# 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

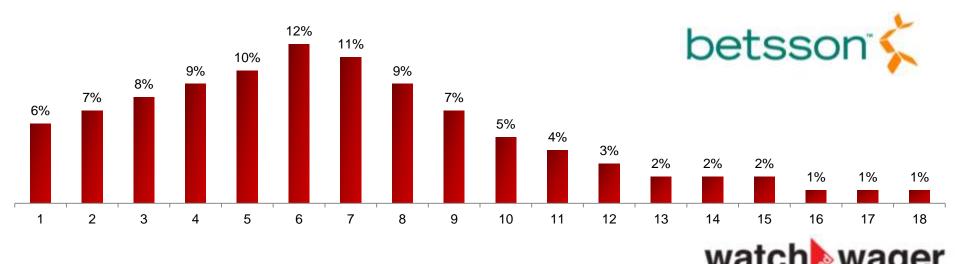






#### What should we measure?

- 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



# Considerations as an Operator

- Data is Important & Analysis is critical
- Consistency over time tells the story
- Allows operators to see what is happening... and what isn't
  - Decay rates
  - Failed Registrations
- Measurable Business KPIs cascades to:
  - Marketing
  - Finance
  - Commercial MGMT
  - HR



