



RMI Quick Reference Guide

2024



Preface

What is RMI?

What benefits does RMI bring to a Lottery?

- Each month, participants in a jurisdiction receive substantial Tableau workbooks containing detailed sales data, which are too large to email. These workbooks include a National Scorecard and Jurisdiction specific scorecard.
- All retail chains are standardized across jurisdictions for accurate data grouping.
- Participating in the RMI program is free and only requires setting up a data feed. Currently, 29 jurisdictions with 179,000 retailers (79% of U.S. lottery retailers) are in the database, with more expected to join. IGT provides support for data analysis.
- Deliver decision makers the tools to analyze lottery performance trends within and across jurisdictions to grow sales and profits.
- Identify and quantify opportunities for new and existing lottery retailer expansion across the United States.
- Compare retailer and geographic attributes that impact performance to identify new consumer trends and optimize existing lottery locations.
- Normalize, augment, and deliver lottery industry data.

How to use Tableau

Filters

Date	Retail Channel	Parent	Urbanicity	LVM Present?
2024	(All)	(All)	(All)	(All)
State	Trade Type	Chain Name	Select Number of Top Chains	(All)
(All)	(All)	(All)	100,000	(All)

- Blue Box – #Locations, Sales, Weekly Avg. % Draws, %Instants, SSS YoY%

# Locations	Sales	Weekly Avg.	% Draw	% Instant	SSS YoY %
178,336	\$33,373M	58,506	32%	68%	-1.8%

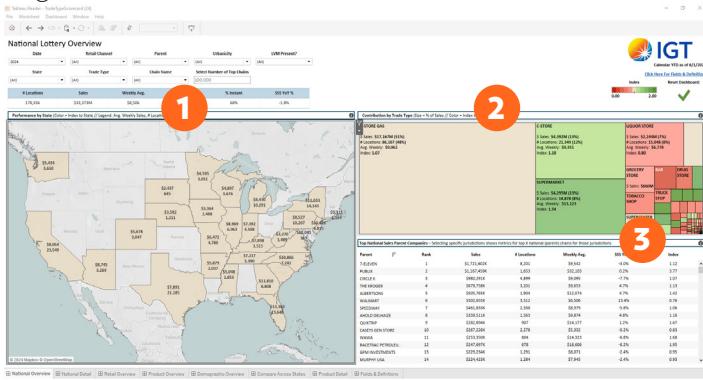
-  - hover and it will display a description.
-  - clears all the filters and resets back to the original setting (might need to click on twice).
-  Funnel Icon (displayed when you hover over a map) – click the icon then select ‘Go to Sheet’ to get a larger view of any element of the dashboard
- Left click on mouse to drag and move a category next to another – reset button only works on filters, it will NOT reset the column back to its original position.
- Fields and Definitions – link on the upper right-hand side.

National Score Card

National Overview

National view of one or more chain's national performance.

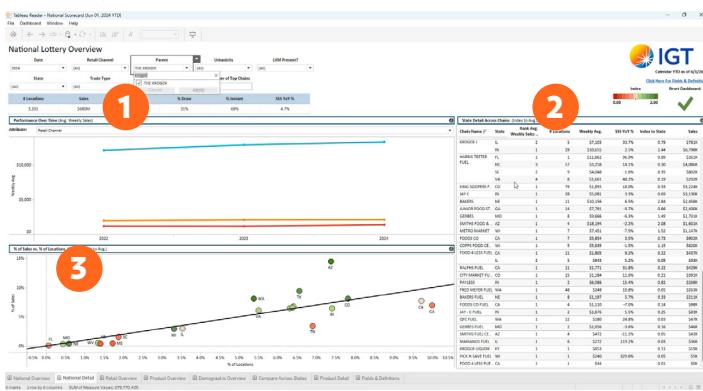
Useful for looking at retail chains across the U.S. on a national basis, see where each chain ranks (high level view).



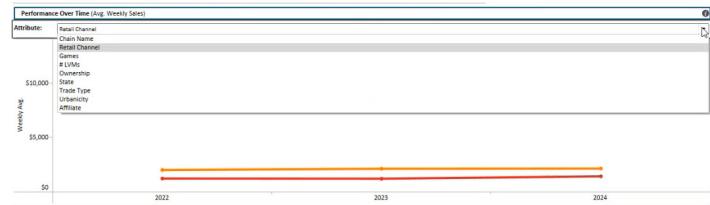
1. Performance by State (Average weekly sales: DBG and instant sales, and # of locations).
2. Contribution by retailer type of trade (type of retailer).
3. Ranking of chains by KPI – total sales DBG and instant sales.

National Detail

Provides sales and ranking by chains and breaks it down by banners underneath.



1. Performance over time for selectable attributes - shows the last three years of performance



2. State level detail for chains.

- Use case sample: The Kroger (parent company) has many banners across the U.S. (shown in left quadrant). All the sales roll up to the parent 'Kroger', but in each jurisdiction, there's different banners and the table displays the state, ranking, # of locations, weekly average sales, SSS YoY%, Index to State, and Total Sales (DBG and instant sales).

3. A visual way to see how efficiently each category is performing with regards to percent of sales and percent of locations. Can view the whole state or a specific chain or combination of chains/retailer types.

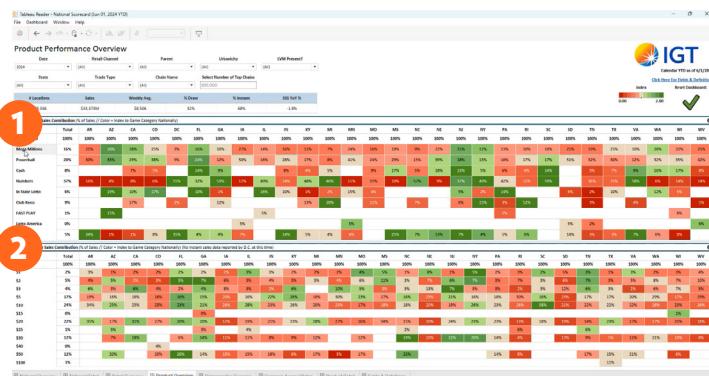
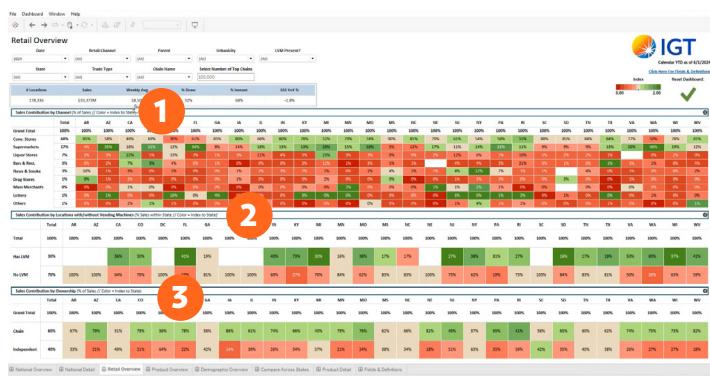
- Use case sample: Looking for best practices? Use the visual to quickly identify relative size of jurisdictions and which are most successful at generating sales (dots above the average trendline).

Retail Overview

High level by retail categories (trade style/presence of LVM/ownership)

Find sales information by trade style; if chain or independent; and if LVM is present. Provides breakdown of jurisdiction retail base and where sales are coming from.

Continued on page 3



Use case: Build a market share report to show how much sales come from each of the different trade styles. The total column takes all the jurisdictions, and it brings it all together. i.e. In the country 68% of all lottery sales come from the convenience store channel, and 17% from supermarkets.

1. Sales Contributions by Channel – Quickly see where sales are coming from for each jurisdiction by trade style – how much sales are coming in from each trade style (*total %*)
 2. Sales Contribution by Locations with/without Vending Machines – which locations have 1 or more LVMs at location, or don't have an LVM.
 - **Use Case:** Will adding LVMs boost sales?
The example below showcases Circle K in CA, 10% of the retailers have 1 or more LVMs and the average weekly sales for those locations is \$16,679 vs. 90% of the locations don't have vending and averaging \$7,780.



- ### 3. Sales Contribution by Ownership – Chain vs. Independent

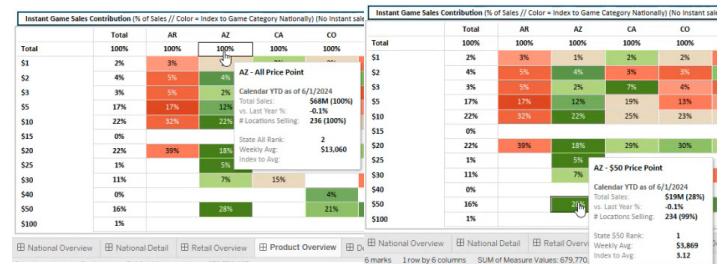
Product Overview

Breakdown of sales by product: draw games and instants (*by price point*). Total column displays the percentage of sales each game contributes at a national level. The subsequent columns display state specific data.

1. Draw Game Sales Contributions – Product Overview by draw game category, by State.
(use filters for further granularity such as by chain or trade type, etc).

- Use case: How are sales doing across the different jurisdictions? Are there jurisdictions with underperforming sales for items selling very well in other jurisdictions? Visualizations provide a high-level view via percentages. Sales data is displayed once the mouse hovers over any of the categories by state. Tip: export the tab into excel to get sales data.

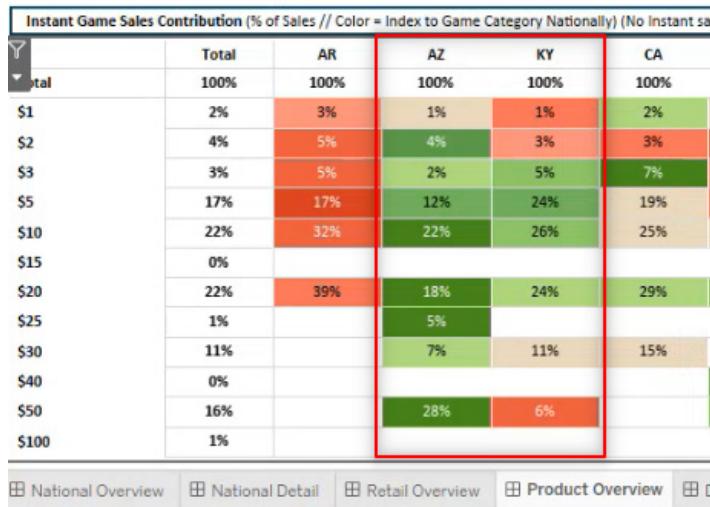
2. Instant Game Sales – Product overview by price point category.
 - Use case: Identify if locations are not selling a specific price point. In the example below: Kroger in AZ has 234 locations selling the \$50 price point, but there are 236 locations of Kroger, i.e., there are two locations that are not selling a \$50 ticket.



Pro Tip #1: Click on the State's header and hold the left mouse button and drag a column over any spot to easily compare side-by-side to any state...

Continued on page 4

Note, the reset button will not move the column back, you will need to physically move it back. If you close the dashboard, and reopen, it will reset back to the original position.



Pro Tip #2: Press the Ctrl key and select one or more state headers to highlight and hide the rest of the information.



Demographic Overview



- Population per Retailer – how many residents per lottery selling retailer.
 - Use Case: Expansion opportunities.** States above the yellow average line have greater expansion opportunities.
- Lottery Penetration – Lottery selling retailers as a percentage of retailers that accept SNAP (food stamps aka EBT). A future planned enhancement is to show lottery selling retailers as a percentage of all retailers in trade types that typically sell lottery.

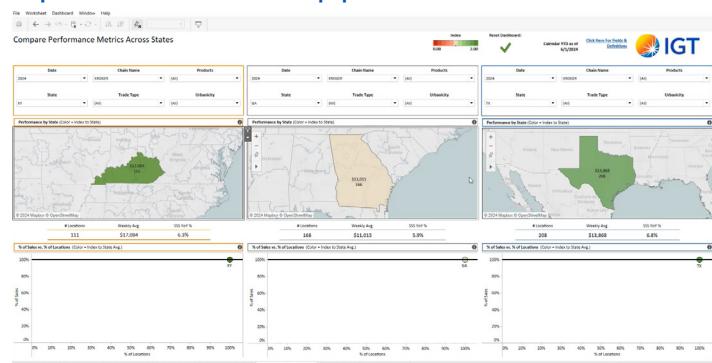
- Urbanicity Sales Contribution – % of sales by urbanicity, Rural vs Urban. Urbanicity is provided by a 3rd party. Refer to Fields & Definitions tab for further information.

Compare Across States

...each dashboard is independent.

Use case: capture a screenshot for comparison presentation. Use the filters to display specific information, chain name, product type, etc.

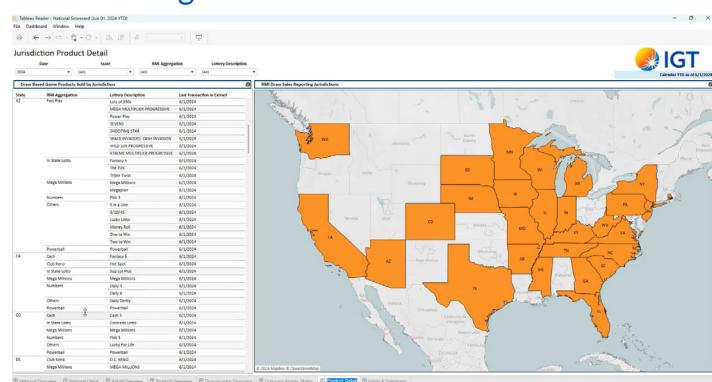
Tip: Screenshot the top portion.



Product Detail

How we group draw games together.

Use case: What falls in 'Others'? Reference the tab to see what games are listed under other.



Pro Tip: If you would prefer to work with any table on Tableau within excel, click the □ icon on the top left of that table, click Worksheet > copy > crosstab, then paste within excel.

Jurisdiction Workbook

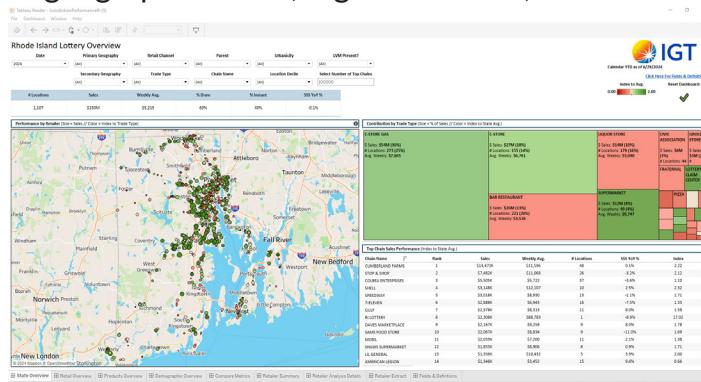
Applications & Benefits

The workbook features eight data tabs and a fields and definitions tab.

1. Location level detail of state retailer network
2. Normalized chain information to analyze corporate accounts
3. Exportable retailer lists for actionable analysis

State Overview

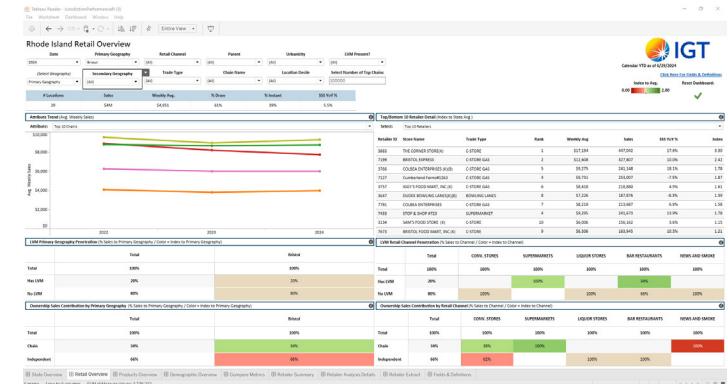
Tab includes filters and fields like the national workbook, but also features primary and secondary geography chosen by the jurisdiction. Users can filter data based on their interests, such as geographical area, regional district, etc.



- Each dot on the map represents an individual retailer, with size indicating sales volume, larger dots representing higher sales. Hovering over a dot provides information about the retailer.
- Users can click on a retailer location link to get a visualization, which may not bring them exactly to the location but is close.

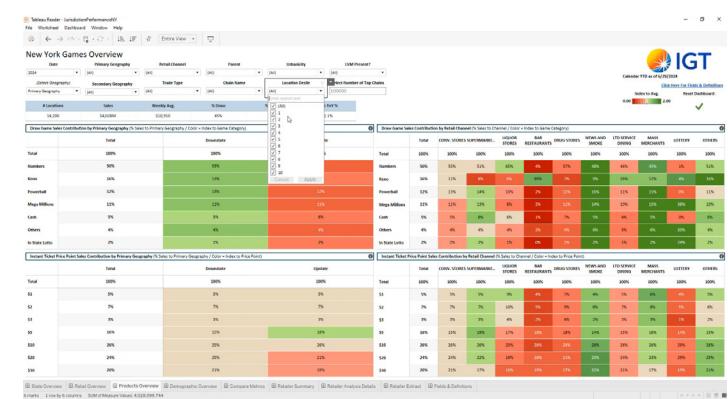
Retail Overview

The retail channel overview tab includes a table displaying the top/bottom 10 retailers based on the chosen filters. LVM penetration/(primary) geography/channel penetration, and ownership sales contribution by geography/channel are also displayed.



Product Overview

Provides a snapshot of draw games versus instant



games by draw game category and instant/scratch game price point.

Location decile: Based on sales, 1 being top 10% and 10 being your worst 10%; called location decile because it is specifically for the physical/geographical location as opposed to the retailer (which may change overtime). Once location decile is determined, user may then use the filter to compare the specific locations in the retailer extract tab.

- Use Case: How does 123 Main St. do? Once the decile has been found, select the desired location decile number from the drop-down menu, and easily compare. Users can see the location's AWS (average weekly sales) and compare AWS with retailers above and below the decile.

Continued on page 6

Exporting data from the workbook to Excel:

1. Right-click in the top left corner of the box
2. Click on Worksheet → Copy → Crosstab (will display information in Excel as a table) OR Data (more user friendly to filter and sort in Excel)
3. Open Excel, and select Blank workbook
4. Place cursor in first cell, left click and select Paste

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The screenshot shows the Tableau Reader interface with the context menu open. The 'Copy' option is selected, and its sub-menu is displayed, showing 'Crosstab' as the second item.

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Exporting information as

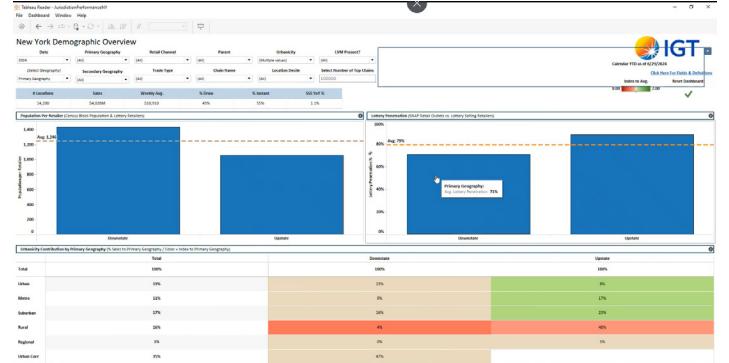
Crosstab:

The screenshot shows a Microsoft Excel spreadsheet titled 'Book1 - Excel'. It contains a large table with columns labeled 'Date', 'Products', 'Selected Chk of Total', 'Location', 'Index', 'L55', 'V55', 'Max', 'REPC', and 'Chk of Total Sales'. The data consists of multiple rows of sales information for various dates, products, locations, and indices.

Pro Tip: Users can also export data to Salesforce and other tools for more detailed analysis

Demographic Overview

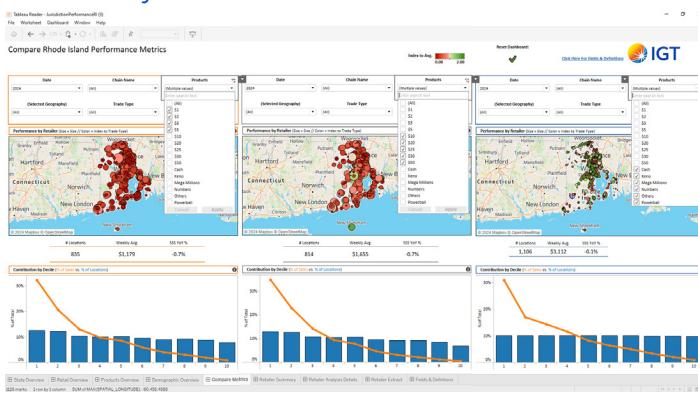
Users can look at it by primary geography that was chosen by default.



- Top visualization will display population and retailer penetration.
- Bottom visualization shows the percent of total sales for each urbanicity, and when users hover over the colored rectangles, it will display the index and the color of the rectangle corresponds to the index (equal to the AWS for that category/geography).

Compare Metrics

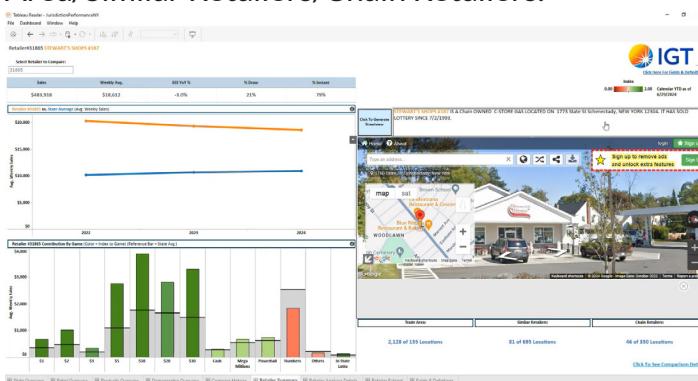
Instead of comparing states, users are comparing within the jurisdiction.



- Use Case: Compare retailers selling instant game price points ranging from \$1 - \$5 (first column), \$10 - \$50 (second column), versus draw games (third column). Visualizations will display total number of locations, AWS, and YoY%.

Retailer Summary

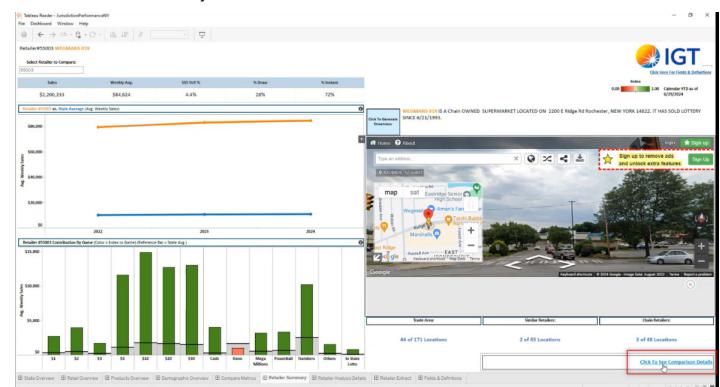
Type retailer number on upper left in the field that reads 'Select Retailer to Compare' – visualizations will change, and will display Retailer AWS vs. State Average, Retailer Contribution by Game, as well as retailer ranking in the following categories: Trade Area/Similar Retailers/Chain Retailers.



Pro Tips:

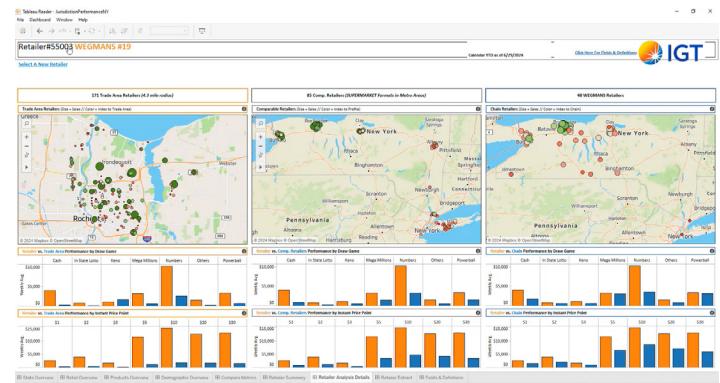
- If you don't know it off the top of your head, get the retailer number from the retailer extract tab.
- If google maps image does not refresh automatically, click on the icon that reads 'Click to Generate Streetview'.

Click to see comparison – will take users to the Retailer Analysis Details tab.



Retailer Analysis Details

Displays Trade Area, Similar Retailers, and Chain Retailers in its respective columns with even more details.



Displays details for specific store

Retailer Extract

Details of each retailer – it's a snapshot in time. You can export the entire data or use the filters to select a specific Chain.

Use Case: Find specific retailers selling Quick Draw, users can export data to Excel for detailed analysis and break out specific game categories or chains.

