

Big Data

- ▶ 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



