

Casino Intell Glossary

The Casino Intell mobile application (www.casinotintell.com) provides real-time business intelligence for the casino floor, such as slot analytics, enterprise reporting and customer journey intelligence to get the most out of your gaming operations.

The terms in the application are common to the casino gaming industry and may vary based on the market area or region. Should you have any questions or concerns about the application, please email our support team at support@analyticsintell.com

Glossary (A-Z)

Active Player: A player who has had at least a gaming transaction in the past 12 months.

Age: The difference between the birthdate of a player and the reporting date.

Anti-Money Laundering (AML): Screen within application designed to help casino operators identify money laundering activities (See Money Laundering).

Average Bet: Average number of credit(s) per spins.

Average Daily Worth (ADW): Worth (See Worth) divided by the total number of Gaming transaction days of a player.

Bank: Row of slot machines.

Bet: Number of credit(s) per spin.

Casino Marketing: Range of promotional activities to create awareness, drive customer engagement, acquisition, and retention.

Carded Player: Player affiliated to a casino Loyalty program.

Churn: Carder player with no gaming activities for 3 years or more.

Coin-In: Amount put into, or wagered on, a slot machine by a player.

Coin-Out: Pay back amounts on amount put into, or wagered on, a slot machine by a player.

Collaboration: Application functionality that allows end users to share comments and screenshots of views, or specific insights with teammates.

Complimentary (Comp): Monetary incentive offers for casino guest to use on gaming or non-gaming activities.

Decliner: Casino player whose average gaming transaction (Win) per trip has been decreasing from last 12 months to previous 13 – 24 months.

Denomination (Denom): Monetary value of each credit played on a particular slot machine.

Distance to property: Distance between the Casino property address and a specific player address.

Electronic Table: Electronic versions of traditional table games.

Freeplay: Gaming incentive or offer given to a player to be redeemed at a slot machine.

Game Model: Name given to a specific game based on its design and features.

Game Preference: Game of choice of a player; calculated based on his/her game type unique count (by rated days) as a percentage of its total number of game types played.

Game Type: Category of games with common characteristic (Reel, Video Reel, Electronic Table, Keno...)

Games Played: Number of gaming session played by a specific player.

Gaming Days: Number of gaming transaction days of a player.

Gaming Revenue: Win from gaming activities, which is the difference between gaming wins and losses before deducting costs and expenses or deducting incentives or adjusting for changes in progressive jackpot liability accruals. Generally, the difference between patron wagers and the payouts made on winning wagers. Formulas for computing such revenue vary depending on the game type. (See win)

High Roller: Top ranked player from loyalty membership program.

High Action: Player with a high gaming transaction (usually above the regular player average or a set threshold: € _____)

Hold Percentage: The relationship of gross gaming revenue to table drop or slot handle.

Host: Guest/Player service representative assign to a group of casino customers

Hosted: Guest/Player assigned to a service representative

Inactive: Casino guest/player with more than 12 months with no gaming transaction

Incliner: Casino player whose average gaming transaction (Win) per trip has been increasing from last 12 months to previous 13 – 24 months.

Jackpot: Payout resulting from a winning wager.

Keno: game in which numbered balls are drawn and random and players cover the corresponding numbers on their card

Lease Fee: Slot machine Fee from a vendor for the rental of machine on the floor.

Length of Membership: Time difference between membership sign-up date and reporting date.

Machine No: Identifier for a specific slot machine on the casino floor.

Malfunction: Determinant to identify a machine that is out of service, offline because of mechanical or technical issues.

Manufacturer: Name of the slot machine manufacturer/ vendor

Model: (See Machine Model)

Money Laundering: The disguising or concealing of illicit income to make it appear legitimate.

New: Player with a length of membership less or equal to 6 months

Occupancy: Hourly machine activity count as a percentage of total open hours for a specific accounting day.

Offline: Identifier for a machine that is turned off.

Online: Identifier for a machine that is turned on.

Player: Casino guest who gambles.

Player Development: Marketing program designed to drive player engagement and overall experience.

Points play: Slot points incentive credits given to a player.

Profit: Gaming revenue less other managerial tracked expenses.

Rated Days: Gaming transaction days of carded players.

Real Time: Live reporting of gaming transactions (Subject to delays due to transaction system configuration and/or internet speed).

Recommendation Engine: Advanced analytics platform with predictive capabilities to guide casino operators with their decision-making strategies.

Reel: a machine with revolving mechanical reels that display and determine results.

Return to Player (RTP): rewards a player can expect to win from slots games.

Revenue: same as total win; used in financial reporting to report earnings.

Section: main areas of the slot floor.

Session: Timeframe spent at a specific machine.

Session Length: The difference between a session end and start time.

Theoretical Hold: The intended hold percentage or win of an individual, coin operated gaming device as computed by reference to its payout schedule and reel strip settings.

Theoretical Win (Theo): The expected win by the casino throughout a significant length of play. The longer the gambling session, the closer the actual win will be to the theoretical win.

Theoretical per Day (TPD): A Player total theoretical for a specific period divided by the number of gaming/rated days within that period.

Trip: The difference between the end date and the start date of a player stay; the word is mostly used for casino guest staying at a hotel/resort on premise.

Un-carded: Casino players not enrolled in loyalty membership program.

Un-hosted: Casino players not assigned to a host/casino guest service representative.

Vendor: Slot Machine manufacturer. (See Manufacturer)

Video Reel: Slot machines with graphical reels on a computerized display.

Win: Net win from gaming activities, which is the difference between gaming wins and losses before deducting costs and expenses. Also called gross Gaming revenue.

Worth: Associated value of player defined by the last 12 months 40% of average Actual Win or Theoretical Win per day; whichever is greater.