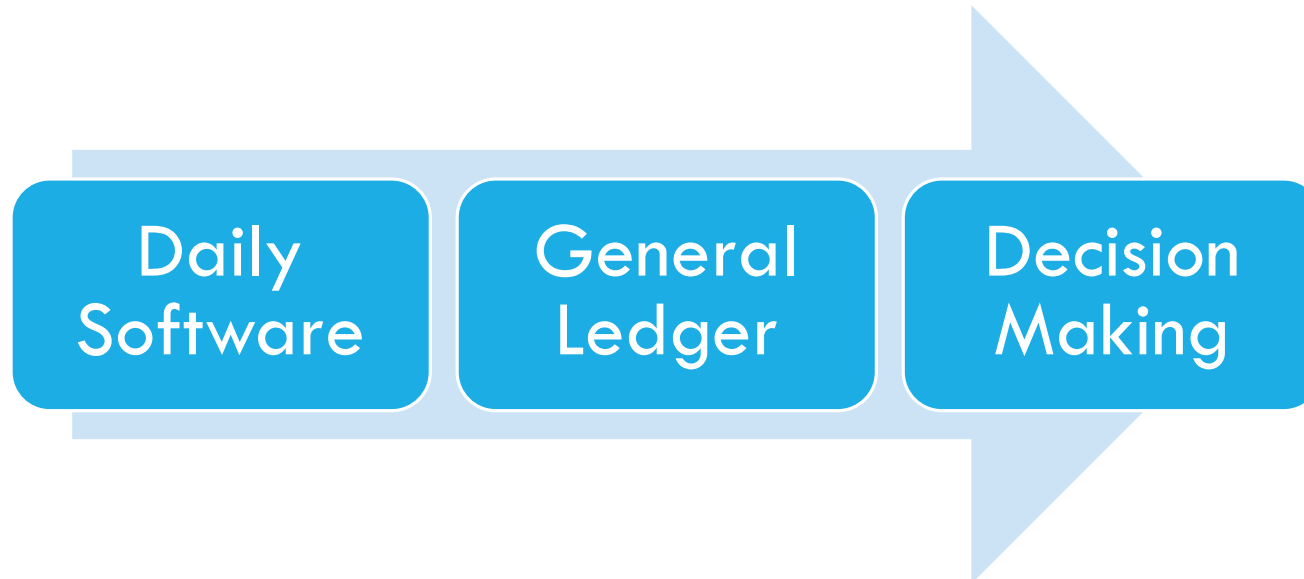
How Does Our Casino Compare to Other Similar-Size Facilities?





A LINEAR PROBLEM

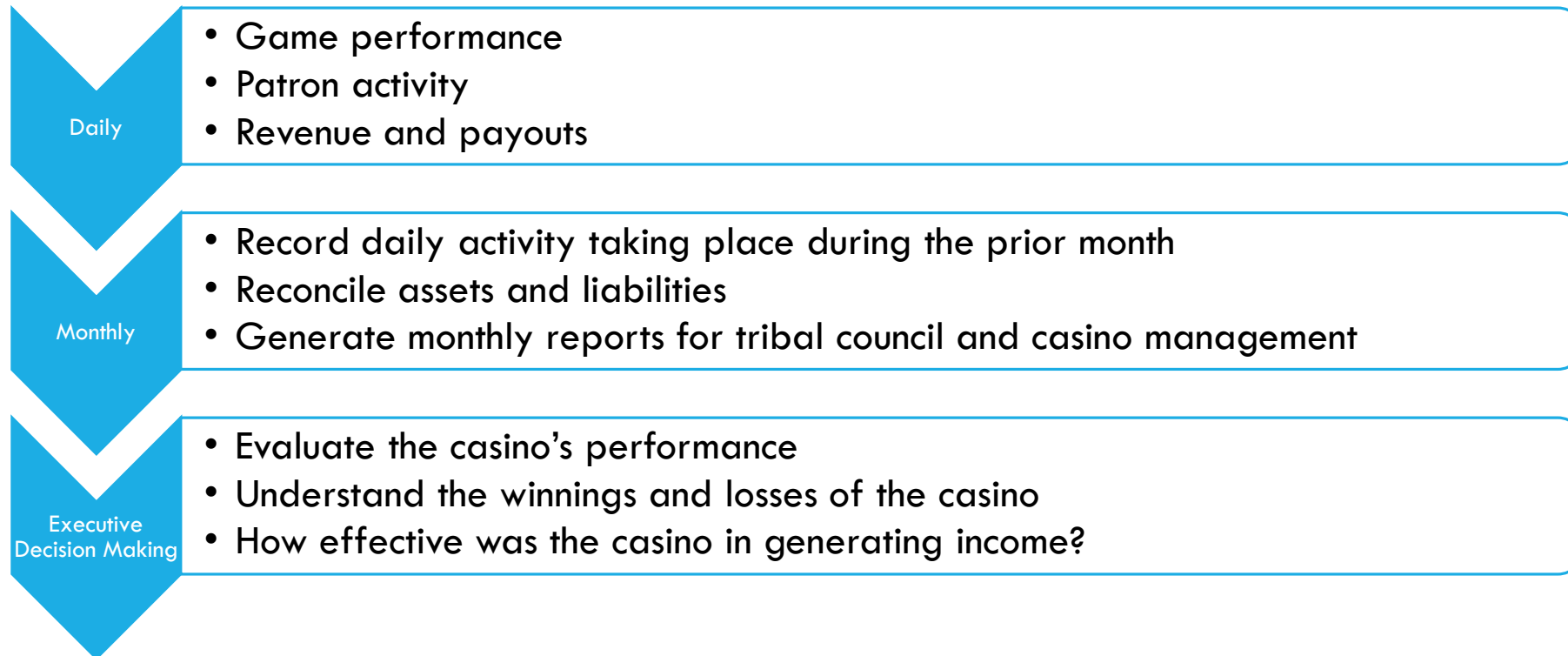
For those casinos that have not adopted the next evolution in gaming, financial reporting is slow and linear. Are you waiting on performance results?



Is decision-making a monthly or quarterly meeting?



ADDING AN ANALYTICAL LAYER

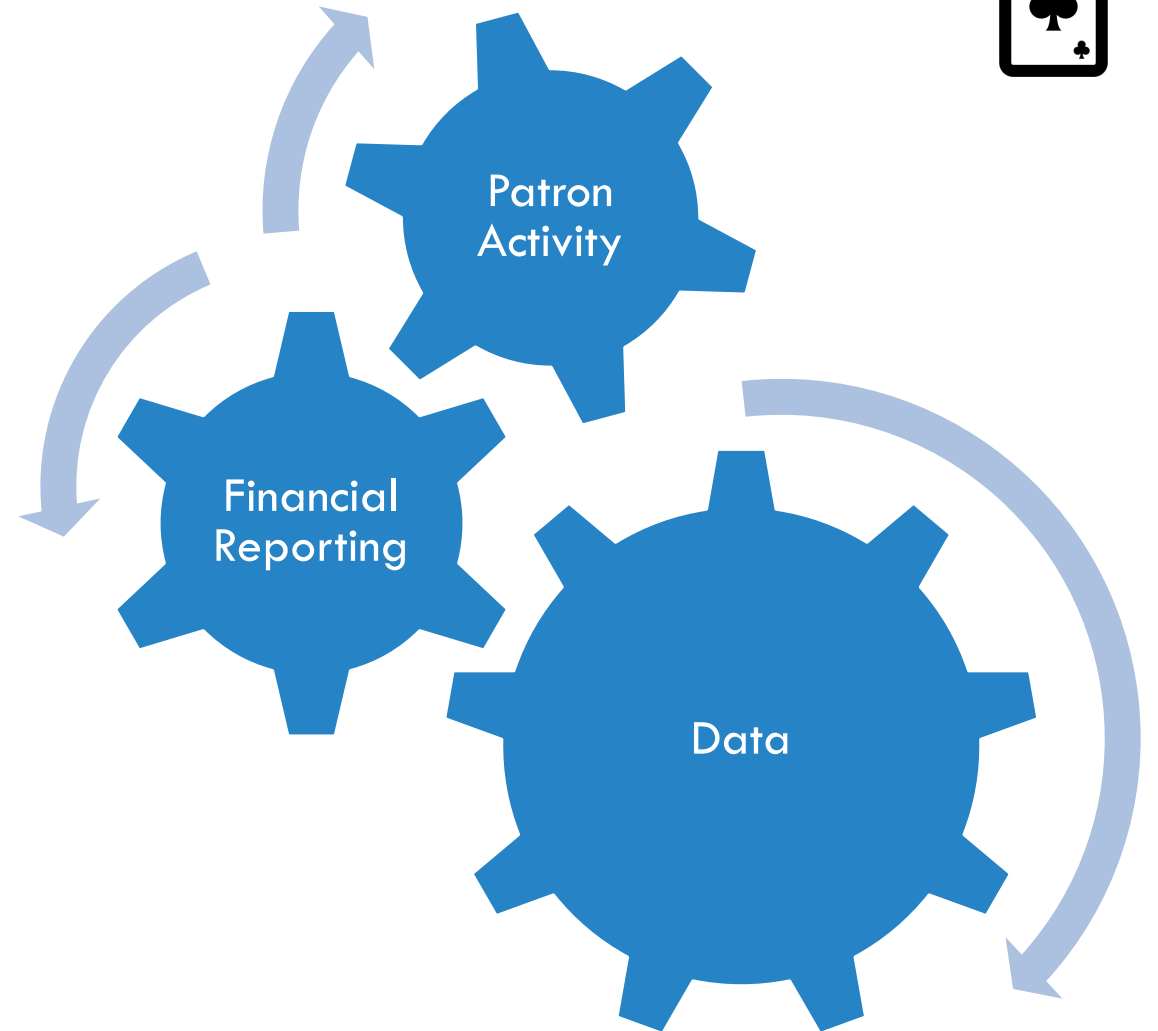


Reshaping our understanding
of financial management.



THE SWITCH

- Move from a linear process to a 360° real-time financial and operational management evaluation.
- Have immediate access to casino performance.
- Customized data analytics dashboard for continuous monitoring.
- No more waiting for late monthly reports.





WHY? A CHANGING GAMING LANDSCAPE

- Competition is everywhere, including at home.
- Strategic decision-making becomes exponentially more important.
- Gaming of the future looks different from the past.
- New age demographics.
- Everything is tracked, collected and analyzed.
- Are you ready?



THE NEW ERA OF STRATEGIC FINANCIAL MANAGEMENT



Business and Data Analytics

Operational
Activity

Financial
Data

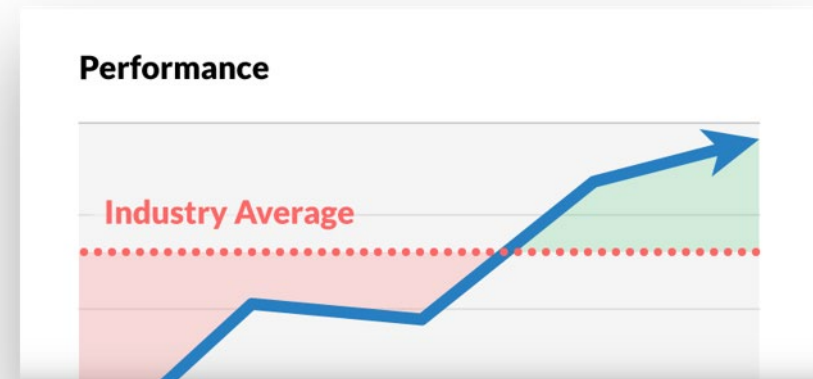


INDUSTRY BENCHMARKS

Getting Involved

- Participating casinos
- Annually updated results
- Fully confidential
- Data by geographical regions

Customized User Experience





HOW DO WE DO THIS?

POWER BI

- Data Modeling Tool
 - Extracting data from almost any source, combining that data
 - Transforming data to turn it into data that is useful to you
 - Loading the data for dashboarding, reporting, event management
- Dashboard and Report Development Tool
 - Web-Based Reporting in a browser, tablet or smartphone
 - Subscription-based



HOW WE USE POWER BI

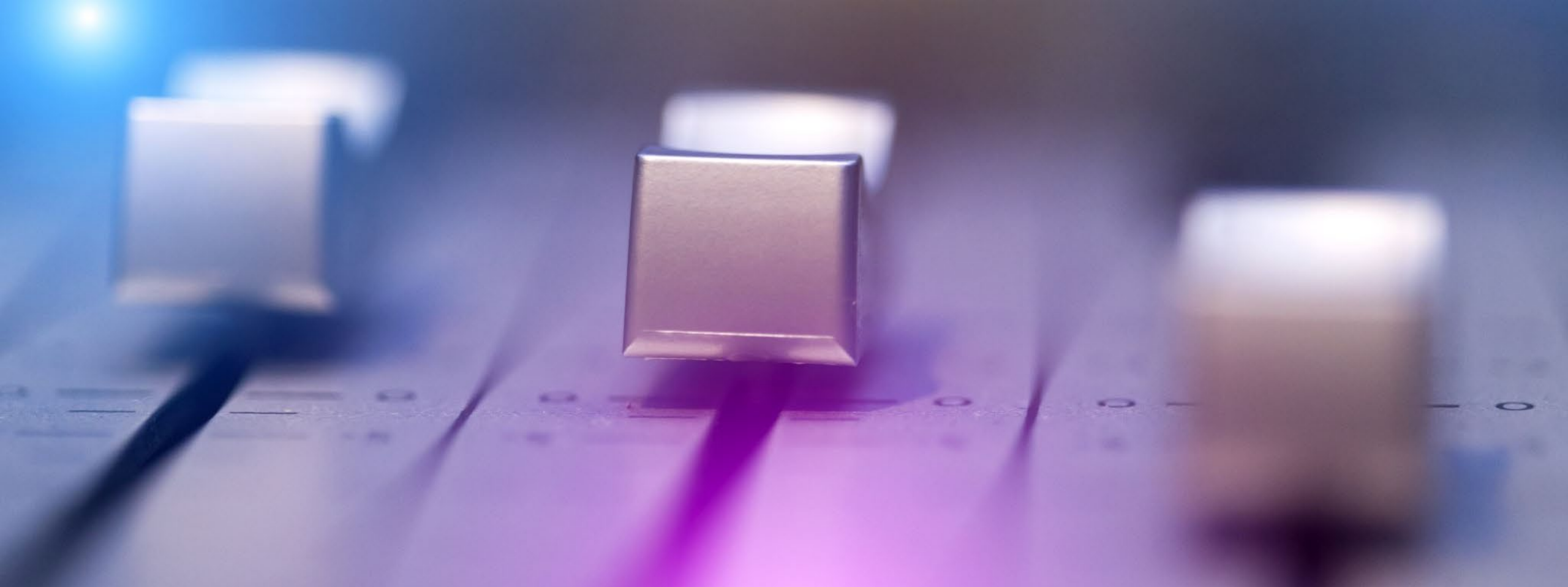
Move the casino financial and operating dashboards and reports to cloud-based environments or to internal communication systems.

Databases created to capture real-time activity.

Unique and secure login credentials per user.

Graphs, tables, percentages, usage maps, etc.

Examples – Well, let's see!



DEMO

Dashboard examples



NEXT STEPS

Consider the future for your casino and evaluate next steps.

INCENTIVE FOR WEBINAR PARTICIPANTS:

- No-Cost Data Discovery Meeting with your Team
 - 1-3 Hours
 - Discuss systems and data pain points
 - Discuss dashboards and reporting pain points
 - Demo using a sample of your data



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QUESTIONS?

Contact Us!