



# GMDC

## Gaming Contribution Analysis

Monday, June 28, 2021



# Our expertise

Over 70yrs +  
combined in  
the industry

- Strategic Planning
- Corporate Governance
- Operations
- Gaming Analysis & Design
- Loyalty Programs
- Marketing Strategy
- Graphic Design
- IT, Technology & Software
- Research
- Liquor & Gaming Licensing
- BI Tool - Eagle i360

**DNS**  
SPECIALIST SERVICES



JUST A FEW MEMBERS OF THE DNS SS FAMILY

# Our Partners





# Peace & Long Life™



## WHAT IS CONTRIBUTION ANALYSIS

A detailed review of the gaming floor performance.

**DNS**  
SPECIALIST SERVICES

---

## WHAT IS CONTRIBUTION ANALYSIS?

- ...It is how a Gaming Manager/Analyst reviews their gaming floor.
- ... Ultimately it is all about the **performance of the room** regarding a particular game, denomination, manufacturer, model, product, bank, area, etc.
- ... Gaming Analysis can be **simple**, where the complexity lies in **understanding your players** and drilling down from the basics of analysis to the deep down secrets to success.

# AIM

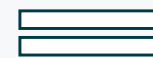
To maintain a balanced installation



Install %



Turnover %



Net %



**Understand your floor further via analysis will allow you to make more informed decisions and cater for your players!**

# What Do Customers Really Want?



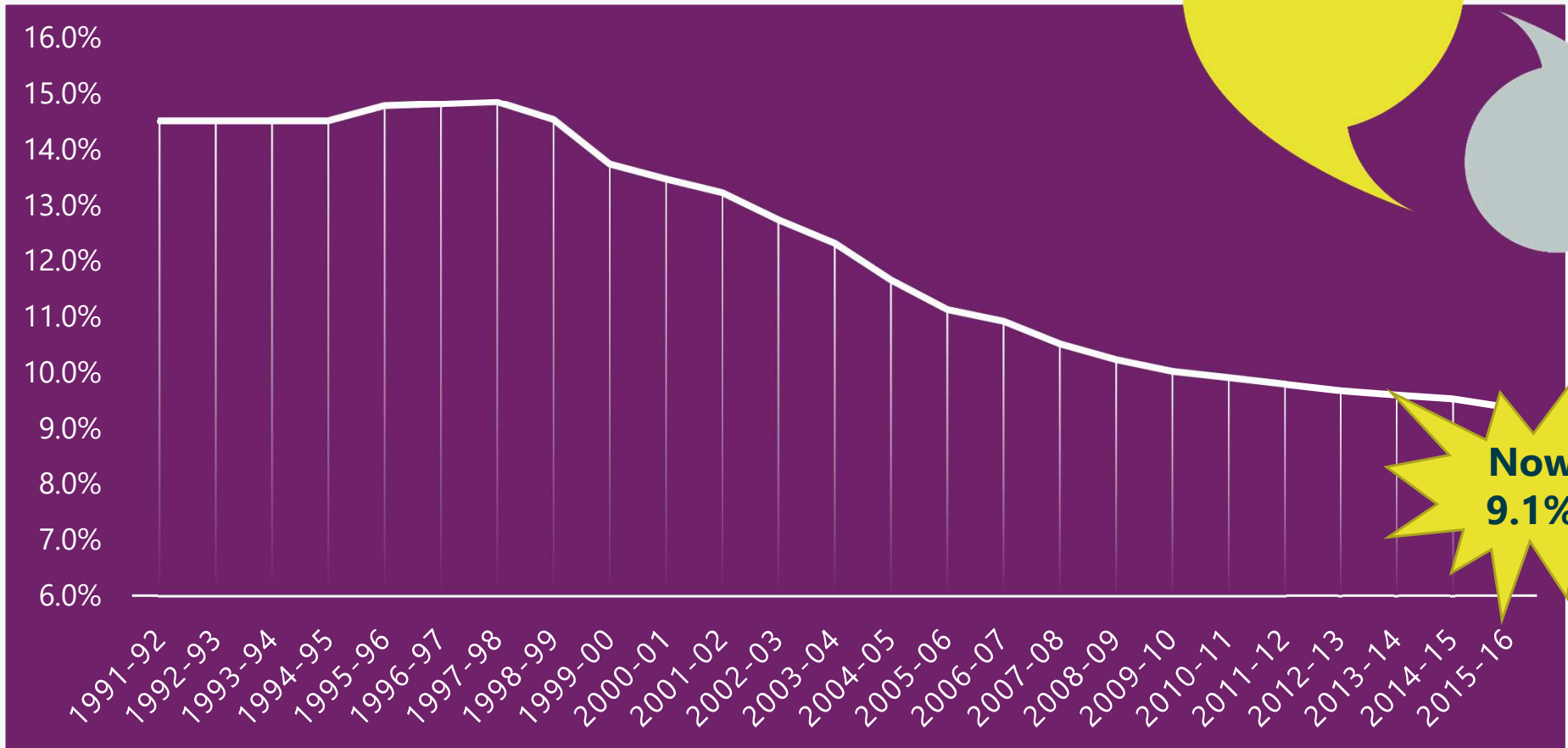


# PLAYER ENGAGEMENT

How does this impact the players experience?

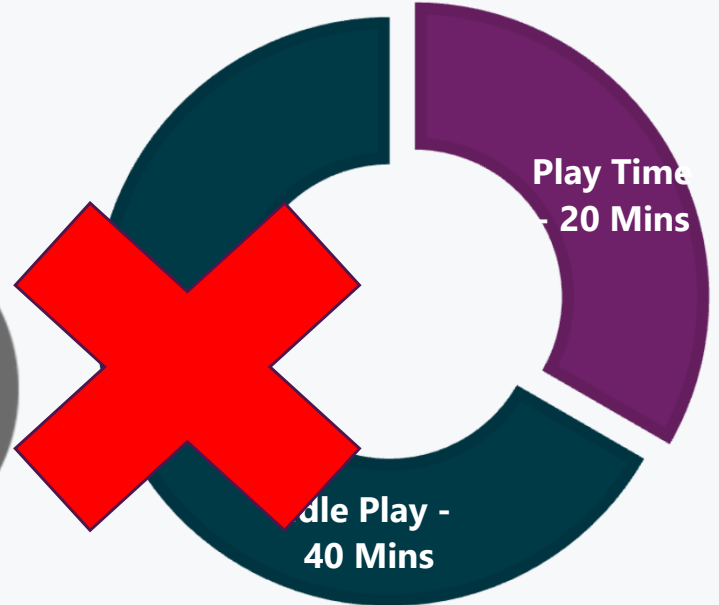


# THE NEW CUSTOMER EXPERIENCE

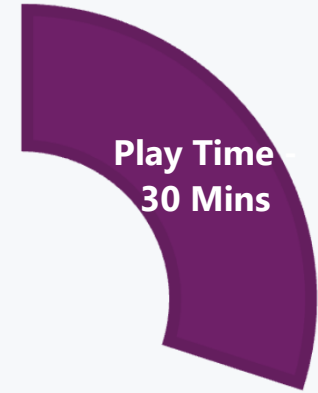


# THE NEW CUSTOMER EXPERIENCE

THEN:



NOW:



---

## WHAT SHOULD I BE LOOKING FOR?

- ... Make 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, premium product
- ... Work from a benchmark - starting point to measure future





What should I do now?

---

## WHAT SHOULD I BE LOOKING FOR?

- ... 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
- ... Gaming is only one part of the business. To increase business, you also need to understand impact in other areas.



They brag about  
terminating the  
bottom 10%  
every year.

# Analysis



## ANALYSIS SAMPLES

## BASIC ANALYSIS – MANUFACTURER

Row Labels	EGMs	EGM %	Turnover	Profit	Exp Profit	RTV E	RTV A
Ainsworth	91	30%	18.2%	21.4%	19.2%	9.36%	10.73%
Aristocrat	91	30%	54.7%	49.9%	53.2%	8.54%	8.33%
Aruze	14	5%	2.8%	4.0%	3.1%	9.84%	12.90%
IGT	31	10%	8.0%	7.6%	8.0%	8.69%	8.71%
Konami	36	12%	8.4%	9.7%	8.6%	9.38%	10.63%
SG Gaming	37	12%	7.9%	7.4%	7.9%	8.96%	8.59%
Grand Total	300	100%	100.0%	100.0%	100.0%	9.02%	9.14%

... Basic analysis

... Number of EGMs for group / Grand total (91 / 300)

... Turnover for EGM group / Grand total turnover



## BASIC ANALYSIS – DENOMINATION

Row Labels	EGMs	EGM %	Turnover	Profit	Exp Profit	RTV E	RTV A
0.01	94	31%	18.7%	21.6%	20.1%	9.63%	10.57%
0.02	47	16%	9.5%	11.9%	9.5%	8.69%	11.39%
0.05	25	8%	6.0%	6.7%	6.4%	9.51%	10.28%
0.10	5	2%	1.2%	0.5%	1.2%	8.77%	4.26%
0.50	1	0%	0.1%	0.1%	0.1%	8.17%	5.94%
1	10	3%	4.1%	4.6%	3.8%	8.09%	10.26%
MD	118	39%	60.4%	54.6%	59.0%	8.66%	8.26%
Grand Total	300	100%	100.0%	100.0%	100.0%	9.02%	9.14%

... Basic analysis

... Number of EGMs for group / Grand total (94 / 300)

... Turnover for EGM group / Grand total turnover

## BASIC ANALYSIS – OTHER CONSIDERATIONS

Row Labels	EGMs	EGM %	Turnover	Profit	Exp Profit	RTV E	RTV A
0.01	94	31%	18.7%	21.6%	20.1%	9.63%	10.57%
0.02	47	16%	9.5%	11.9%	9.5%	8.69%	11.39%
LINK	31	10%	6.7%	8.0%	6.5%	8.27%	10.81%
SA	16	5%	2.8%	3.9%	3.0%	9.49%	12.82%
0.05	25	8%	6.0%	6.7%	6.4%	9.51%	10.28%
0.10	5	2%	1.2%	0.5%	1.2%	8.77%	4.26%
0.50	1	0%	0.1%	0.1%	0.1%	8.17%	5.94%
1	10	3%	4.1%	4.6%	3.8%	8.09%	10.26%
MD	118	39%	60.4%	54.6%	59.0%	8.66%	8.26%
Grand Total	300	100%	100.0%	100.0%	100.0%	9.02%	9.14%

## BASIC ANALYSIS – CONTRIBUTION ANALYSIS

Area	EGMs	Days	Turnover	Revenue	Install %	T/O %	MW %
Zone 1	29	27	\$1,966,319	\$173,192	9.6%	12.8%	12.5%
Zone 2	59	28	\$3,696,012	\$316,612	19.5%	24.1%	22.8%
Zone 3	111	28	\$4,049,497	\$351,127	36.6%	26.4%	25.3%
Zone 4	104	28	\$5,617,792	\$545,912	34.3%	36.6%	39.4%
<b>Grand Total</b>	<b>303</b>	<b>28</b>	<b>\$15,329,620</b>	<b>\$1,386,843</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

... Calculations are determined by dividing each total for play days, turnover and net by the overall total, for example Turnover \$1,966,319 (Zone 1) / \$15,329,620 (Total) as a percentage = 12.8%



## BASIC ANALYSIS – OVERALL PERFORMANCE

Row Labels	EGMs	ADR T	ADR	ADT	Occ	Avg. bet	% ADR T FA
Zone 1	33	\$230	\$296	\$2,791	31%	\$1.23	138%
Zone 2	78	\$190	\$216	\$2,136	29%	\$1.37	114%
Zone 3	143	\$129	\$142	\$1,412	42%	\$1.07	77%
Zone 4	125	\$178	\$180	\$2,079	24%	\$1.24	107%
Grand Total	379	\$167	\$183	\$1,901	29%	\$1.20	100%

... Formula for Average Daily Turnover per machine (ADT)

... *Turnover / Number of EGMs / Days*

... Formula for Average Daily Revenue per machine (ADR)

... *Revenue / Number of EGMs / Days*

... Formula for Average Daily Revenue Theoretical per machine (ADR T)

... *Turnover x Venue Hold (1-Exp RTP) / Number of EGMs / Days*

## BASIC ANALYSIS – WHY DO WE USE THEORETICAL?

Row Labels	EGMs	ADR T	ADR	Occ	Avg. bet	% ADR T FA	% ADR T ZA
Zone 1	33	\$230	\$296	31%	\$1.23	138%	100%
Zone 2	78	\$190	\$216	29%	\$1.37	114%	100%
Ainsworth	28	\$106	\$125	23%	\$1.09	63%	55%
Aristocrat	24	\$300	\$315	36%	\$1.86	180%	157%
MOON RACE LL	3	\$357	\$169	47%	\$1.17	214%	187%
HEART THROB LL	1	\$355	\$246	47%	\$1.16	213%	186%
SAHARA GOLD LL	3	\$342	\$434	41%	\$1.28	206%	180%
MIGHTY COINS MIGHTY DRAGON-V	1	\$338	\$741	46%	\$1.15	203%	178%
HIGH STAKES LL	2	\$322	\$493	44%	\$1.11	193%	169%
HAPPY LANTERN LL	1	\$321	\$236	40%	\$1.24	193%	169%
MIGHTY COINS MIGHTY DRAGO	1	\$302	-\$95	42%	\$1.13	181%	159%
PC RUBY EDITION	1	\$227	\$1	35%	\$1.02	136%	119%

## WHAT DO PLAYERS LOOK FOR?

- ... When choosing to play EGM what are players looking for?
- ... What is achievable?
- ... How does this influence performance?
- ... How does this influence reporting and analysis?

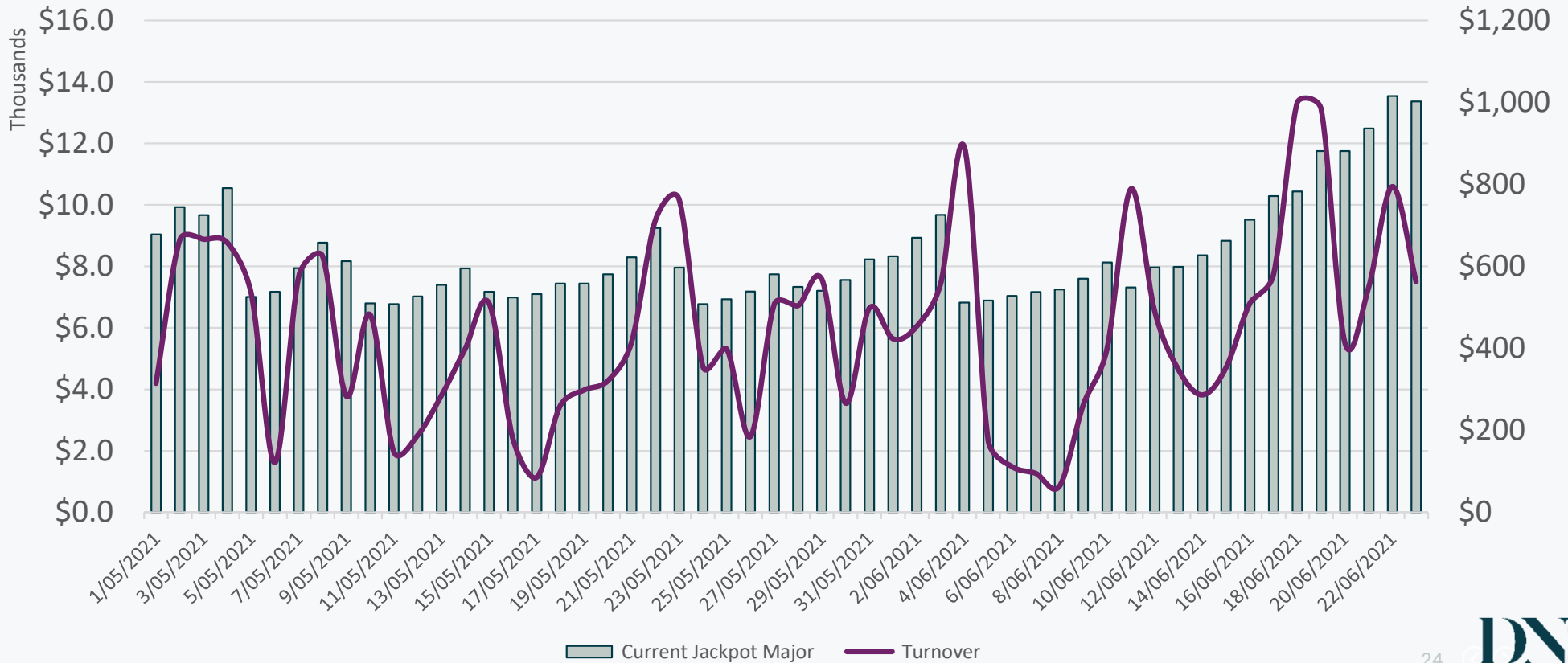




# JACKPOT INFLUENCE

Game	Jun-21	May-21	Apr-21	Mar-21	Feb-21	Jan-21
GENGHIS KHAN - DRAGON LINK-V	1	30	14	54	42	10
SPRING FESTIVAL - DRAGON LINK-V	2	53	33	91	61	69
HIGH STAKES LIGHTNING LINK / LIG	3	7	2	6	12	16
GRAND STAR PLATINUM-V	4	12	15	15	4	17
THE BULLFIGHTER-	5	13	1	52	46	22
EYES OF FORTUNE - LIGHTNING LINK	6	6	8	3	9	6
GENGHIS KHAN - DRAGON LINK-V	7	21	24	29	27	52
PEACOCK PRINCESS - DRAGON LINK-V	8	91				
PANDA MAGIC - DRAGON LINK-V	9	75	65	18	7	26
DOUBLE DRAGONS ORIENTAL FORTUNE-	10	53	79	153	104	92
GENGHIS KHAN - DRAGON LINK-V	11	24	37	38	8	25
GRAND STAR SAPPHIRE-V	12	39	10	7	17	34
THE BULLFIGHTER-	14	28	51	41	103	7

# JACKPOTS – HOW DOES THIS INFLUENCE PERFORMANCE?





## BASIC ANALYSIS – WHAT SHOULD I DO?

... Install EGM's at a higher rate of return to the player or lower?

What is the impact?

ADR	8.00%	8.50%	9.00%	9.50%	10.00%
\$162	\$2,025	\$1,906	\$1,800	\$1,705	\$1,620

Units	Turnover / EGM	Total
6	\$12,000	\$ 72,000
8	\$14,000	\$112,000
10	\$14,000	\$140,000
12	\$12,000	\$144,000
14	\$10,000	\$140,000
16	\$ 8,750	\$140,000

When is too much? At what point do I reach saturation point?

## IT'S NOT ALWAYS ABOUT TURNOVER OR REVENUE.....

Row Labels	EGMs	ADR T	ADR	Occ	Avg. bet	% ADR T FA	% ADR ZA
Zone 1	33	\$230	\$296	31%	\$1.23	138%	100%
Zone 2	78	\$190	\$216	29%	\$1.37	114%	100%
Ainsworth	28	\$106	\$125	23%	\$1.09	63%	55%
Aristocrat	24	\$300	\$315	36%	\$1.86	180%	157%
IGT	1	\$82	\$80	3%	\$4.48	49%	43%
Konami	10	\$279	\$297	53%	\$0.78	168%	147%
DYNAMITE DOLLARS ALL ABOARD	2	\$455	\$594	62%	\$1.26	273%	239%
BLACK ROSE RAPID FIRE	4	\$246	\$142	53%	\$0.65	148%	129%
BLACK ROSE RFGP	4	\$225	\$303	49%	\$0.66	135%	118%
Scientific Gaming	15	\$122	\$185	15%	\$1.31	73%	64%

... Consider the various demographics

- ... Playing to win (large bet = short time on device / occupancy)
- ... Playing for time (low average bet = longer time on device / occupancy)



- Where are your hot spots
- How can you move players around the room?
- What is the best position for games?
- Can you create zones?

## PERFORMANCE BY BANKS AND BANK ENDS

Row Labels	EGMs	ADR T	ADR	Occupancy %	Avg. Bet	Act RTP	Exp RTP
<b>Bank 3</b>	<b>4</b>	<b>\$563</b>	<b>\$532</b>	<b>75%</b>	<b>\$1.31</b>	<b>92.34%</b>	<b>91.99%</b>
<b>Zone 1</b>							
No	2	\$604	\$486	81%	\$1.30	93.55%	91.99%
Yes	2	\$522	\$577	69%	\$1.32	91.13%	91.99%
<b>Bank 16</b>	<b>4</b>	<b>\$497</b>	<b>\$331</b>	<b>66%</b>	<b>\$1.30</b>	<b>94.24%</b>	<b>91.99%</b>
<b>Zone 3</b>							
Yes	2	\$544	\$427	69%	\$1.37	93.51%	91.99%
No	2	\$450	\$234	63%	\$1.23	94.96%	91.99%
<b>Bank 43</b>	<b>6</b>	<b>\$328</b>	<b>\$348</b>	<b>46%</b>	<b>\$1.09</b>	<b>90.78%</b>	<b>90.95%</b>
<b>Zone 4</b>							
Yes	4	\$372	\$372	52%	\$1.09	91.78%	90.95%
No	4	\$250	\$195	33%	\$1.16	93.88%	90.95%

# #2 - EGYPTIAN JEWELS - DOLLAR STORM L

Summary History Players

Location History Serial History

#	INSTALL DATE	REMOVAL DATE	DAYS	GAME	DENOMINATION	POOL TYPE	MANUFACTURER	SERIAL #	MODEL	ADT	ADR
2	21/05/2021	-	37	EGYPTIAN JEWELS - DOLLAR STORM L	1c	Linked Progressive	Aristocrat	663982	GEN 9 MARSX UPRIGHT	\$3,820	\$326
2	20/05/2021	20/05/2021	0	EGYPTIAN JEWELS - DOLLAR STORM L	1c	Linked Progressive	Aristocrat	663982	GEN 9 MARSX UPRIGHT	-	-
2	28/04/2021	19/05/2021	21	CHOY'S KINGDOM LINK - LUNAR FEST	1c	Linked Progressive	Aristocrat	663982	GEN 9 MARSX UPRIGHT	\$849	\$176

3 records

Tracking new machines and conversions

# #88 - PANDA MAGIC - DRAGON LINK-V

Summary

History

Players

## Game Performance

Average Daily Turnover

**\$4,692**

↑ 97.52%

Average Daily Revenue

**\$450**

↑ 107.34%

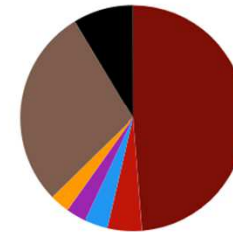
Occupancy

**28.60%**

↑ 45.43%

## Turnover By Tier

Since: 16 May 2021



- ACE +: 48.75%
- ACE: 4.92%
- KING: 3.32%
- QUEEN: 2.89%
- JACK: 2.81%
- Club Frenchville: 28.67%
- Uncarded: 8.63%

## Trading Summary

DAY OF WEEK	TRADING DATE	TURNOVER	REVENUE	ACTUAL HOLD	OCCUPANCY	AVG BET	PLAYERS	CARDED PLAY
Saturday	26/6/2021	\$2,841	\$325	11.45%	38.31%	\$0.80	19	95.77%
Friday	25/6/2021	\$4,502	\$1,667	37.02%	28.11%	\$1.73	18	97.12%
Thursday	24/6/2021	\$8,235	\$-307	-3.72%	30.58%	\$2.91	8	91.67%



What is your demographics?

# GAMING Demographics

- BCM - Blue Collar Males
- BCF - Blue Collar Female
- MAH - Mum at Home
- BMW - Bored Middle Aged Wives
- ERR - Early Rich Retirees
- RIP - Retirees in Pairs
- DWC - Desperate White Collar
- Also consider ethnic groups

Attends  
Saturdays

Afternoons /  
Early Evenings

Low food  
interest

Low promotion  
interest

Plays for  
jackpots





# #88 - PANDA MAGIC - DRAGON LINK-V

[Summary](#)
[History](#)
[Players](#)

BADGE	FIRST NAME	LAST NAME	TIER	VISITS	TURNOVER	REVENUE	AVG. BET	PLAY TIME
25,990	[REDACTED]		A	32	\$96,311	\$16,919	\$2.55	1d 9h 9m 9s
8,665			A	3	\$5,855	\$1,730	\$2.42	3h 28m 53s
3,873			J	2	\$3,723	\$-585	\$3.05	1h 26m 12s
0			C	1	\$3,633	\$650	\$4.27	1h 12m 15s
18,927			K	2	\$3,509	\$-1,745	\$4.99	60m 44s
21,276			J	1	\$2,765	\$843	\$2.50	1h 23m 23s
30,068			C	2	\$2,260	\$-1,020	\$2.03	1h 23m 36s
7,358			C	6	\$2,257	\$-82	\$0.41	4h 0m 19s
34,272			K	1	\$2,078	\$-350	\$3.50	42m 32s
28,795			C	3	\$1,866	\$480	\$1.30	2h 30m 28s

## SUMMARY AND FURTHER CONSIDERATIONS

Room layout

Décor/Ambience

Service strategy

TITO / Card  
Based

Volatility

Product type

Peak occupancy

Demographics



# DNS

▶ SPECIALIST SERVICES ◀

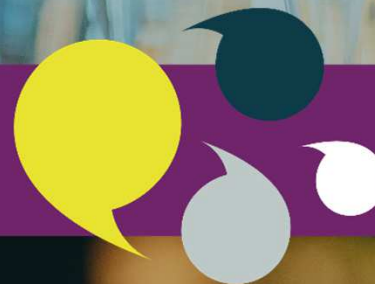
**DANNY NIXON-SMITH  
MANAGING DIRECTOR**

---

**0433 906 809**

**[DANNY@DNSSPECIALISTSERVICES.COM.AU](mailto:DANNY@DNSSPECIALISTSERVICES.COM.AU)**

**1/16 MCDOUGALL STREET  
PO BOX 1279 MILTON QLD, 4064**



**BUSINESS ADVICE THAT  
ADDS POLISH TO YOUR PLATE**