

Kieran Santos

DATA 400

Professor Bilen

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Proposal #2

Over the past few years I have been able to learn the rules and study the theory behind the game of poker. I have been able to play with a wide variety of people and understand what works and what does not. There are certain times of the year where the WSOP (World Series of Poker) hosts events in big areas such as Las Vegas. These events are mostly tournaments, with a wide range of buy-ins. These tournaments attract people from all around the globe, travelling thousands of miles to participate and take their shot at a large cash prize. Now, after watching lots of poker on youtube, poker vlogs, and playing in casinos myself, I am interested in the relationship between different poker tournament buy-in levels and total casino revenue, analyzing both direct poker income and cross-departmental spending (food, beverages, hotels). I want to focus on questions like, which tournament tier provides the best ROI when factoring in all revenue streams? Are higher buy-in events worth the additional operational costs? How does player behavior differ between buy-in levels? I think looking at sales data, prize pool data, entrants, and data along those lines could help me to answer those questions.