Data Analysis Exercise- Part 2
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Tab 1:

Recommendations

Recommendations:

14,427 players had play in the previous 12 month period

-The Demographics tab allows a user to segment on a variety of different characteristics such as Consent, City, Gender and Age. Gold players have a higher average age than Silver and Rewards players-indicative of life stage. In addition younger demographic (under 35) prefer receiving offers over email than in comparison to older players who prefer mail.

-The Player Turnover tab can be utilized to understand player churn patterns. We can use the Player Turnover tab to see how many players did not have play in a specific time period. For example, there were approximately 10k gold members with play in the past 12 months, however only 60% had play during the 1 month period. . In addition, When overlaid with segmented player data, we can determine when our highest valued players have stopped playing. For example, we have 1035 High Value Gold with play in the past 12 months. However, only 87% of these players had play in the past 6 months-a loss of 13% of this group. Better timely target marketing can help to reduce this churn rate. ***By understanding churn patterns, marketing can initiate particular churn based promos at the correct time***

-10,345 of the 14,427 players that played in the previous 12 month period were of Gold Tier (72%). However not all gold players are equal. The Inequality of Gold Players tab shows the significant difference in value from Decile 1 (High Value Gold) in comparison to Decile 10 (Low Value Gold). In addition Silver and Rewards tier on average had a higher 12 Month ADT than half of the Gold Tier. ***It is essential to base targeting on play metrics and not necessarily tier.***

-96% of players do not cross play. They all strictly play at Woodbine. Players that played at at least 2 different sites had a higher avg 12 Month ADT ($608) and visits per month (4) than in comparison to players who strictly played at one site ($452 12 Month ADT and 3 visits per month). ***It is essential to promote cross play.***

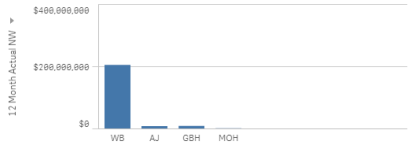
-From a comp perspective, certain Low Value Players are being comped at a higher amount than High Value Players. For example, Decile 10 (Low Value) Gold Players were comped at a higher rate ($26 per comp) than Decile 2 (High Value) Gold players ($23 per comp) despite Decile 2 being higher value and therefore more important. In addition, the average comp $/comp fell in the range of $22-$52. However the average 12 month ADT of players falls in the range of $134-$1512. ***The comp amount may not be enough for certain players and play metrics should be used when determining the amount of comp to give to a player.***

Tab 2:

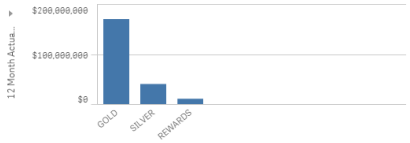
Overview

OVERVIEW	12 Months	6 Months	3 Months	1 Month
Players	Players 14,427	Players 12,661	Players 11,092	Players 8,559
Actual NW	12 Month Actual NW 220.7M	6 Month Actual NW 109.8M	3 Month Actual NW 55.01M	1 Month Actual NW 18.95M
Visits	12 Month Visits 533,313	6 Month Visits 266,227	3 Month Visits 133,522	1 Month Visits 45,382

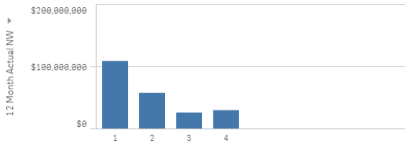
Revenue (Actual NW) by Site



Revenue (Actual NW) by Tier



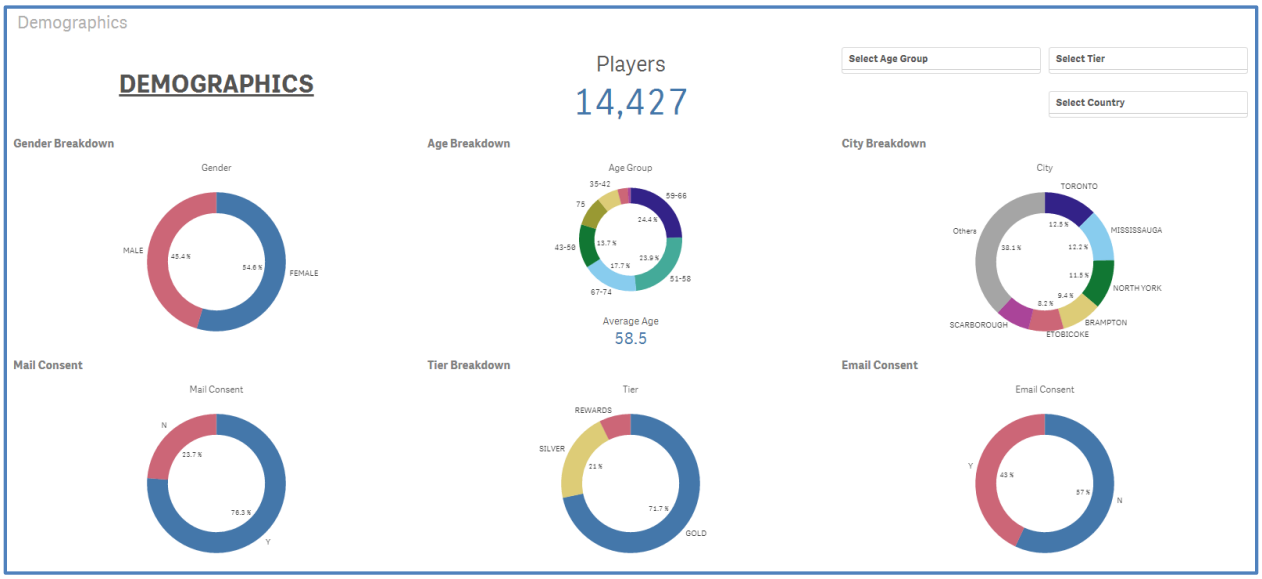
Revenue (Actual NW) by Quadrant



Tab 3:

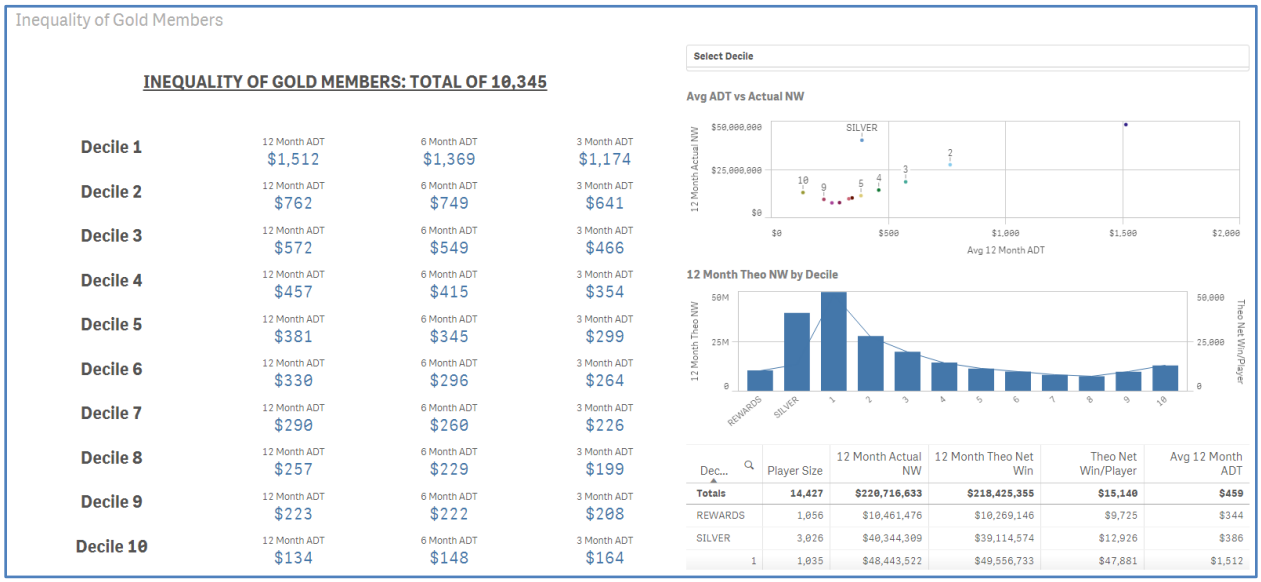
Comp Overview
COMP OVERVIEW
12 Months
3 Months
1 Month
Players Taking Comp
Players 10,957
Players 7,839
Players 5,640
Comp $ Taken
12 Month $ Comp Taken 7.45M
3 Month $ Comp Taken 1.59M
1 Month $ Comp Taken 616.7k
# of Comps Taken
12 Month # of Comps Taken 240,267
3 Month # of Comps Taken 52,057
1 Month # of Comps Taken 21,123
Net Comp Amount
12 Month Net Comp Earned 10.02M
3 Month Net Comp Earned 2.85M
1 Month Net Comp Earned 875.9k
Avg Comp $/Comp
12 Month Avg Comp $ $28
3 Month Avg Comp $ $20
1 Month Avg Comp $ $13
Comp $ Taken by Site
WB
AJ
GBH
MOH
Comp $ Taken by Tier
GOLD
SILVER
REWARDS
Comp $ Taken by Quadrant

Tab 4:


Demographics
DEMOGRAPHICS
Players 14,427
Select Age Group
Select Tier
Select Country
Gender Breakdown
Gender
MALE
FEMALE
Age Breakdown
Age Group
Average Age 58.5
City Breakdown
City
TORONTO
MISSISSAUGA
NORTH YORK
BRAMPTON
ETOBICOKE
SCARBOROUGH
Others
Mail Consent
Mail Consent
Tier Breakdown
Tier
REWARDS
SILVER
GOLD
Email Consent
Email Consent

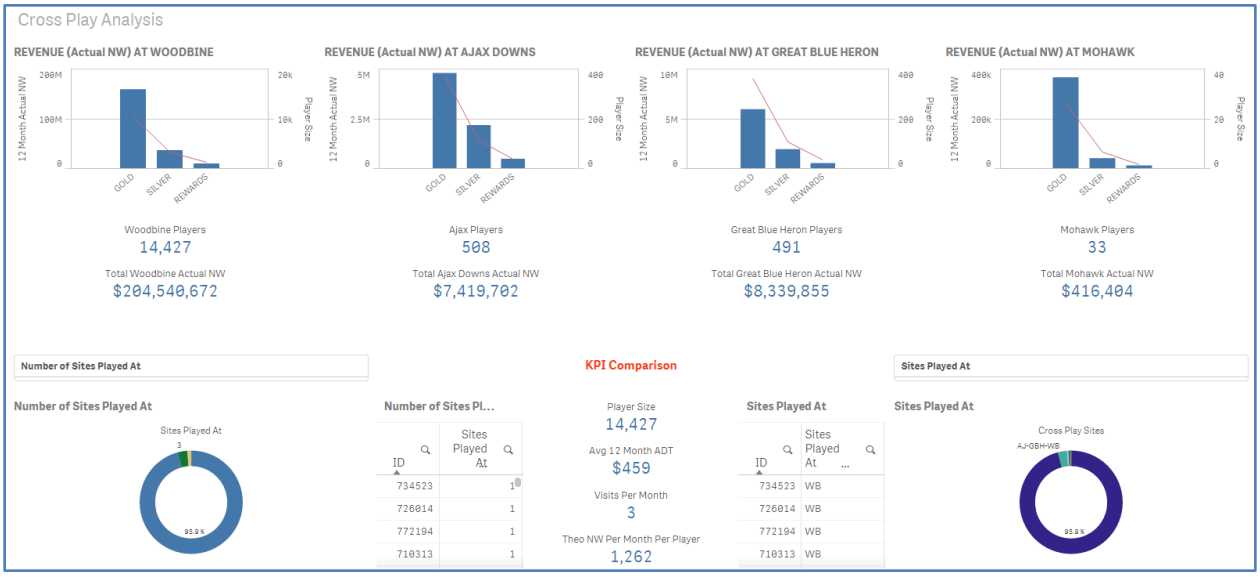
Tab 5:

Tab 6:

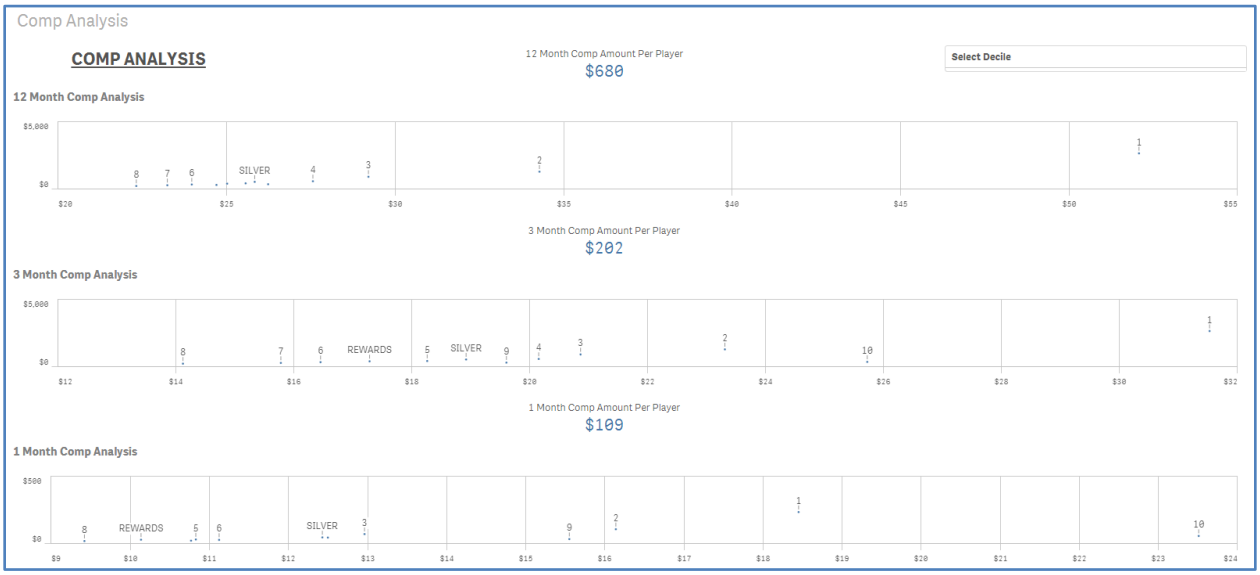


Dec...	Player Size	12 Month Actual NW	12 Month Theo Net Win	Theo Net Win/Player	Avg 12 Month ADT
Totals	**14,427**	**$220,716,633**	**$218,425,355**	**$15,140**	**$459**
REWARDS	1,056	$10,461,476	$10,269,146	$9,725	$344
SILVER	3,026	$40,344,309	$39,114,574	$12,926	$386
1	1,035	$48,443,522	$49,556,733	$47,881	$1,512

Tab 7:


Cross Play Analysis
REVENUE (Actual NW) AT WOODBINE
REVENUE (Actual NW) AT AJAX DOWNS
REVENUE (Actual NW) AT GREAT BLUE HERON
REVENUE (Actual NW) AT MOHAWK
12 Month Actual NW
Player Size
GOLD
SILVER
REWARDS
Woodbine Players
14,427
Total Woodbine Actual NW
$204,540,672
Ajax Players
508
Total Ajax Downs Actual NW
$7,419,702
Great Blue Heron Players
491
Total Great Blue Heron Actual NW
$8,339,855
Mohawk Players
33
Total Mohawk Actual NW
$416,404
Number of Sites Played At
KPI Comparison
Sites Played At
Number of Sites Played At
Sites Played At
95.9 %
Number of Sites Pl...
ID
Sites Played At
734523 1
726014 1
772194 1
710313 1
Player Size
14,427
Avg 12 Month ADT
$459
Visits Per Month
3
Theo NW Per Month Per Player
1,262
Sites Played At
ID
Sites Played At ...
734523 WB
726014 WB
772194 WB
710313 WB
Sites Played At
Cross Play Sites
AJ-GBH-WB
95.9 %

Tab 8:


Comp Analysis
COMP ANALYSIS
12 Month Comp Amount Per Player
$680
Select Decile
12 Month Comp Analysis
SILVER
3 Month Comp Amount Per Player
$202
3 Month Comp Analysis
REWARDS
SILVER
1 Month Comp Amount Per Player
$109
1 Month Comp Analysis
REWARDS
SILVER