

Reopening Strategy Series

Identifying the Low Preference Themes You Can Do Without (for now)

April 2020



Low Preference Themes The Floor Can Do Without (For Now)

Whether the analysis requires review of the data to strategize for a reopening or simply looking to optimize your current game mix, there is an easy way to go about identifying those games that have low performance and player preference. This article illustrates a step by step approach using floorViz to generate meaningful output in a time where mix needs to be managed with more razor-like precision to help harvest the low-hanging fruit to push forward those games that can help maximize yield.

Using this methodology, users can seek out opportunities to fine tune the slot mix and optimize game theme offerings based on what customers do <u>not</u> prefer to play. Using the **Game Theme Exploration Dashboard** (AV_D04) allows for analysis at the game theme level, which in turn provides context to the number of units relative to the critical performance metrics such as TPWD, occupancy as well as preference percent of revenue. It is important to note that through this analysis the themes with multiple units will be reviewed first as they provide opportunity for consolidation of play at the very least.

Applying a Preference Threshold Restriction to the **Game Theme Exploration Dashboard** (AV_D04) allows you to evaluate the popularity of game themes and identify the top themes on your floor.

- 1. Render a new version of the AV_D04.
 - In the **Document Properties** tab of the **New Super Graphic** window, set the period you want to evaluate game theme popularity.
 - In the **Restrictions** tab, and enter the following restriction:



- Select Render.
- Note: Adjust threshold to an appropriate level for your operation (25%-50%)
- 2. Locate Machine Count in the Dimensions and filter to greater than 1 (or more)





| | | | | Dimer | nsions | | | |
|---|--------|---|----------------|-----------------|---------|---------------|-----|--|
| | SiteID | ٣ | Theme | Filter By: Mach | nine Co | unt - All Pla | У | |
| | | | | Range | Inpu | t Value | | |
| 1 | 1 | | WILLY WONKA | > | - | | | |
| | | | WONKA | < | like | | | |
| 2 | 1 | | CRAZY MONEY | | | | | |
| 3 | 1 | | QUICK HIT CAS | Statistics | | | | |
| 4 | 1 | | QUICK HIT - PL | Minimum: 2 | | Average: | 4 | |
| - | | | TRIPLE BLAZING | Maximum: 1 | 55 | Count: | 755 | |
| 5 | 1 | | VIRTUAL ROUL | | | | 0 | |

3. Locate **Occupancy** in the Key Metrics Column grouping, and if desired, sort in ascending order to briefly review the games, then add in a filter.

| Dime | | | A | ll Play per Day Metrie | CS | Key Metrics | | | | |
|------------------------------------|-------|--------------|----------------------------|------------------------|--------------------|-------------------|-------------|-------------------|--------------------|---------------|
| Theme T | Denon | Machine Cour | Avg Days on Floor All Play | Theo Win per Daː 폭 | Actual Win per D 🝸 | Coin In per Day 👅 | Occupancy 1 | Theo Win / Hour 🔻 | Avg Bet - All Play | Theo Hold % - |
| | | 2 🗂 3,002 | 78 | 248.37 | 257.23 | 2,634.52 | 💼 🔳 19.27 | 57.42 | 1.14 | 🔛 🗉 9. |
| DOUBLE 3X 4X 5X DIAMOND | 0.05 | 1 | 92 | 100.84 | 93.14 | 1,186.35 | 2.33 | 180.07 | 3.63 | 8. |
| STELLA DRIVE AND THE ORB OF CHANCE | 0.01 | 2 | 92 | 25.02 | 29.57 | 250.71 | 2.41 | 43.33 | 0.95 | 9. |
| DIAMOND FIRE | 0.02 | 21 | 48 | 66.15 | 64.27 | 548.97 | 2.46 | 111.98 | 1.53 | 12. |
| SIZZLING 7'S | 0.02 | 17 | 65 | 62.11 | 65.43 | 515.45 | 2.52 | 102.86 | 1.47 | 12. |
| TREASURE COVE (MULTIPLAY) | 0.01 | 1 | 92 | 32.15 | 31.57 | 401.35 | 2.71 | 49.38 | 2.12 | 8. |
| DOUBLE SUPER SILVER 7'S | 0.02 | 2 | 92 | 60.84 | 70.06 | 607.84 | 2.81 | 90.12 | 1.79 | 10. |

- Referencing the low occupancy games in conjunction with machine count games for removal can be identified
- Leverage filtering to establish range for analysis (<10%)
- Locate the Preference Players/Machine in the Key Metrics Column Grouping, and sort Column in ascending order.

| | Dim | ensions | | | | | | Key Metrics | | | | |
|----------|---------------------------|---------|--------------|----------------------------|---------------|------|-------------------|--------------------|---------------------|---------------------------|----------|-------|
| SiteID 1 | Theme T | Denon | Machine Cour | Avg Days on Floor All Play | Occupancy | ٣ | Theo Win / Hour 🐨 | Avg Bet - All Play | Theo Hold % - All 🝸 | Pref Players / Machir 1 🕷 | Theo Win | 1 |
| | | | 5 🗂 1,042 | 74 | ii = e | 5.59 | 88.96 | 1.96 | 7.54% | 8.24 | 🔛 🗐 15 | .49% |
| 1 1 | GAME STAR POKER | 0.25 | 4 | 5 | | 5.13 | 22.96 | 1.87 | 2.42% | 0.25 | (| 0.06% |
| 2 1 | SMOKIN' HOT GEMS | 1.00 | 2 | 23 | | 3.17 | 295.35 | 7.49 | 7.15% | 0.50 | 1 | 1.92% |
| 3 1 | FIRST CLASS | 1.00 | 2 | 23 | | 3.31 | 124.26 | 4.46 | 7.17% | 0.50 | (| 0.12% |
| 4 1 | DOLLAR CHIEF | 1.00 | 2 | 46 | 1 | 2.85 | 253.51 | 7.39 | 6.70% | 0.50 | (| 0.01% |
| 5 1 | MIDNIGHT ECLIPSE | 0.01 | 2 | 92 | | 6.70 | 41.95 | 0.82 | 10.07% | 0.50 | ſ | 0.08% |
| 61 | WILDS GONE WILD | 0.01 | 2 | 92 | 9 | 4.14 | 41.27 | 1.61 | 10.00% | 0.50 | c | 0.29% |
| 71 | TREASURE COVE (MULTIPLAY) | 0.01 | 2 | 46 | | 3.38 | 61.38 | 2.55 | 8.01% | 0.50 | (| 0.04% |
| 8 1 | THE AMULET AND THE CHARM | 0.01 | 2 | 46 | 0 | 4.94 | 61.83 | 1.36 | 10.84% | 0.50 | (| 0.24% |
| 9 1 | BLACK DIAMOND | 1.00 | 4 | 23 | | 3.33 | 572.29 | 11.26 | 8.00% | 0.75 | 11 | 1.13% |

5. The results in the DataGrid will reflect the game themes with the multiple games, low occupancy and low rate of preference play from players who prefer that theme.





• These remaining games show themes with multiple placements and low preference and utilization

| Dimensions | | | | | | | Key Metrics | | | | Preference Percent of All Rated | | | |
|------------|---|---------------------------------------|-------|--------------|----------------------------|-------------------|--------------------|---------------------|-----------------------------|--------------|---------------------------------|-------------|--------------|--|
| SiteID | т | Theme T | Denor | Machine Cour | Avg Days on Floor All Play | Theo Win / Hour 🔻 | Avg Bet - All Play | Theo Hold % - All 🝸 | Pref Players / Machin 1 + T | Theo Win 🛛 🗑 | Actual Win 🛛 🔻 | Coin In 🛛 🔻 | Hours Played | |
| | | | | Σ 📅 568 | 88 | 🕰 🗖 79.70 | 🚨 🗂 1.80 | 7.63% | 9.95 | 13.36% | 8.585% | 14.31% | 🔛 🗖 🛛 11. | |
| 1 | | MIDNIGHT ECLIPSE | 0.01 | 2 | 92 | 41.95 | 0.82 | 10.07% | 0.50 | 0.08% | 0.281% | 0.08% | 0. | |
| 1 | | WILDS GONE WILD | 0.01 | 2 | 92 | 41.27 | 1.61 | 10.00% | 0.50 | 0.29% | (3.549)% | 0.29% | 0. | |
| 1 | | SILK SEDUCTION | 0.01 | 2 | 92 | 54.78 | 1.24 | 9.94% | 1.00 | 1.10% | 2.311% | 1.10% | 0. | |
| 1 | | CHARLESTON | 0.01 | 2 | 92 | 62.51 | 1.26 | 10.10% | 1.00 | 0.07% | 0.377% | 0.07% | 0. | |
| 1 | | DOUBLE GOLD | 5.00 | 2 | 92 | 866.13 | 52.80 | 3.88% | 1.50 | 0.72% | 26.773% | 0.52% | 1. | |
| 1 | | THE BEST THINGS IN LIFE | 1.00 | 2 | 92 | 289.65 | 4.87 | 6.61% | 1.50 | 21.51% | 59.604% | 21.51% | 15. | |
| 1 | | VIP | 1.00 | 2 | 92 | 176.48 | 4.70 | 7.47% | 1.50 | 0.69% | 21.810% | 0.69% | 0. | |
| 1 | | STELLA DRIVE AND THE ORB OF CHANCE | 0.01 | 2 | 92 | 43.33 | 0.95 | 9.98% | 1.50 | 12.32% | 0.637% | 12.32% | 6. | |
| 1 | | CODE NAME KATARINA | 0.01 | 2 | 92 | 49.69 | 1.18 | 10.73% | 1.50 | 0.30% | 2.006% | 0.30% | 0. | |
| 1 | | MULTI WIN 7 | 0.25 | 4 | 92 | 211.92 | 4.70 | 7.65% | 2.00 | 0.33% | (0.115)% | 0.33% | 0.: | |
| 1 | | FIRE PEARL | 0.01 | 7 | 83 | 35.94 | 0.97 | 10.10% | 2.00 | 0.69% | 0.209% | 0.69% | 0. | |

• Note: Refine the results by applying a filter on **Avg Days on Floor**

- In conjunction with the low relative performance, the % of theo win that comes from preferred players should also be evaluated using the Theo Win column in the Preference Percent All Rated column grouping
- 7. Once you have identified the games, review other performance metrics for these games (Theo Win per Day, Actual Win per Day, Theo Win per Hour) and evaluate whether a decrease in game count for any of these themes is warranted.





High Preference Themes Needed to Maximize Yield

Whether the analysis requires review of the data to strategize for a reopening or simply looking to optimize your current game mix, there is an easy way to go about identifying those games that have low performance and player preference. This article illustrates a step by step approach using floorViz to generate meaningful output in a time where mix needs to be managed with more razor-like precision to help harvest the low-hanging fruit to push forward those games that can help maximize yield.

Using this methodology, users can seek out opportunities to fine tune the slot mix and optimize game theme offerings based on what customers prefer to play. Using the **Game Theme Exploration Dashboard** (AV_D04) in floorViz allows for analysis at the game theme level and the ability to compare all play, rated and preference play then evaluate critical performance metrics such as TPWD, occupancy as well as preference-based revenue. This report is ultimately a one-stop spot for a vast majority of insights required to make the most informed decisions.

Applying a Preference Threshold Restriction to the **Game Theme Exploration Dashboard** (AV_D04) allows you to evaluate the popularity of game themes and identify the top themes on your floor.

- 1. Render a new version of the AV_D04.
 - In the **Document Properties** tab of the **New Super Graphic** window, set the period you want to evaluate for game theme popularity.
 - In the **Restrictions** tab, and enter the following restriction:

| New Super Graphic | | | | _ = × |
|----------------------|--------------|----------------|-----|-------------------|
| Document Propert | Restrictions | Day and Time F | Res | |
| Restriction Editor | | | Res | striction Count:1 |
| If Preference % Theo | \ ▼ | an or equal to | 50 | + = . |

- Select Render.
- Note: Adjust threshold to an appropriate level for your operation (25%-50%). The designated value (50%) for this example makes it a binary preference output.
- 2. Locate **Occupancy** in the Key Metrics Column grouping, and filter to include only games that are greater than floor average.

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| T | Oc | cupancy > 20 | | | | | | | | |
|---|----|--------------|--|--------|--------------|----------------------------|------------------|------------------------|-------------------|-------------|
| | | | Dime | nsions | | | A | ll Play per Day Metric | s | |
| | | SiteID 🕎 | Theme 🛛 | Denor | Machine Cour | Avg Days on Floor All Play | Theo Win per Day | Actual Win per D 🝸 | Coin In per Day 🍸 | Occupancy 1 |
| | | | | | Σ 🗐 1,104 | 81 | 413.91 | 419.23 | 4,287.28 | 29.87 |
| | 1 | 1 | BUFFALO GOLD | 0.01 | 4 | 92 | 1,272.99 | 1,188.06 | 12,517.15 | 69.37 |
| | 2 | 1 | LIGHTNING LINK - MAGIC PEARL | 0.01 | 1 | 92 | 1,337.55 | 1,291.53 | 12,126.49 | 65.04 |
| | 3 | 1 | LIGHTNING LINK - SAHARA GOLD | 0.01 | 1 | 92 | 1,354.54 | 1,565.18 | 12,280.54 | 63.94 |
| | 4 | 1 | LIGHTNING LINK - HIGH STAKES | 0.01 | 1 | 92 | 1,358.65 | 1,680.36 | 12,317.79 | 63.90 |
| | 5 | 1 | MAYAN CHIEF - EMPOWERED REEL OF ITZAMNA | 0.01 | 1 | 92 | 598.45 | 731.33 | 6,081.81 | 62.03 |
| | 6 | 1 | LIGHTNING LINK - HAPPY LANTERN | 0.01 | 1 | 92 | 1,276.27 | 1,314.13 | 11,570.93 | 61.52 |
| | 7 | 1 | WILLY WONKA - WORLD OF WONKA | 0.01 | 4 | 92 | 1,023.47 | 1,181.26 | 8,607.84 | 56.42 |
| | 8 | 1 | CHINA SHORES BOOSTED WINS & SPINS | 0.01 | 2 | 92 | 589.74 | 561.46 | 5,993.27 | 56.35 |
| | 9 | 1 | MAYAN CHIEF | 0.01 | 2 | 92 | 393.87 | 434.11 | 4,014.94 | 56.34 |

- Referencing the high occupancy games helps point toward the themes in highest demand
- Filter value is subject to each dataset and can be refined for desired result
- Locate Theo Win per Hour in the Key Metrics Column grouping, and filter to include only performance greater than floor average

| Theme T | Denor | Machine Cour | Avg Days on Floor All Play | Theo Win per Daj 🐨 | Actual Win per D 🝸 | Coin In per Day 🖷 | Occupancy 💡 | Theo Win / Hour 1 🖓 |
|---|-------|--------------|----------------------------|--------------------|--------------------|-------------------|-------------|---------------------|
| | | 2 🗂 292 | 80 | 634.15 | 628.09 | 6,403.30 | 30.59 | 🕰 T 90.33 |
| WHEEL OF FORTUNE - DOUBLE DIAMOND 3D | 1.00 | 1 | 92 | 1,036.52 | 1,149.21 | 9,422.87 | 20.58 | 209.86 |
| WHEEL OF FORTUNE - DOUBLE 3X 4X 5X PAYS | 1.00 | 1 | 92 | 1,100.57 | 1,328.98 | 9,586.80 | 24.71 | 185.58 |
| WHEEL OF FORTUNE - DOUBLE DIAMOND | 1.00 | 1 | 92 | 1,012.84 | 999.93 | 8,807.34 | 23.12 | 182.54 |
| TPL DOUBLE GOLD DOUBLOON | 1.00 | 1 | 92 | 1,002.56 | 814.30 | 15,053.50 | 23.20 | 180.07 |
| BUFFALO JACKPOTS | 0.01 | 4 | 89 | 616.54 | 717.99 | 5,460.92 | 21.20 | 121.17 |
| DOUBLE JACKPOT GEMS | 0.25 | 1 | 92 | 1,165.89 | 1,169.57 | 14,555.37 | 40.45 | 120.10 |
| MONTY PYTHON AND THE HOLY GRAIL - KILLER BUNNY | 0.02 | 1 | 46 | 1,143.57 | 1,180.05 | 9,112.13 | 39.76 | 119.86 |
| HOT SHOT PLATINUM | 0.01 | 2 | 92 | 669.47 | 660.19 | 5,275.58 | 24.12 | 115.67 |
| DUO FU DUO CAI - 88 FORTUNES | 0.01 | 3 | 82 | 1,037.96 | 1,006.36 | 8,649.66 | 37.58 | 115.07 |
| PRECIOUS JADE | 0.02 | 1 | 46 | 625.86 | 469.83 | 5,344.65 | 23.21 | 112.34 |
| BLAZIN' TRIPLES | 0.25 | :1 | 92 | 802.21 | 570.96 | 11,378.89 | 30.08 | 111.13 |
| DREAM TIME | 0.01 | :1 | 92 | 530.87 | 469.53 | 4,270.91 | 20.89 | 105.87 |
| TWIN FIRE | 0.01 | 4 | 92 | 520.98 | 496.85 | 4,154.55 | 20.61 | 105.35 |
| GOLD BAR 7'S | 0.01 | 2 | 92 | 655.68 | 632.01 | 5,992.09 | 26.01 | 104.94 |





- This now identifies the games that are at the top end of price. When combining with those themes that also have a high demand (occupancy), the yield could be positively impacted.
- 4. Locate the Preference % Theo Win and sort in descending order to identify the games that have the highest contribution to revenue from players that contribute at least half of their theoretical wallet.

| Theme T | Denor | Machine Cour | Avg Days on Floor All Play | Pref Players / Machine 👅 | Theo Win 1 📲 |
|---------------------------------|-------|--------------|----------------------------|--------------------------|--------------|
| | | 292 | 80 | 33.86 | 15.44% |
| VIRTUAL ROULETTE | 1.00 | 8 | 92 | 81.00 | 68.74% |
| TPL HOT ICE | 5.00 | 3 | 92 | 19.67 | 45.02% |
| FORTUNE FOO | 0.01 | 1 | 92 | 3.00 | 34.87% |
| HEE HAW | 0.01 | 20 | 46 | 30.25 | 32.96% |
| TPL DOUBLE GOLD DOUBLOON | 1.00 | 1 | 92 | 14.00 | 31.95% |
| DOUBLE 3X 4X 5X DOLLARS | 5.00 | 1 | 92 | 19.00 | 31.68% |
| BUFFALO GOLD | 0.01 | 4 | 92 | 39.25 | 31.40% |
| THE VALKYRIES | 0.01 | 2 | 92 | 19.50 | 30.89% |
| JAZEE | 0.01 | 1 | 92 | 9.00 | 27.75% |
| QUICK HITS - BLACK GOLD WILD | 0.01 | 4 | 92 | 44.00 | 25.62% |
| WILD WAYS | 0.01 | 2 | 92 | 13.00 | 24.91% |
| SEX AND THE CITY | 0.01 | 3 | 92 | 76.67 | 22.91% |
| GREAT EAGLE RETURNS | 0.01 | 1 | 92 | 11.00 | 22.74% |
| KICK 'N ASS | 0.01 | 8 | 74 | 7.62 | 20.96% |

- Seek opportunities to strike the perfect balance of demand, price and preference with game count.
- **5.** Leverage the **Preference Players/Machine** in the **Key Metrics** Column Grouping to identify themes that have a moderate count but a high game count.



| Theme T | Denor | Machine Cour | Avg Days on Floor All Play | Pref Players / Machine 1 v |
|--|-------|--------------|----------------------------|----------------------------|
| | | Σ 🗖 292 | 80 E | 33.86 |
| PLANTS VS. ZOMBIES 3D | 0.01 | 2 | 92 | 75.50 |
| WIZARD OF OZ - RUBY SLIPPERS | 0.01 | 2 | 92 | 73.00 |
| WILLY WONKA - PURE IMAGINATION | 0.01 | 2 | 92 | 72.50 |
| QUICK HIT - TRIPLE CASH WHEEL | 0.01 | 3 | 92 | 68.67 |
| THE LORD OF THE RINGS - THE FELLOWSHIP | 0.01 | 2 | 92 | 68.50 |
| THE LORD OF THE RINGS - LAND OF MORDOR | 0.01 | 2 | 92 | 59.50 |
| HOT SHOT PROGRESSIVE | 0.01 | 4 | 92 | 58.50 |
| ZUMA 3D | 0.01 | 2 | 92 | 57.50 |
| ORANGE IS THE NEW BLACK - ORANGE GAME | 0.01 | 1 | 92 | 57.00 |
| QUICK HIT RICHES - TPL BLAZING 777 WILD | 0.01 | 2 | 92 | 52.00 |
| GOLD BAR 7'S | 0.01 | 2 | 92 | 47.50 |

- This data could illuminate a potential scenario where, though performance is solid, it does not necessitate the full count of games to remain in action
- Pro tip: Use Preference Players/Machine in conjunction with Preference % to fine tune those games that have more of a "retail" appeal to players and sync with appropriate game count
- 6. The results in the DataGrid will reflect the game themes with high occupancy, above average price and a high rate of preference play.
 - These themes provide the opportunity to effectively yield based on demand and preference
- 7. Once you have identified the games, review other performance metrics for these games (Theo Win per Day, Actual Win per Day, Game Count) and evaluate which units will provide the best opportunity to provide the experience players are seeking, while optimizing the available game mix.

