



Contribution Analysis

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ARISTOCRAT GAMING™

OBJECTIVE OF PRESENTATION

At the end of the presentation, you will 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?

Contribution Analysis is how Gaming Managers/Analysts review their gaming floor.

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

WHY DO YOU NEED CONTRIBUTION ANALYSIS?

Drive the bottom line by:

- Understanding what your players are telling you
- Understanding what your players want
- Making more informed decisions – Age, model, product, brands, percentages
- Understanding what works for your venue - What demographics do you have?
- Do you have the right mix - Manufacturer, Denomination, Feature Product?
- Working from a benchmark - starting point to measure future results
- Understanding your Return On Investment - How long to get my money back, did my conversion and new purchases work?
- Making 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, you need to understand the impact in other areas

AIM: To maintain a “Balanced Installation”

In broad terms...

Install %	:	T/Over	:	Net %	:
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i.e., in close ratio

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
		Max Credit Stake:	0
Protocol:	XMachines	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



REVIEW ANALYSIS

OVERALL PERFORMANCE

Overall Floor – 78 games (incl. 17 conversions, new EGMs, denom changes, & 3 stored EGMs)

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				

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

Key notes:

Area of Resolution:

Action:

The Alfresco area is outperforming the Main floor.

Review both floors

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

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?

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 T/over.

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 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				

Key notes:

The Alfresco area is outperforming 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

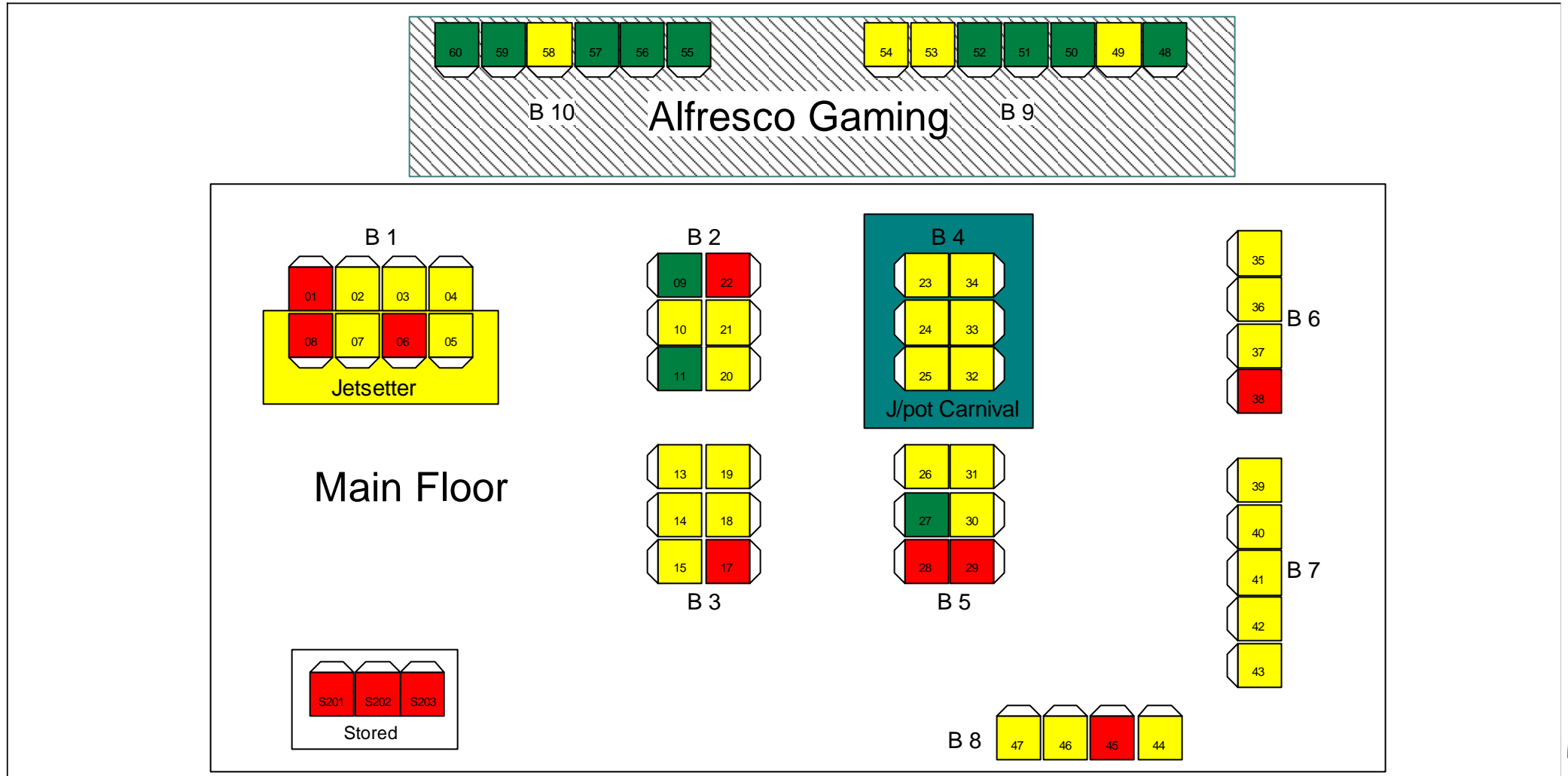
Avoca Beach Bowling Club

Floor Plan Report

Percentage in middle Group: 60%

Colour code: Turnover (based on Average data)

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



Recent History & Activity - New Machines & Conversions

Old Serial	New Serial	Change	Name		Days in play		Avg Daily Turnover		Avg Daily Nett		Turnover
			Before	After	Before	After	\$Before	\$After	\$Before	\$After	Change %
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 Chilli	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.

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	Avg
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 ROI report showing how long it could potentially take to pay for the conversion or new machine.
2. **Occupancy** - time spent on a machine (this data needs a system, so data used is not the same reference data).

CONCLUSION

Analysis via Data, Interpretation, Benchmarking provides a better understanding of:

What Will I Purchase?	What Will I Remove?
New machines	Age
Conversions	Unreliable
What % works?	Poor performing
What denomination?	Low RTP's
What's performing?	
Reliability	
What location?	
"Gaps"	



TM

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