



GAMING MANAGEMENT DEVELOPMENT COURSE

Contribution Analysis May 2022

Objective of Presentation

- At the end of the presentation you have an increased knowledge in how to analyse and manage your gaming floor to look after your players and increase your bottom line through informed decisions.

Agenda

- Introduction
- What is contribution analysis?
- Game set up to assist with contribution analysis?
- Why do we need contribution analysis?
- What are the calculations?
- Review example site

What is contribution analysis?

- It is how Gaming Manager/Analyst review their gaming floor. It is all about how much room does a particular game, denomination, manufacturer, model, product, bank, area, etc, represents and compare this to turnover and profit.
- Gaming Analysis is simple, where the complexity lies in understanding your players and drilling down from the basics of overall Manufacturer and Denomination performance.

Basic Machine set up with some Filtering

Edit Machine 02 details

Details Meters Grouping Connections

Machine Number	02	Serial Number:	XAW81
Status	Active	GMID Number:	XAW81
Delicence Date		Spec Number:	01-A0725
Denomination:	1	Variation Number:	01
Name:	5 Dragons	Type:	Multiliner
Manufacturer:	Aristocrat	Expected Net:	9.06 %
Model:	Xcite	Hopper Capacity:	\$1.00
Credit Establishment:	Bill Acceptor	Hopper Tare:	\$0.00
Protocol:	XMachines	Max Credit Stake:	0
		Install Date:	12/10/2011
		Approval Number:	
		Old House Number:	OCTD02
Remarks:			

Notes Ok Cancel

Advanced Filtering

Machine Tasks

- Add new machine
- Edit
- Duplicate
- Delicence
- Store
- Remove
- Transfer
- Convert
- Notes
- Cashflow
- Fix Conversion
- Split History

Back Preview Site Setup Quick Entry Renumber Machine: Hide old delicensed machines

Edit Machine 50 details

Details Meters Grouping Connections

Number Of Reels:	0	Manufacturer	IGT
Base Width:	100 cm	Area	Alfresco
Base Depth:	100 cm	Bank	Bank 9
Warranty Expiry Date:	30/04/2012	% Bands	9-11%
Game Approval Date:	//	Xcite	Other
Original Install Date:	14/10/2011	User Category 6	<UNDEFINED>
Cost:	\$21490.00	User Category 7	<UNDEFINED>
Cabinet Type:	<Undefined>	User Category 8	<UNDEFINED>
Number of Lines:	0	User Category 9	<UNDEFINED>
Number of Games:	1	User Category 10	<UNDEFINED>
Leased From:		User Category 11	<UNDEFINED>
Location:		User Category 12	<UNDEFINED>
<input type="checkbox"/> Legal Owner		User Category 13	<UNDEFINED>
<input type="checkbox"/> Connected to monitoring		User Category 14	<UNDEFINED>
<input type="checkbox"/> Touch Screen		User Category 15	<UNDEFINED>
<input type="checkbox"/> Video Display		User Category 16	<UNDEFINED>
<input type="checkbox"/> Is Hopperless		Conversion Type:	<Undefined>

Notes Ok Cancel

Why do you need contribution analysis?

- **Drive the bottom line by**
- Understanding what your players are telling you
- Understanding what your players want
- Make more informed decisions – Age, model, product, brands, percentages
- What works for your venue - What demographics do you have?
- Do you have the right mix - Manufacturer, Denomination, Feature Product
- Work from a benchmark - starting point to measure future results
- Understand your Return on Investment - How long to get my money back, did my conversion and new purchases work?
- Make your gaming investment work for you - New vs Conversions
- Don't just go with overall manufacturer and denomination report or the bottom 10% of popularity report
- Gaming is only one part of the business. To increase business need to understand impact in other areas

Calculations for contribution analysis

Area	Games (Play Days)	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Alfresco	19 (1209)	\$1,619,863	\$166,515	\$1,340	\$138	22.07	33.79	37.71	10.49
Main Floor	59 (4270)	\$3,174,452	\$275,104	\$743	\$64	77.93	66.21	62.29	10.25
Totals	78 (5479)	\$4,794,315	\$441,619	\$875	\$81				

Calculations are determined by dividing each total for play days, turnover and net by the overall total, for example Turnover $\$1,619,863 / \$4,794,315$ as a percentage = 33.79%.

With the different gaming software packages available, there are two different scenarios for referencing the install percentages:

1. Machine numbers
2. The number of games during the reporting period, this could differ from machine numbers due to a conversion or new machine replacing an old machine. For example our review site has physically 58 machines on the floor, 17 conversions or replacements and 3 stored machines. $1209 / 5479$ as a percentage = 22.07%

Review Analyst Club

Overall Performance

Overall Floor – 78 games (including 17 conversions, new machines, denomination changes and 3 stored machines)

Turnover – average per day \$875

Metered Net – average per day \$81

Retention Percentage: 9.21%

Performance by Area

Area	Gms	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Alfresco	19	\$1,619,863	\$166,515	\$1,340	\$138	22.07	33.79	37.71	10.49
Main Floor	59	\$3,174,452	\$275,104	\$743	\$64	77.93	66.21	62.29	10.25
Totals	78	\$4,794,315	\$441,619	\$875	\$81				

Key notes: The Alfresco area is outperforming the Main floor.

Area of Resolution: Review both floors

Action: Can Alfresco floor be extended? What is on the main floor by product, model, denomination etc.

Note: Legend

Blue performing well

Purple either balanced or to be investigated due to differences in turnover and profit

Red performing below install to turnover and profit

Overall Manufacturer Performance

Manufacturer	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Ainsworth	14	\$929,434	\$84,158	\$1,110	\$101	15.28	19.39	19.06	9.13
Konami	3	\$251,412	\$28,454	\$967	\$109	4.75	5.24	6.44	11.23
Aristocrat	42	\$2,803,266	\$264,199	\$852	\$80	60.07	58.47	59.83	10.79
Shuffle Master	6	\$238,968	\$24,166	\$778	\$79	5.60	4.98	5.47	10.77
IGT	12	\$559,994	\$39,799	\$741	\$53	13.80	11.68	9.01	9.44
Aruze	1	\$11,242	\$844	\$401	\$30	0.51	0.23	0.19	10.00
Totals	78	\$4,794,315	\$441,619	\$875	\$81				

Key notes: Ainsworth and Konami performing well. Aristocrat and Shuffle Master balanced.

Area of Resolution: IGT and Aruze

Action: Review breakdown of denomination and position.

This is an overview of the whole floor from a very high level. We continue to breakdown the floor and start to think through - What is the age of the machines? Can they be converted or replaced? E.G.: Aristocrat even though reasonably balanced the turnover is low, and with 60% of the floor would need to be reviewed? Higher RTP% on Ainsworth machines? Do they have an advantage?

Overall Denomination Performance

Deno	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
02 Cents	1	\$98,574	\$7,642	\$1,933	\$150	0.93	2.06	1.73	9.80
\$01.00	4	\$229,789	\$10,350	\$1,121	\$50	3.74	4.79	2.34	8.30
01 Cent	68	\$4,337,251	\$410,705	\$867	\$82	91.26	90.47	93.00	10.45
05 Cents	1	\$29,932	\$3,500	\$587	\$69	0.93	0.62	0.79	9.80
10 Cents	4	\$98,769	\$9,422	\$574	\$55	3.14	2.06	2.13	10.24
Totals	78	\$4,794,315	\$441,619	\$875	\$81				

Key notes: The 2c game is working well. The 1c and \$1 to be monitored.

Area of resolution: 5c and 10c

Action: Review under individual denomination breakdown.

Do we need the 5c machine? Is there one good player? Do we have too many 10c machines? Location – what works in the Main floor vs Alfresco? Review poor performing 1c games as these are the bulk of the floor?

Overall Performance – Manufacturer vs Premium Product

Manufacturer	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Ali Widescreen	1	\$56,583	\$3,355	\$1,572	\$93	0.66	1.18	0.76	9.85
Ainsworth Sap	7	\$544,351	\$40,301	\$1,234	\$91	8.05	11.35	9.13	9.38
IGT	6	\$272,490	\$22,148	\$1,002	\$81	4.96	5.68	5.02	9.13
Ainsworth	7	\$385,083	\$43,857	\$972	\$111	7.23	8.03	9.93	8.77
Konami	3	\$251,412	\$28,454	\$967	\$109	4.75	5.24	6.44	11.23
Shuffle Master SAP	3	\$150,405	\$15,664	\$912	\$95	3.01	3.14	3.55	10.65
Aristocrat	33	\$2,145,106	\$237,730	\$854	\$95	45.83	44.74	53.83	11.13
ALI SAP	2	\$153,648	\$15,838	\$826	\$85	3.39	3.20	3.59	8.60
Jackpot Carnival	6	\$447,929	\$7,276	\$803	\$13	10.18	9.34	1.65	10.00
IGT SAP	2	\$81,551	\$10,237	\$728	\$91	2.04	1.70	2.32	9.05
Shuffle Master	3	\$88,563	\$8,502	\$624	\$60	2.59	1.85	1.93	10.99
Jetsetter	4	\$205,953	\$7,414	\$554	\$20	6.79	4.30	1.68	10.00
Aruze	1	\$11,242	\$844	\$401	\$30	0.51	0.23	0.19	10.00
Totals	78	\$4,794,315	\$441,619	\$875	\$81				

Key notes: Aristocrat Widescreen, Ainsworth SAP, IGT, Ainsworth and Konami standalone machines and Shuffle Master SAP working well. Aristocrat SA and IGT SAP reasonably balanced

Area of resolution: Jackpot Carnival problem with profit. Stand alone Shuffle Master, Jetsetter and Aruze. Aristocrat SA the bulk of the floor

Action: Immediate action on Jackpot Carnival. Review Aristocrat as 46% of the floor. Review where poor performing Shuffle Master, Jetsetter and Aruze are positioned. With the RTP%, note with the top four groups the hold percentages are between 8.77% and 9.85%, compared to overall Aristocrat of 11.13% and machines in the bottom groups are 10%-11%.

We are now separating the expensive premium product from stand alone games. Is there anything we can do with premium product? Are we locked into a certain number? Can they be converted to better performing stand alone games?

Percentage Bands

% Bands	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
7-9%	19	\$1,082,988	\$100,192	\$1,035	\$96	19.09	22.59	22.69	8.06
11+%	25	\$1,822,171	\$211,458	\$841	\$98	39.55	38.01	47.88	12.13
9-11%	34	\$1,889,157	\$129,969	\$834	\$57	41.36	39.40	29.43	9.89
Totals	78	\$4,794,315	\$441,619	\$875	\$81				

Key notes: 7-9% band is working well, the 11+% is reasonably balanced in turnover.

Area of resolution: 9-11%

Action: This is used as a guide to understand the preferred RTP's in your venue when reviewing areas, game and denomination.

Overall Model Performance

Model	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Arist Widescreen	1	\$56,583	\$3,355	\$1,572	\$93	0.66	1.18	0.76	9.85
Ainsworth	14	\$929,434	\$84,158	\$1,110	\$101	15.28	19.39	19.06	9.13
Mark 5.2	7	\$623,024	\$65,193	\$986	\$103	11.54	13.00	14.76	11.95
Konami	3	\$251,412	\$28,454	\$967	\$109	4.75	5.24	6.44	11.23
Viridian	1	\$85,165	\$5,713	\$916	\$61	1.70	1.78	1.29	12.00
Xcite	25	\$1,551,545	\$117,861	\$834	\$63	33.95	32.36	26.69	10.40
Shuffle Master	6	\$238,968	\$24,166	\$778	\$79	5.60	4.98	5.47	10.77
Mark 6	7	\$429,558	\$64,876	\$744	\$112	10.53	8.96	14.69	10.21
IGT	12	\$559,994	\$39,799	\$741	\$53	13.80	11.68	9.01	9.44
Mark 5.1	1	\$57,391	\$7,202	\$617	\$77	1.70	1.20	1.63	12.00
Aruze	1	\$11,242	\$844	\$401	\$30	0.51	0.23	0.19	10.00
Totals	78	\$4,794,315	\$441,619	\$875	\$81				

Key notes: Overall Aristocrat Widescreen, Ainsworth, Mark 5.2 and Konami are all performing well, Viridian, Xcite and Shuffle Master are to be monitored.

Area of Resolution: Mark 6, IGT, Mark 5.1 and Aruze.

Action: Strategy needs to be formalised for Mark 6 and Mark 5.1 older technology. Overall review of IGT for age and games. Also review games in Xcite as 34% of the Aristocrat floor.

Model will determine how to spend your money wisely either through conversions or new replacement.

Overall Performance by Banks

Banks	Gms	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Bank 10	6	\$740,116	\$78,353	\$1,561	\$165	8.65	15.44	17.74	10.08
Bank 9	7	\$467,476	\$49,556	\$1,309	\$139	6.52	9.75	11.22	11.26
Bank 2	6	\$449,384	\$48,393	\$925	\$100	8.87	9.37	10.96	10.54
Bank 8	4	\$175,627	\$3,915	\$821	\$18	3.91	3.66	0.89	9.61
Bank 5	6	\$348,456	\$27,716	\$812	\$65	7.83	7.27	6.28	10.26
Bank 4	6	\$447,929	\$7,276	\$803	\$13	10.18	9.34	1.65	10.00
Del	20	\$894,390	\$90,328	\$797	\$81	20.48	18.66	20.45	10.05
Bank 7	5	\$220,268	\$20,089	\$789	\$72	5.09	4.59	4.55	10.79
Bank 6	4	\$244,236	\$26,632	\$740	\$81	6.02	5.09	6.03	9.27
Bank 3	6	\$384,675	\$56,809	\$689	\$102	10.18	8.02	12.86	12.00
Bank 1	8	\$421,757	\$32,552	\$628	\$48	12.27	8.80	7.37	9.65
Totals	78	\$4,794,315	\$441,619	\$875	\$81				

Alfresco

Key notes: The Alfresco area is out performing the main floor.

Area of resolution: Bank 1 is the poorest performing bank

Action: Can the Alfresco area be extended?

Overall Heat Map by Area

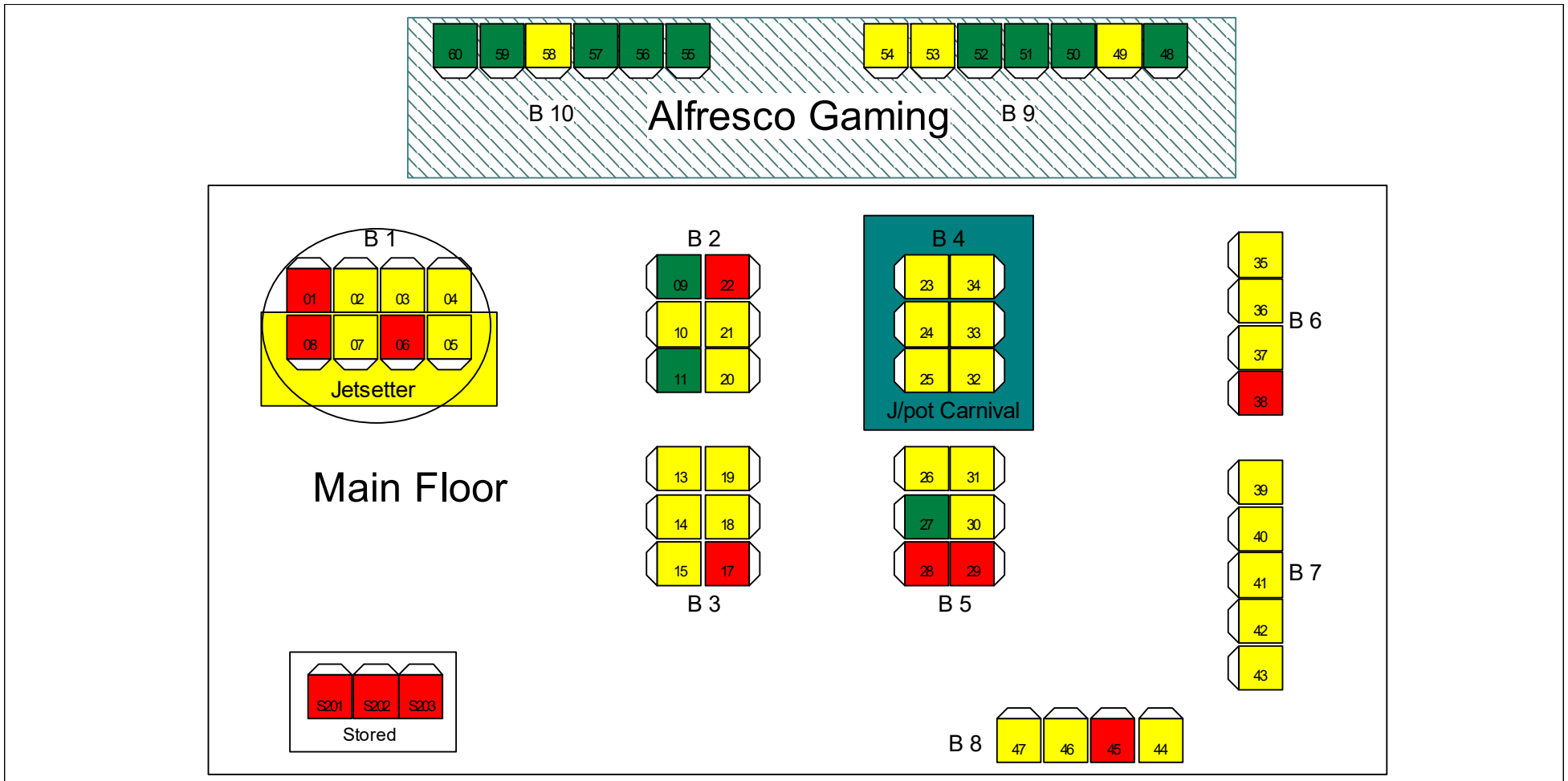
Start Date:01/08/11 End Date:01/11/11

Percentage in middle Group: 60%

Colour code: Turnover (based on Average data)

Floor Plan Report

Legend	Count	Avg TO	Avg Net
Good	12	1,631	161
Ok	37	844	73
Poor	12	435	38



Recent History and Activity - New Machines and Conversions

Old Serial	New Serial	Change	Name		Days in play		Avg Daily Turnover		Avg Daily Nett		Turnover Change %
			Before	After	Before	After	\$Before	\$After	\$Before	\$After	
xar12113	xar12113	Game/Den	Wild Game	Year of Tiger	42	51	2272.00	1031.00	177.00	27.00	-54.62%
xgt1670	xaw6080	New	Mystic Jaguar	More Chillli	74	19	1404.00	1710.00	82.00	74.00	21.79%
xka0109	xgt6005	New	Black Rose	Mystic Jaguar	74	19	1389.00	1552.00	125.00	187.00	11.74%
xgt1597	xgt6001	New	Blue Moon 2	Wolf Run	74	19	1020.00	1181.00	107.00	70.00	15.78%
xar12118	xar12118	Game	Inca Reef	Treasure Tree	42	51	984.00	1514.00	75.00	119.00	53.86%
xar1221	xar1221	Game/Den	Wild Wins	Honey Bee	42	51	960.00	1933.00	190.00	150.00	101.35%
xar2021	xar2021	Game	Year of Rooster	Blue Whale	42	51	915.00	945.00	88.00	76.00	3.28%
xar12115	xar12115	Game/Den	Sahara Sands	Honey Bee	42	51	822.00	587.00	75.00	69.00	-28.59%
xsg8049	xsg8049	Game	Tigers Realm	Cat hats & Bats	57	36	772.00	1357.00	45.00	134.00	75.78%
xaw8118	xaw8118	Game	Red Baron	5 Koi	72	21	673.00	1861.00	59.00	167.00	176.52%
xsg8053	xsg8053	Game	Lakota	Eureka Gold mine 2	57	36	536.00	1269.00	73.00	202.00	136.75%
xaw82114	xaw82114	Game	Buffalo	5 Dragons	72	21	532.00	911.00	44.00	-13.00	71.24%
xaw8211	xaw8211	Game	Pelican Pete	5 Koi	72	21	520.00	594.00	49.00	-132.00	14.23%
xaw8119	xaw8119	Game	Wild Goose	5 Dragons	72	21	501.00	1465.00	79.00	31.00	192.42%
xaw8126	xaw8126	Game	Dinosaur	5 Dragons	72	21	499.00	935.00	94.00	61.00	87.37%
xgt3558	xaw8734	New	Ocean Queen	The Phantom WS	58	36	473.00	1572.00	34.00	93.00	232.35%
xaw3317	xgt6027	New	Top Banana	Pot of Gold	74	19	339.00	383.00	77.00	54.00	12.98%

Key notes: Important to review conversions and new games to determine if successful and if it had an overall impact on the bottom line.

Manufacturer 1cent results

Manufacturer	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Ainsworth	9	\$618,387	\$61,082	\$1,031	\$102	10.95	12.90	13.83	9.46
Konami	3	\$251,412	\$28,454	\$967	\$109	4.75	5.24	6.44	11.23
Aristocrat	40	\$2,692,348	\$260,474	\$862	\$83	57.02	56.16	58.98	10.78
Shuffle Master	5	\$224,925	\$22,398	\$806	\$80	5.09	4.69	5.07	10.82
IGT	10	\$538,937	\$37,453	\$760	\$53	12.94	11.24	8.48	9.45
Aruze	1	\$11,242	\$844	\$401	\$30	0.51	0.23	0.19	10.00
Totals	68	\$4,337,251	\$410,705	\$867	\$82				

Key notes: As the 1cent is the bulk of the floor, we have the same result as the overall Performance.

Area of resolution: IGT, Aruze and review Aristocrat.

Actions: We will highlight over the next slides games that need to be reviewed.

Manufacturer Premium Product 1cent results

1cent machines – Floor Average Turnover \$867 and Metered Net \$82

Manufacturer	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Widescreen	1	\$56,583	\$3,355	\$1,572	\$93	0.72	1.30	0.82	9.85
Ainsworth Sap	4	\$363,243	\$27,785	\$1,261	\$96	5.76	8.38	6.77	9.30
IGT	5	\$258,720	\$20,821	\$1,060	\$85	4.88	5.97	5.07	9.14
Konami	3	\$251,412	\$28,454	\$967	\$109	5.20	5.80	6.93	11.23
Shuffle Master SAP	3	\$150,405	\$15,664	\$912	\$95	3.30	3.47	3.81	10.65
Aristocrat	31	\$2,034,188	\$234,005	\$868	\$100	46.88	46.90	56.98	11.14
ALI SAP	2	\$153,648	\$15,838	\$826	\$85	3.72	3.54	3.86	8.60
Ainsworth	5	\$255,144	\$33,297	\$818	\$107	6.24	5.88	8.11	9.68
Jackpot Carnival	6	\$447,929	\$7,276	\$803	\$13	11.16	10.33	1.77	10.00
IGT SAP	1	\$74,265	\$9,218	\$799	\$99	1.86	1.71	2.24	9.00
Shuffle Master	2	\$74,520	\$6,734	\$654	\$59	2.28	1.72	1.64	11.18
Jetsetter	4	\$205,953	\$7,414	\$554	\$20	7.44	4.75	1.81	10.00
Aruze	1	\$11,242	\$844	\$401	\$30	0.56	0.26	0.21	10.00
Totals	68	\$4,337,251	\$410,705	\$867	\$82				

Key notes: Again similar to overall due to 1c bulk of the floor.

Area of resolution: Improvements to Aristocrat stand alone installation. Shuffle Master, Jetsetter and Aruze

Actions: Review games on next slides

1cent results - Top 25 machines

Game	Mcs	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Double Shot - A	1	\$176,886	\$13,520	\$1,902	\$145	1.70	3.69	3.06	10.00
5 Koi – A (New)	1	\$39,090	\$3,517	\$1,861	\$167	0.38	0.82	0.80	7.00
More Chilli – A (New)	1	\$32,482	\$1,399	\$1,710	\$74	0.35	0.68	0.32	9.05
Indian 2Nd Chance - A	1	\$155,040	\$27,216	\$1,667	\$293	1.70	3.23	6.16	8.00
Queen Of Nile - A	1	\$148,739	\$17,951	\$1,599	\$193	1.70	3.10	4.06	12.00
The Phantom Ws (New)	1	\$56,583	\$3,355	\$1,572	\$93	0.66	1.18	0.76	9.85
Mystic Jaguar – A (New)	1	\$29,496	\$3,544	\$1,552	\$187	0.35	0.62	0.80	9.26
Treasure Tree – A (New)	1	\$77,214	\$6,088	\$1,514	\$119	0.93	1.61	1.38	9.03
Wheres The Gold - A	1	\$138,117	\$14,152	\$1,485	\$152	1.70	2.88	3.20	12.00
Mystic Jaguar	1	\$103,915	\$6,042	\$1,404	\$82	1.35	2.17	1.37	9.00
Black Rose (Del)	1	\$102,782	\$9,216	\$1,389	\$125	1.35	2.14	2.09	13.00
Cats Hats & Bats (New)	1	\$48,856	\$4,821	\$1,357	\$134	0.66	1.02	1.09	9.84
5 Dragons (3 New)	4	\$200,290	\$12,268	\$1,284	\$79	2.85	4.18	2.78	10.26
Eureka Gold Mine 2 (New)	1	\$45,673	\$7,255	\$1,269	\$202	0.66	0.95	1.64	9.85
Wolf Run – A (New)	1	\$22,430	\$1,323	\$1,181	\$70	0.35	0.47	0.30	9.06
Jumpin Jalapenos	1	\$109,217	\$13,233	\$1,174	\$142	1.70	2.28	3.00	10.00
Adonis - A	1	\$105,091	\$11,152	\$1,130	\$120	1.70	2.19	2.53	12.00
Queen Of Nile	1	\$101,045	\$12,440	\$1,087	\$134	1.70	2.11	2.82	12.00
Big Ben Sap	1	\$100,781	\$11,301	\$1,084	\$122	1.70	2.10	2.56	8.00
Blue Moon 2 (Del)	1	\$75,461	\$7,936	\$1,020	\$107	1.35	1.57	1.80	9.00
King Of The Nile - A	1	\$94,285	\$9,735	\$1,014	\$105	1.70	1.97	2.20	12.00
Fire Dancer	1	\$92,927	\$13,526	\$999	\$145	1.70	1.94	3.06	12.00
Inca Reef (Del)	1	\$41,317	\$3,167	\$984	\$75	0.77	0.86	0.72	8.00
Paradise Gold	1	\$90,497	\$12,407	\$973	\$133	1.70	1.89	2.81	10.00
Reelin N Rockin - A	1	\$90,148	\$10,669	\$969	\$115	1.70	1.88	2.42	13.00

Key notes: Machine in bold in the table above highlight machines that have not reached saturation level in the different areas of the installation. Even 5 Dragons has not reached saturation level. Also the above highlights the success of the new games. Players want to see changes and variety. **Can the good performing games in the Alfresco area work in the main floor?**

Note: Games in the Alfresco area Black is main floor.

1cent results – Bottom 25 games

Mc	ID Number	Man	Name	Days	Exp%	Oper%	T/O	Net	AvgT	AvgN	FloorAvg	T/O
23	xaw70393	JC	Spring Carnival Jc	93	10.00	2.21	81126	1797	872	19		100
25	xaw7039	JC	Indian Dreaming Jc	93	10.00	0.93	79064	734	850	8		97
15	xaw5505	ALI	King Of The Nile	93	12.00	15.73	78936	12413	849	133		97
10	xgt4700	IS	Dolphin Cove	93	9.00	12.41	74265	9218	799	99		91
21	xaw8118	ALI	Lucky 88	93	8.00	6.73	69729	4693	750	50		86
14	xaw3271	ALI	Golden Pyramids	93	12.00	13.80	67084	9256	721	100		82
05	xgt4406	JET	Jetsetter New	93	10.00	12.27	63926	7844	687	84		79
37	xar1203	AIS	Pyramid Sec Prog	93	8.00	7.03	60963	4284	656	46		75
13	xaw5505	ALI	50 Lions	93	12.00	19.36	60638	11737	652	126		75
34	xaw7039	JC	Indian Dreaming Jc	93	10.00	0.09	58685	54	631	1		72
39	xaw2504	ALI	Dolphin Treasure	93	12.00	12.55	57391	7202	617	77		71
03	xaw8100	ALI	50 Lions	93	12.00	11.71	55976	6556	602	70		69
42	xsg8049	SS	Tigers Of Siam	93	12.00	6.42	55876	3588	601	39		69
07	xgt3507	JET	Jetsetter London	93	10.00	7.49	55790	4181	600	45		69
43	xaw82156	ALI	5 Koi	21	7.00	-22.26	12472	-2777	594	-132		68
33	xaw7037	JC	Pompeii Jc	93	10.00	3.48	54260	1886	583	20		67
19	xaw9030	ALI	Thai Princess	93	12.00	12.88	54035	6959	581	75		66
28	xaw8103	AS	Zorro Sap	93	9.73	8.58	52867	4537	568	49		65
22	xaw8009	ALI	Indian Dreaming	93	12.00	19.03	50944	9695	548	104		63
08	xgt3508	JET	Jetsetter Sydney	93	10.00	11.29	47926	5410	515	58		59
38	xar1240	AIN	House Of Fortune	93	10.00	13.56	44596	6047	480	65		55
01	xka1001	KON	Incan Pyramid	93	10.00	15.23	39412	6004	424	65		48
06	xgt3548	JET	Jetsetter Paris	93	10.00	-26.16	38311	-10021	412	-108		47
29	xaw5103	ALI	Mystic Forest	93	10.00	4.50	25490	1148	274	12		31
17	xaw5009	ALI	Geisha	93	12.00	17.45	22937	4003	247	43		28

Key notes: Machines highlighted above are in the bottom 10% of the 1cent floor

Action: Review games that have not reached saturation level on previous slide to determine if the above can be converted to better performing games or you need to purchase new machines.

2c and 5c denomination results

Performance of two cent machine – Alfresco area

Game	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Honey Bee (IGT)	1	\$98,574	\$7,642	\$1,933	\$150	0.93	2.06	1.73	9.80
Totals	1	\$98,574	\$7,642	\$1,933	\$150				

Key note: This was a new conversion, good increase in turnover, but profit was lower. Monitor to determine if need another Honey Bee.

Performance of five cent machine – Main floor

Game	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Honey Bee (IGT)	1	\$29,932	\$3,500	\$587	\$69	.93	0.63	0.80	9.80
Totals	1	\$29,932	\$3,500	\$587	\$69				

Key note; 5cent machine was converted from a \$1 Sahara Sands was not successful on turnover and profit. Refer conversion report slide 15.

10c denomination results

Performance of 10cent Machines Turnover average \$574 metered net \$55

Manufacturer	Gms	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Ainsworth Sap	1	\$52,602	\$1,373	\$1,031	\$27	29.65	53.26	14.57	8.86
IGT	1	\$13,770	\$1,327	\$492	\$47	16.28	13.94	14.08	9.00
IGT SAP	1	\$7,286	\$1,019	\$383	\$54	11.05	7.38	10.82	9.60
Aristocrat	1	\$25,111	\$5,703	\$339	\$77	43.02	25.42	60.53	13.99
Totals	4	\$98,769	\$9,422	\$574	\$55	3.14	2.06	2.13	10.24

Game	Gms	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Year Of The Tiger (New)	1	\$52,602	\$1,373	\$1,031	\$27	29.65	53.26	14.57	8.86
Double Money	1	\$13,770	\$1,327	\$492	\$47	16.28	13.94	14.08	9.00
Pot Of Gold	1	\$7,286	\$1,019	\$383	\$54	11.05	7.38	10.82	9.60
Top Banana (Del)	1	\$25,111	\$5,703	\$339	\$77	43.02	25.42	60.53	13.99
Totals	4	\$98,769	\$9,422	\$574	\$55				

Key notes: Overall the results show there could be too many 10cent machines. All machines are in the main floor, Top Banana was changed to new machine Pot of Gold, the change resulted in a 13% increase in the turnover. A low RTP machine was removed. **Players prefer the higher RTP % in the high denomination.**

\$1 denomination results

Performance of one dollar machines Turnover average \$1,121 metered net \$50

Manufacturer	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Ainsworth	2	\$129,939	\$10,560	\$1,547	\$126	40.98	56.55	102.03	7.00
Aristocrat	1	\$85,807	-\$1,978	\$923	-\$21	45.37	37.34	-19.11	10.00
Shuffle Master	1	\$14,043	\$1,768	\$502	\$63	13.66	6.11	17.08	10.00
Totals	4	\$229,789	\$10,350	\$1,121	\$50	3.74	4.79	2.34	8.30

Game	Games	Turnover	Net	T/O day	Net/Day	Install%	T/O%	Profit%	Exp%
Wild Game (con)	1	\$95,430	\$7,424	\$2,272	\$177	20.49	41.53	71.73	7.00
Super Bucks 3	1	\$85,807	-\$1,978	\$923	-\$21	45.37	37.34	-19.11	10.00
Sahara Sands (Con)	1	\$34,509	\$3,136	\$822	\$75	20.49	15.02	30.30	7.00
Drifting Sands	1	\$14,043	\$1,768	\$502	\$63	13.66	6.11	17.08	10.00
Totals	4	\$229,789	\$10,350	\$1,121	\$50				

Key notes: If the turnover result is a trend consider increasing the \$1 machines, the result for Super Bucks 3 is bringing down the averages. Wild Game was converted to 10c Year of Tiger, result was decrease in turnover and profit. Sahara Sands was converted to 5c Honey Bee, result was decrease in turnover and profit. **What was the strategy behind removing higher RTP machine with poor result?**

Other Measurements

Return On Investment															
ROI based on Previous Daily Net and a Projected Increase of 20%															
				Days		Previous	Current								
				In	Conversion	Daily	Daily	Projected	Current	Proj"ed	Con	Cost	M/Net	TO	Net Profit
SerNo	Change	Name	Date	Play	Cost	Profit	Daily M/Net	Daily M/Net	ROI	ROI	To Date	To Date	To Date	To Date	To Date
XAW811865	Game	Red Baron -> 5 Koi	12/10/2011	21	\$4,500	\$59	\$167	\$71	0.9 mths	2.1 mths	1	\$4,500	\$7,765	\$87,577	\$3,265
XGT600516	Serial	Black Rose-> Mystic Jaguar	14/10/2011	19	\$21,490	\$125	\$187	\$149	3.8 mths	4.7 mths	0	\$21,490	3,544	\$29,496	(\$17,946)
XSG805303	Game	Lakota -> Eureka Gold Mine 2	27/09/2011	36	\$4,500	\$73	\$202	\$87	0.7 mths	1.7 mths	1	\$4,500	\$11,405	\$76,214	\$6,905

Popularity Configurable (By Average Daily Turnover)																				
Pos	Mach	Age	Mths	SerNo	Man	Den	Name	Occupancy	Days	Exp Link	Act Link	Exp%	Oper%	Turnover	Mtr Net	Net	Avg	Avg	Avg	
																Rank	T/O	M/Net	Rate	Bet
1	2307	10	XAW713	ARI	1	5 Dragons	58%	61	1658	1102	12.62	7.77	331667	25768	2	5437	422	5	1.05	
2	2306	10	XAW713	ARI	1	5 Dragons	62%	61	1648	1107	12.62	8.43	329661	27806	1	5404	456	5.1	0.98	
3	2304	7	XAW814	ARI	1	5 Dragons	44%	61	1104	421	12.62	6.64	220787	14665	15	3619	240	3.1	0.91	
4	2303	10	XAW700	ARI	1	5 Dragons	49%	61	1095	632	12.62	8.91	219033	19505	4	3591	320	3.5	0.82	
5	118	51	XGT605	IGT	1	Ecj Sydney	60%	61	0	0	9.17	6.4	215712	13813	17	3536	226	3	0.66	
6	2309	51	XAW814	ARI	1	5 Dragons	40%	61	1046	1270	12.62	8.51	209168	17798	10	3429	292	3.3	0.96	
7	2305	7	XAW822	ARI	1	5 Dragons	45%	61	1038	1365	12.62	8.99	207591	18670	9	3403	306	3.3	0.85	
8	2310	44	XAW703	ARI	1	5 Dragons	43%	61	976	2143	12.62	11.37	195137	22184	3	3199	364	3.6	0.83	
9	116	51	XGT605	IGT	1	Ecj Sydney	51%	61	0	0	9.17	6.42	186007	11947	29	3049	196	2.6	0.67	
10	705	64	XAW822	ARI	1	5 Dragons	40%	61	1856	904	12.03	4.02	185858	7471	70	3047	122	2.2	0.86	
11	708	64	XAW822	ARI	1	5 Dragons	39%	61	1763	1348	12.03	9.8	173879	17043	11	2850	279	2.9	0.82	
12	2308	10	XAW713	ARI	1	5 Dragons	36%	61	863	1214	12.62	7.81	172594	13475	19	2829	221	2.6	0.89	
13	706	64	XAW822	ARI	1	5 Dragons	34%	61	1758	2356	12.03	9.77	169789	16587	12	2783	272	2.9	0.92	
14	1004	3	XAW727	ARI	1	Lucky 88	25%	61	2044	1533	12.71	4.48	163558	7328	74	2681	120	2	1.22	
15	704	53	XAW822	ARI	1	5 Dragons	31%	61	1641	806	12.03	7.93	163407	12960	21	2679	212	2.5	0.96	

Key notes: Two examples of other measurements:

- 1 A return on investment report which shows how long it could potentially take to pay for the conversion or new machine.
2. Occupancy - which is time spent on a machine (this data needs a system, so data used is not the same reference data).

Conclusion

Now that we have carried out our Analysis we now have a better understanding of:

What will I purchase

- New machines
- Conversions
- What % works
- What denomination
- What's Performing
- Reliability
- What location

What will I remove

- Age
- Unreliable
- Poor performing
- Low RTP's

Conclusion

Recommendations/Suggestions:

- Can the Alfresco area be expanded?
- Jackpot Carnival needs urgent attention due to all machines having low profit.
- Success of games with higher RTP percentages – any specific denomination
- Strategy for old technology such as Mark 6 and Mark 5.1
- Bottom 10% of 1c denom – House of Fortune (Ain), Incan Pyramid (Kon), Jetsetter Paris (IGT), Mystic Forest (Ali) and Geisha (Ali) need to be replaced or converted
- Conversion/New 5 Koi, Eureka Gold Mine 2, 5 Dragons and The Phantom WS were all over 125% increase in turnover
- Success of new games highlights players like the new variety plus determine if successful games in Alfresco and be replicated in the main floor
- Review top 25 machines in 1c to determine if games have reached saturation level
- Monitor 2c (to increase numbers), 10c (if changes improved performance) and \$1 (performance and increase numbers)
- Popularity report highlights machines that are 80% of floor average in red and highlights games in Alfresco and Main floor.