

A Game of Numbers

Do you know your players?

- **Player's frustration levels**
- **Gamer's wallet**
- **Market share**
- **Win-back**
- **Profitable channels**
- **Profitable players**
- **Fraudulent activity: robots**

Big Data may be the solution to answering the industry's most pressing questions.

Successful strategies need to be planned well due to the high volume of unstructured data, the speed at which data changes and the variety of data sources which may include data outside your organisation.

As the gaming sector continues to boom on the island, we observe that a number of key challenges in the space of data and analytics exist across the sector. As the competitive landscape changes, operators continue to face new business problems that are brought about by the sheer volume and velocity of the relevant data. Moreover, some operators have questions as to the veracity of data that they own. Our research suggests that some of the important questions that are crucial to the gaming industry are still unanswered.

- Can you determine a player's frustration level? Do you know where the tipping point is whereby a player will quit and never return?
- Do you know the size of each gamer's wallet? Do you know your share?
- Are you able to point newbies at games they will enjoy?
- Do you know how to win back former customers?
- Do you know which channels and promotional activities attract profitable players?
- Do you continually inspect incentives to optimize trade-off between profit and player engagement?
- For online gaming, can you detect and eradicate robots?

Our international experience proves that these "essential" operating questions can be answered using Big Data and Advanced Analytics. Although the concept is straightforward, the implementation is not.

To make your Big Data solution work, you need to:

- Identify, collect, and store large volumes of unstructured data
- Create thousands of models in order to identify customer-specific opportunities and risks
- Understand and evaluate all local factors and their respective effect on the demand including competitive alternatives
- Employ best-in-class algorithms to ensure accuracy, relevance, and value
- Drive micro and macro actions based on alarms, scores, and other model outputs

The industry is witnessing high staff attrition rates in the area of data science, and key players continue to struggle to recruit the best talent. The level of sophistication required to develop such solutions poses challenges in determining the tools as well as the right resources that understand the key business problems and how to efficiently make use of the tools. It is not uncommon that BI projects that are not well managed do not give the expected results from the business.

The technological challenges are similar to those witnessed in other industries because it is very difficult to harness Big Data. This is due to:

- The large volume of data
- The fast speed of data change
- The overwhelming variety of data

How can we help you?

KPMG decision science can increase customer EBITDA by as much as 15% while reducing attrition and inactivity.

This is achieved through the development of models and advanced analytics on Big Data with the aim of finding patterns and predicting behaviour.

KPMG has developed a diagnostic which includes:

Business Value Estimates:

- Specific identification and quantification of revenue and margin opportunities for each customer
- Specific risk identification for each customer

Painted Roadmap:

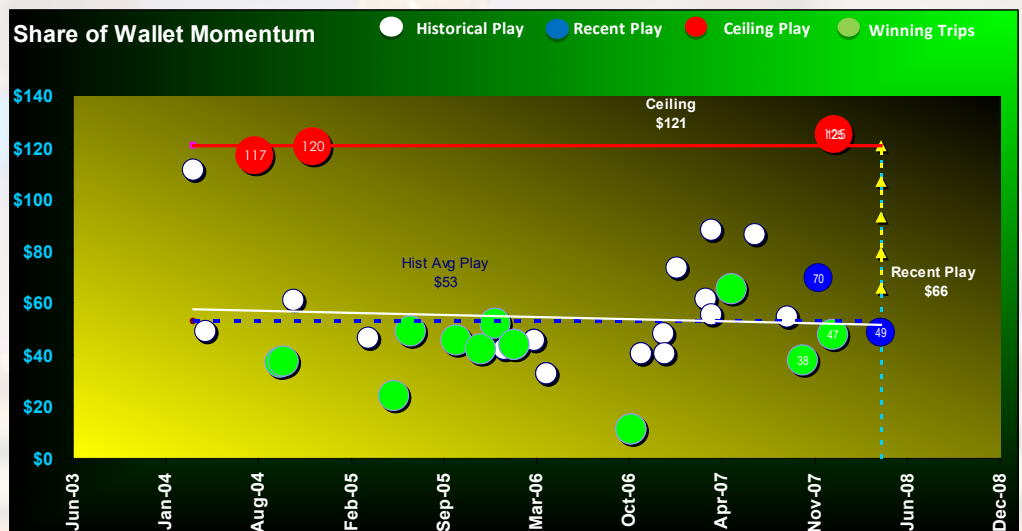
- Gap analysis between existing data ecosystem and solutions, and your best-in-class aspiration
- Prioritised investment itinerary

Solution Building Blocks:

- Big Data ontology and destination schemas to support your aspirational design
- New behavioural segmentation schemes for customers
- Local competitor influence maps
- New Big Data-driven variables

Using KPMG's proven methodology, we can work jointly with operators to increase customer EBITDA by as much as 15% while reducing attrition and inactivity. We help operators to:

- Develop facility-level and game-level models that accurately portray the effects of local factors
- Inspect each individual customer and compare with behaviour of similar individuals (behavioural twins)
- Perform longitudinal modelling for each customer to understand behaviour dynamics
- Model and identify behavioural patterns preceding attrition
- Adopt a data-driven approach to proper identification of competitive set



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