

Slot Performance Analysis: An Essential Resource for Casino Operations Management

By William T. Dunn

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REVISED FIRST EDITION (see note below) An industry first, Slot Performance Analysis, is a definitive text designed to guide casino operations professionals through the complexities of slot machine performance analytics. Based on the popular two-day seminar held regularly at the University of Nevada's International Gaming Institute developed by the author, this text takes the reader from the very basic to the very advanced in a straightforward manner and provides numerous exhibits, calculations, spreadsheet illustrations, and review questions to aid in learning. Topics include: Slot Machine Basics, Useful Financial Analysis Concepts, Incremental Contribution & Measurement, Statistics for Slot Managers, Basic Game Math & Par Sheet Elements, Key Performance Metrics, Basic Game Title Performance Evaluation, Isolating Location Effects on Performance, Player Analysis, and Comprehensive Performance Analysis. This "revised first edition" contains a few typo corrections discovered after original first printing. If you purchased the original first edition, you can download the one page PDF of the corrections at www.DunnGamingSolutions.com

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Slot Performance Analysis: An Essential Resource for Casino Operations Management By William T. Dunn Bibliography

- Sales Rank: #309237 in Books
- Published on: 2014-04-28
- Original language: English
- Dimensions: 11.00" h x .34" w x 8.50" l,
- Binding: Paperback
- 144 pages

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Editorial Review

About the Author
William T. Dunn is a leading casino operations and marketing analyst. He is the creator of the Slotfocus Performance Analytics solution and developed a slot performance analysis workshop to educate casino industry personnel. Dunn has extensive publication credentials. He was a featured business intelligence columnist for Slot Manager quarterly. He has also contributed to academic research projects published in periodicals including the "Gaming Research and Review Journal", the "Journal of Travel & Tourism Marketing", the "Journal of Hospitality & Tourism Research", and the "International Journal of Hospitality Management". His expertise has been tapped as a panelist at Global Gaming Expo (G2E) and the Business of Gaming Conference. Dunn earned an MBA & Casino Leadership Program certification from the University of Nevada, Las Vegas. His career in gaming started in Las Vegas in 1999 and has taken him to casinos across the United States, Canada, and Europe.

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