Tableau for Player Analytics

Assignments Help v. 1

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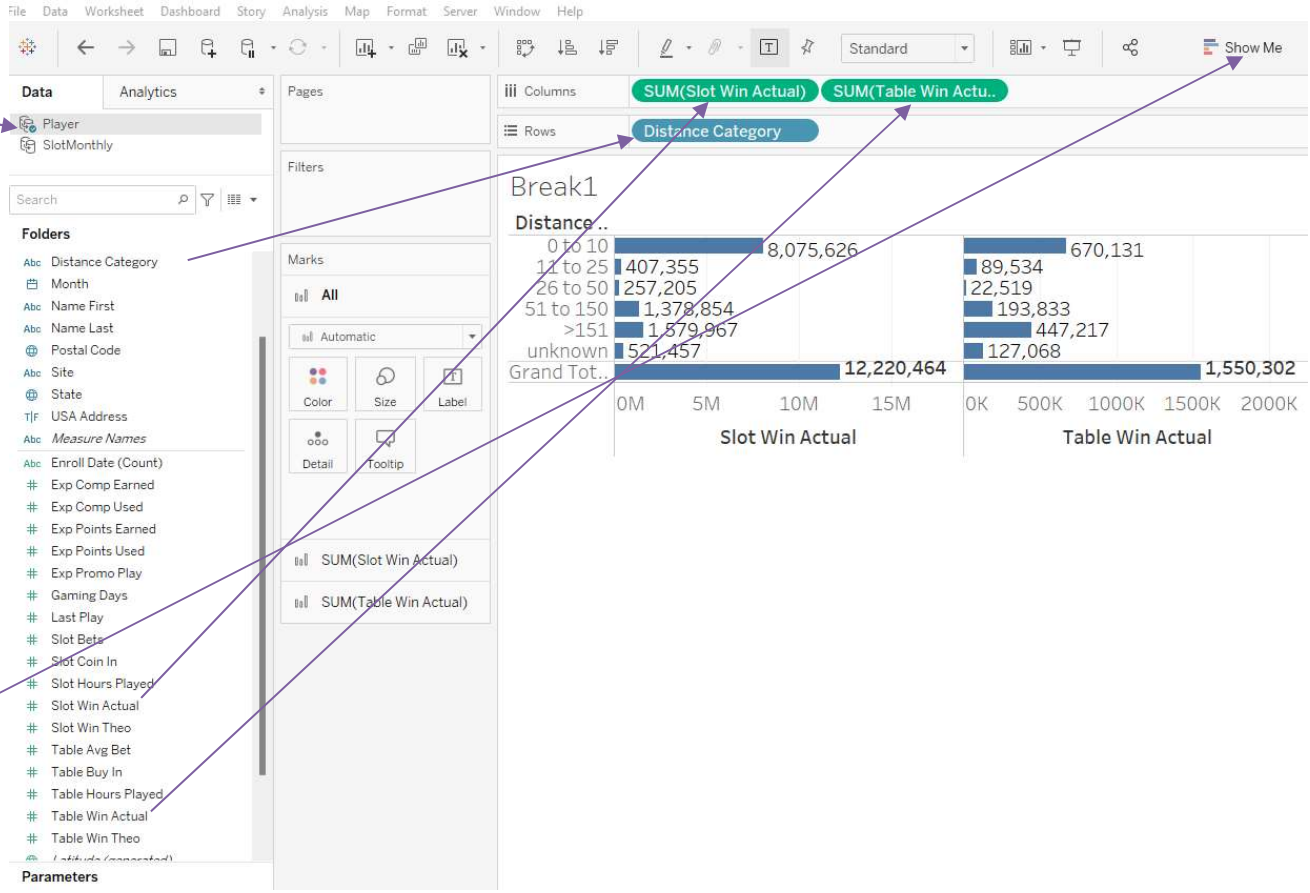
DUNN GAMING SOLUTIONS

Slotfocus®
PERFORMANCE ANALYTICS

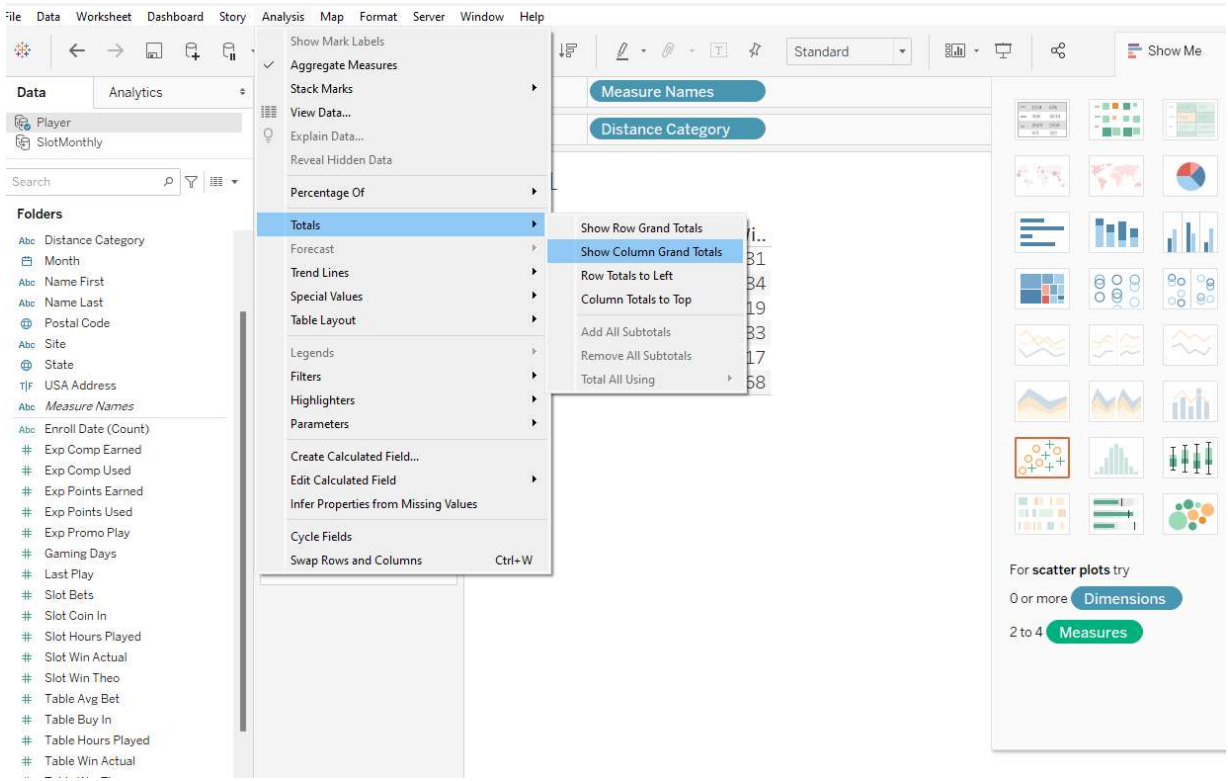
Contents

Break 1 Help

1. Go to the **Break1** worksheet; use **Player** as the data source
2. Drag **Distance Category** to the Rows shelf
3. Drag **Actual Win** to the Columns shelf
4. Drag **Coin In** to the Columns shelf
5. Use the **Show Me** button to make your worksheet a Text Table

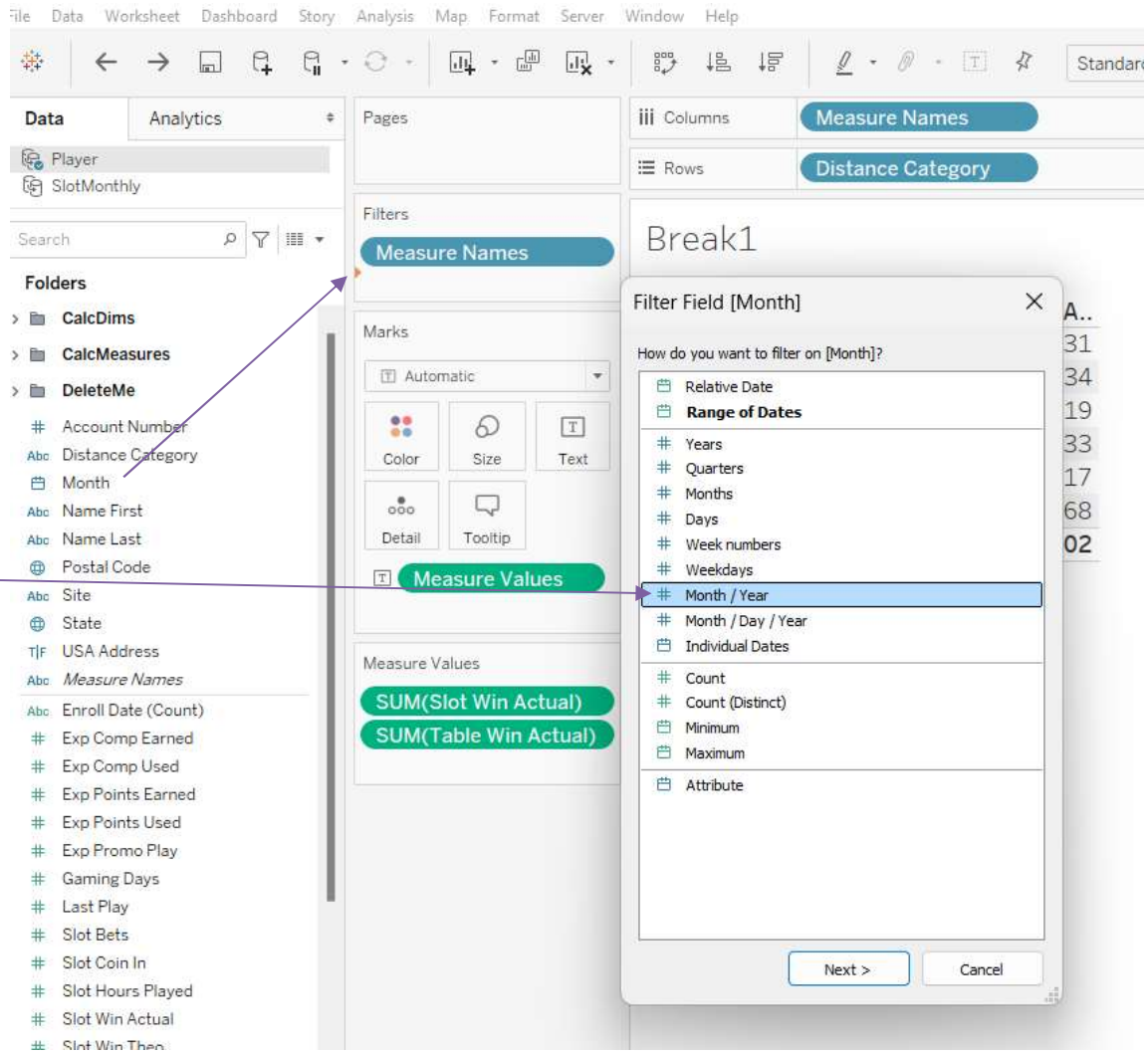


6. Show Column Grand Totals on your table

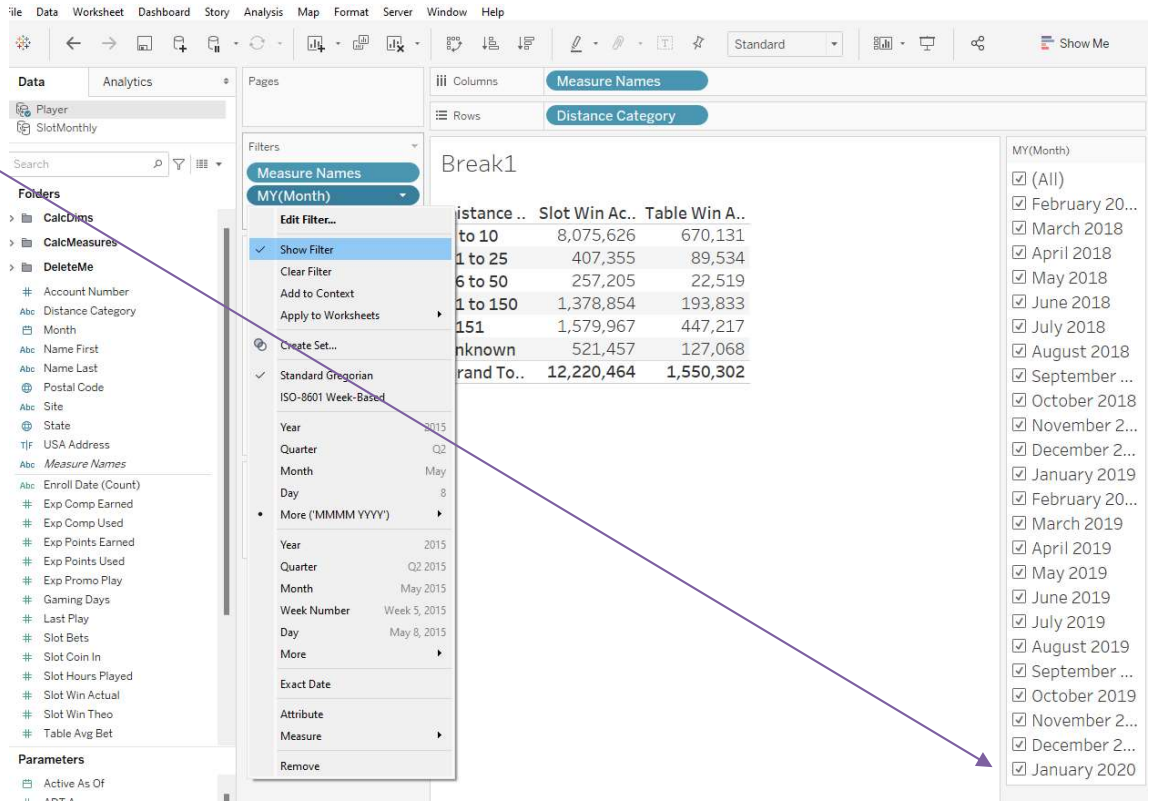


7. Drag **Month** to the Filters shelf

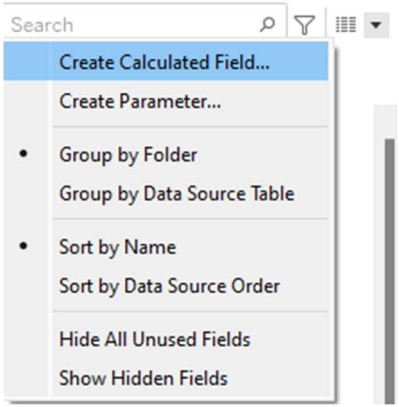
8. Change from “Range of Dates” to Month (with Year)



9. Show the filter and then filter the data to only January 2020

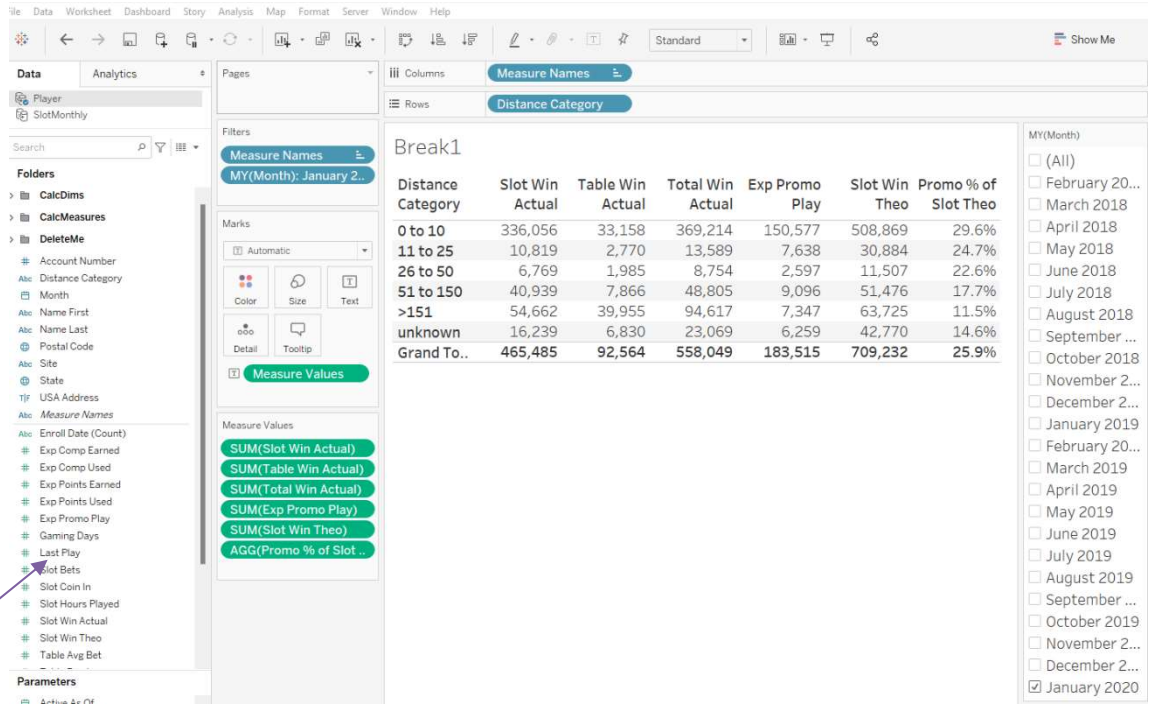


10. Create a calculated field named **Total Win Actual** as [Slot Win Actual] + [Table Win Actual] and add to the Text Table by dragging it to the Measure Values shelf

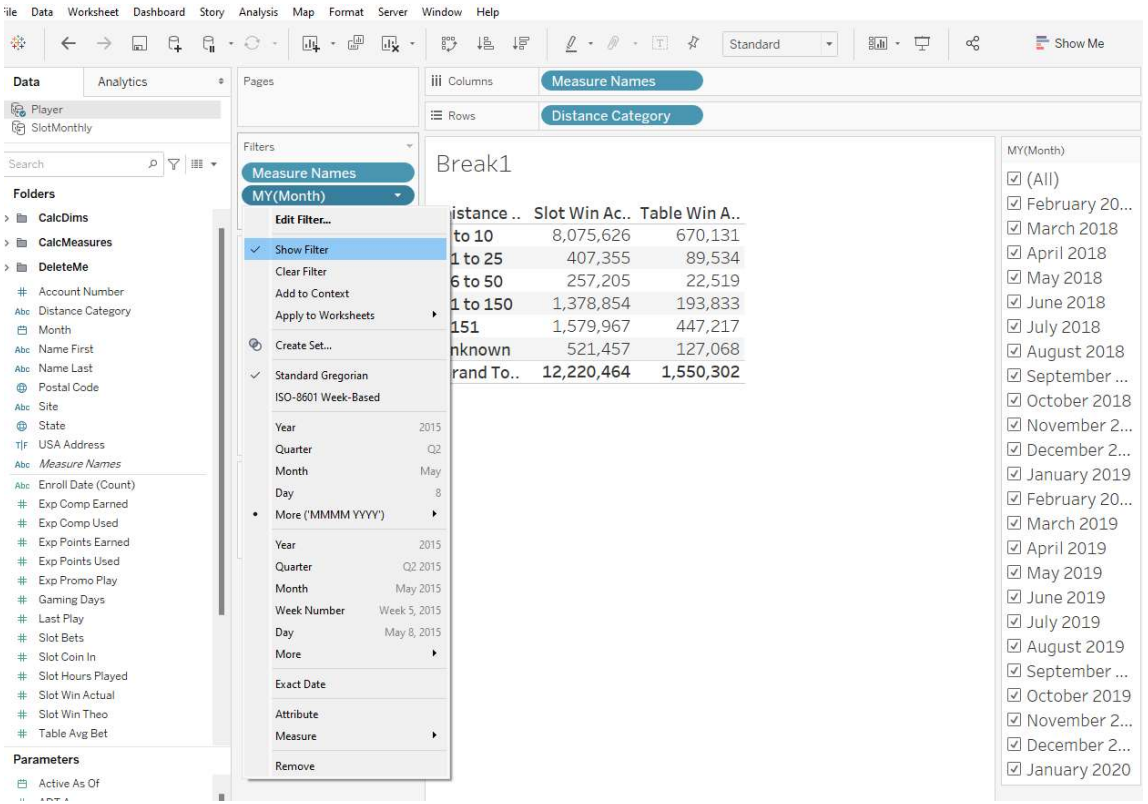


11. Drag **Exp Promo Play** and **Slot Win Theo** to the Measure Values shelf

12. Create a calculated field named **Promo % of Slot Theo** as SUM([Exp Promo Play]) / SUM([Slot Win Theo]), format as a percentage with one decimal place and add to the Text Table (your worksheet should look like this)

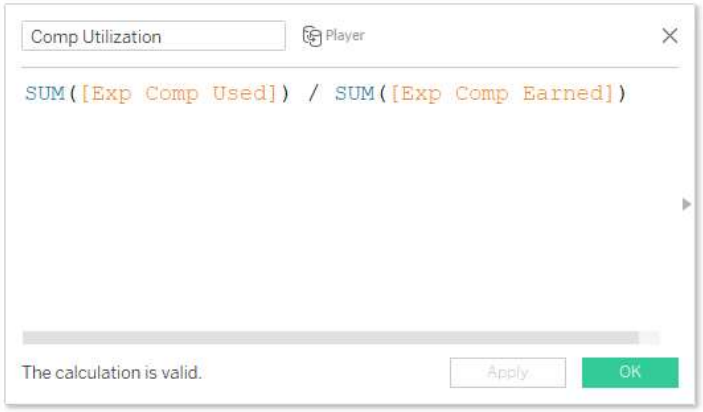


13. Change the data type of **Last Play** from data type Number to data type String and from convert from Measures to Dimensions (right click on it to see the options to Change Data Type and Convert to Dimension)

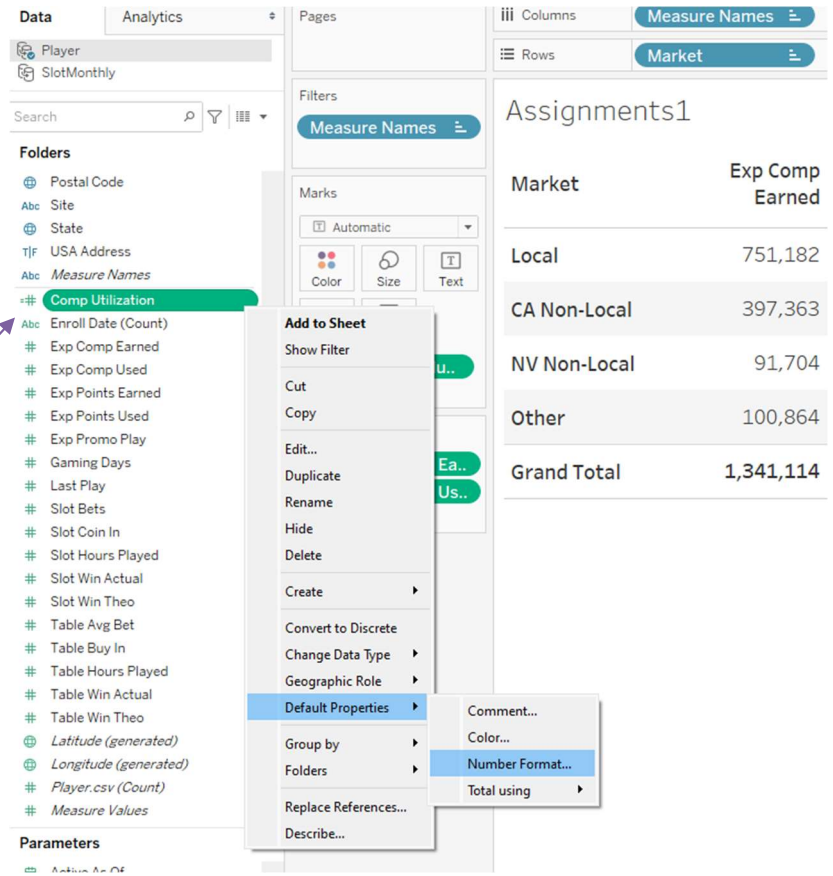

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Standard
Show Me
Data
Analytics
Player
SlotMonthly
Search
Folders
CalcDims
CalcMeasures
DeleteMe
Account Number
Distance Category
Month
Name First
Name Last
Postal Code
Site
State
USA Address
Measure Names
Enroll Date (Count)
Exp Comp Earned
Exp Comp Used
Exp Points Earned
Exp Points Used
Exp Promo Play
Gaming Days
Last Play
Slot Bets
Slot Coin In
Slot Hours Played
Slot Win Actual
Slot Win Theo
Table Avg Bet
Parameters
Active As Of
Pages
Filters
Measure Names
MY(Month)
Edit Filter...
Show Filter
Clear Filter
Add to Context
Apply to Worksheets
Create Set...
Standard Gregorian
ISO-8601 Week-Based
Year 2015
Quarter Q2
Month May
Day 8
More ('MMMM YYYY')
Year 2015
Quarter Q2 2015
Month May 2015
Week Number Week 5, 2015
Day May 8, 2015
More
Exact Date
Attribute
Measure
Remove
Columns
Measure Names
Rows
Distance Category
Break1
istance .. Slot Win Ac.. Table Win A..
to 10 8,075,626 670,131
1 to 25 407,355 89,534
6 to 50 257,205 22,519
1 to 150 1,378,854 193,833
151 1,579,967 447,217
nknown 521,457 127,068
rand To.. 12,220,464 1,550,302
MY(Month)
(All)
February 20...
March 2018
April 2018
May 2018
June 2018
July 2018
August 2018
September ...
October 2018
November 2...
December 2...
January 2019
February 20...
March 2019
April 2019
May 2019
June 2019
July 2019
August 2019
September ...
October 2019
November 2...
December 2...
January 2020

Section 1 Assignments Help

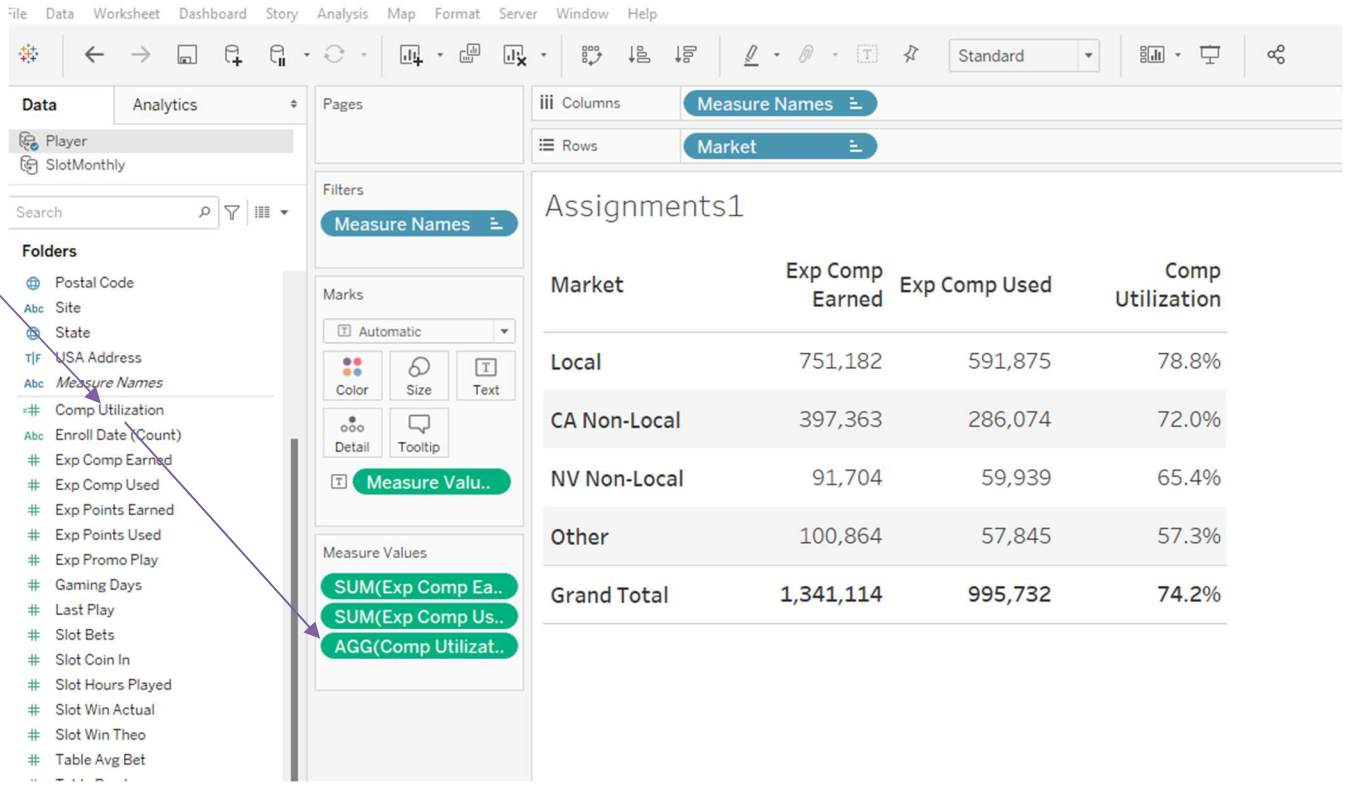
2. Create a calculated measure name **Comp Utilization** that is **Exp Comp Used** / **Exp Comp Earned** (reminder to use SUM function for your calculation)



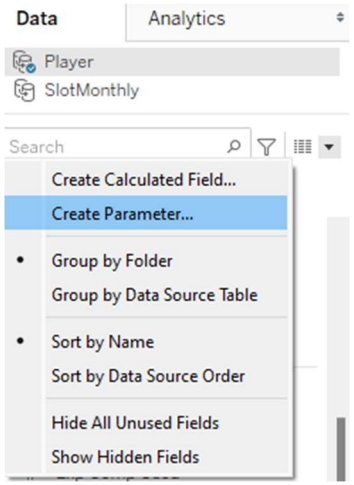
3. Format as Percentage with 1 decimal place (right click to bring up the options)

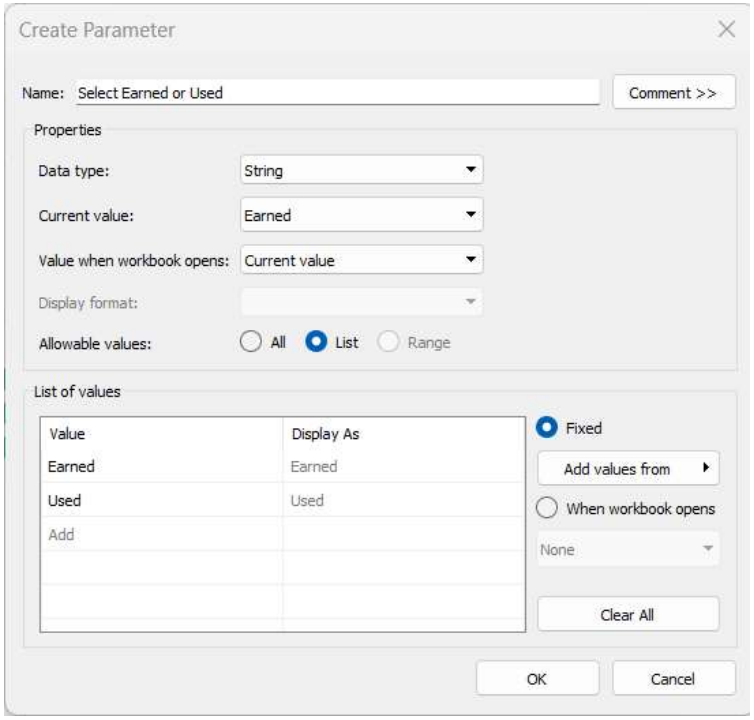


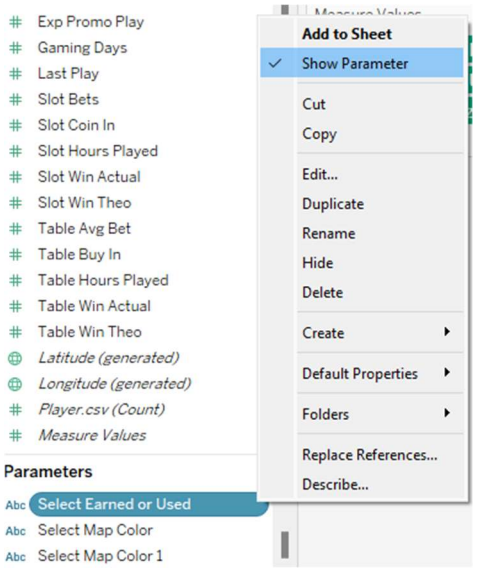
4. Drag **Comp Utilization** to the Measure Values shelf (the Grand Total should be 74.2%)



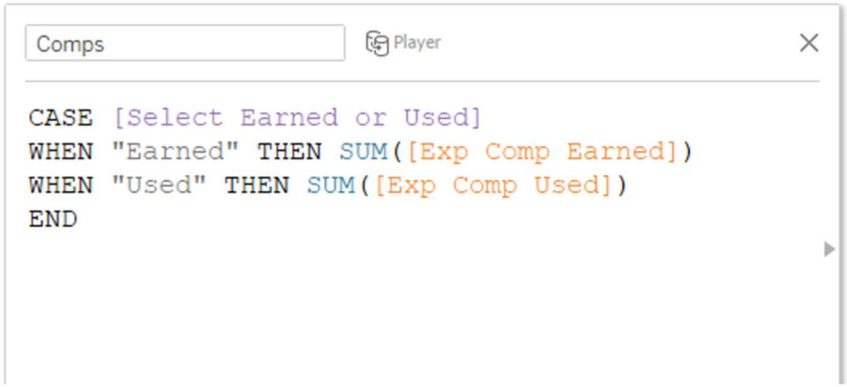
5. Create a new parameter named “Select Earned or Used” of data type String and Allowable Values = List
6. Enter “Earned” and “Used” as the two allowable values
7. Show your parameter on the worksheet





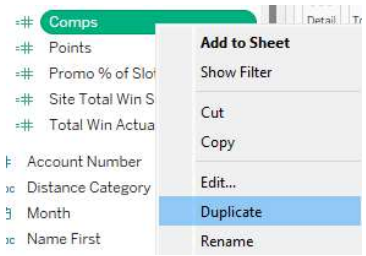


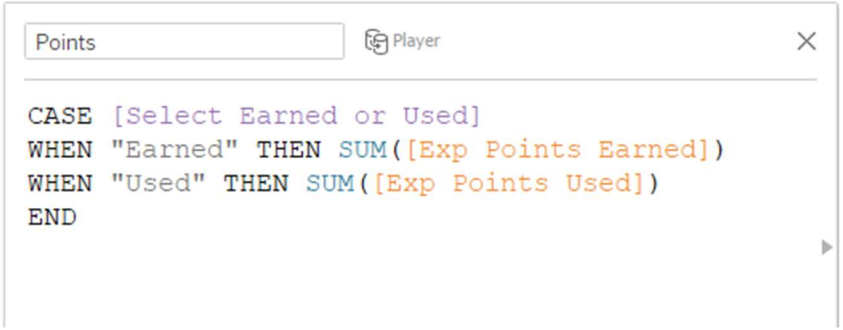
8. Create a new measure named **Comps** that uses a CASE statement to refer to the "Select Earned or Used" parameter and return the sum of the **Exp Comp Earned** measure when the parameter value = "Earned" or the sum of **Exp Comp Used** when the parameter value = "Used".



9. Drag your **Comps** measure to the Measure Values shelf and verify your parameter and measure are functioning correctly.
   Total for Earned = 1,341,114
   Total for Used = 995,732

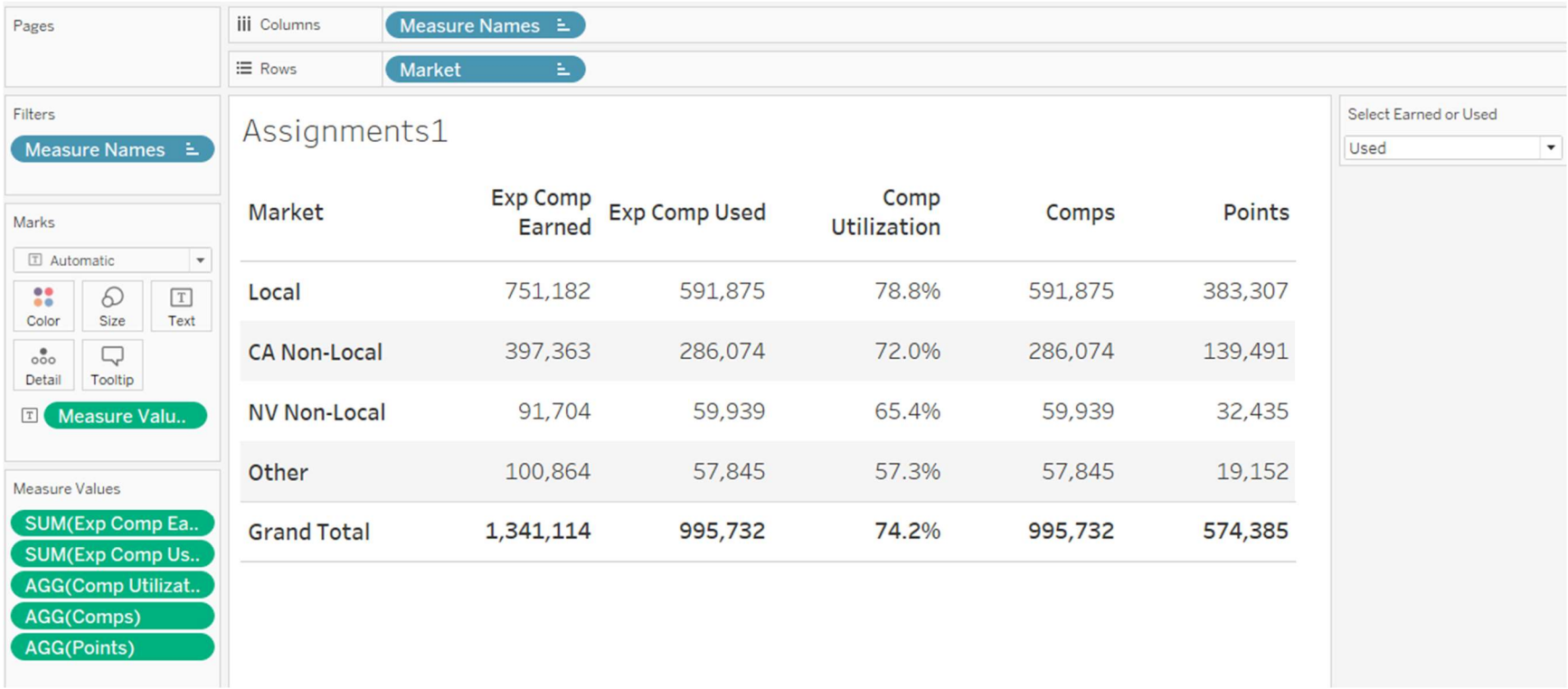
10. Duplicate your **Comps Measure** and modify it to become **Points** (replace Comp Earned with Points Earned and Comp Used with Points Used).





11. Create a Folder called **MyCalcs** and place all of the above calculations (and all created from the Break 1 assignment) in that folder; right clicking on any of your calculations will allow you to access the Folders dialogue
    Right click on Comps then go to Folders -> Create Folder name it MyCalcs

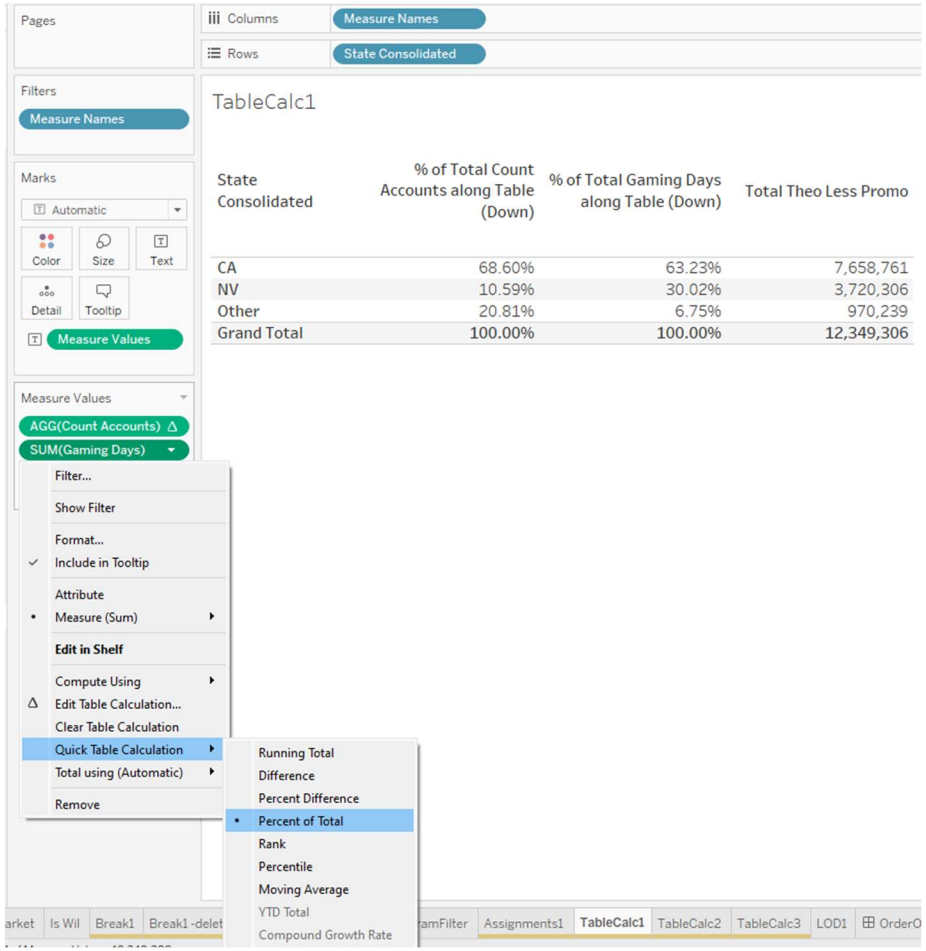
Completed Assignments 1 worksheet:



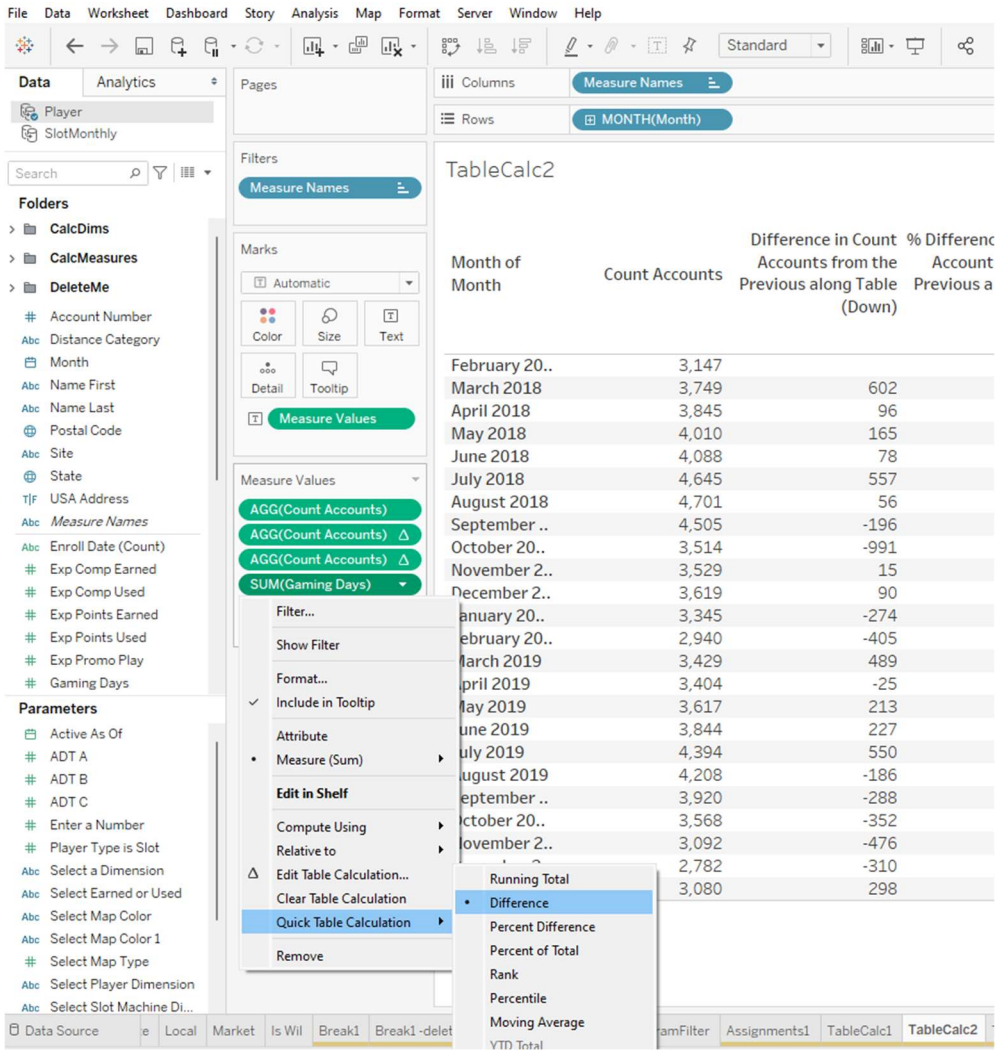
Market	Exp Comp Earned	Exp Comp Used	Comp Utilization	Comps	Points
Local	751,182	591,875	78.8%	591,875	383,307
CA Non-Local	397,363	286,074	72.0%	286,074	139,491
NV Non-Local	91,704	59,939	65.4%	59,939	32,435
Other	100,864	57,845	57.3%	57,845	19,152
Grand Total	**1,341,114**	**995,732**	**74.2%**	**995,732**	**574,385**

2A Exercises Help

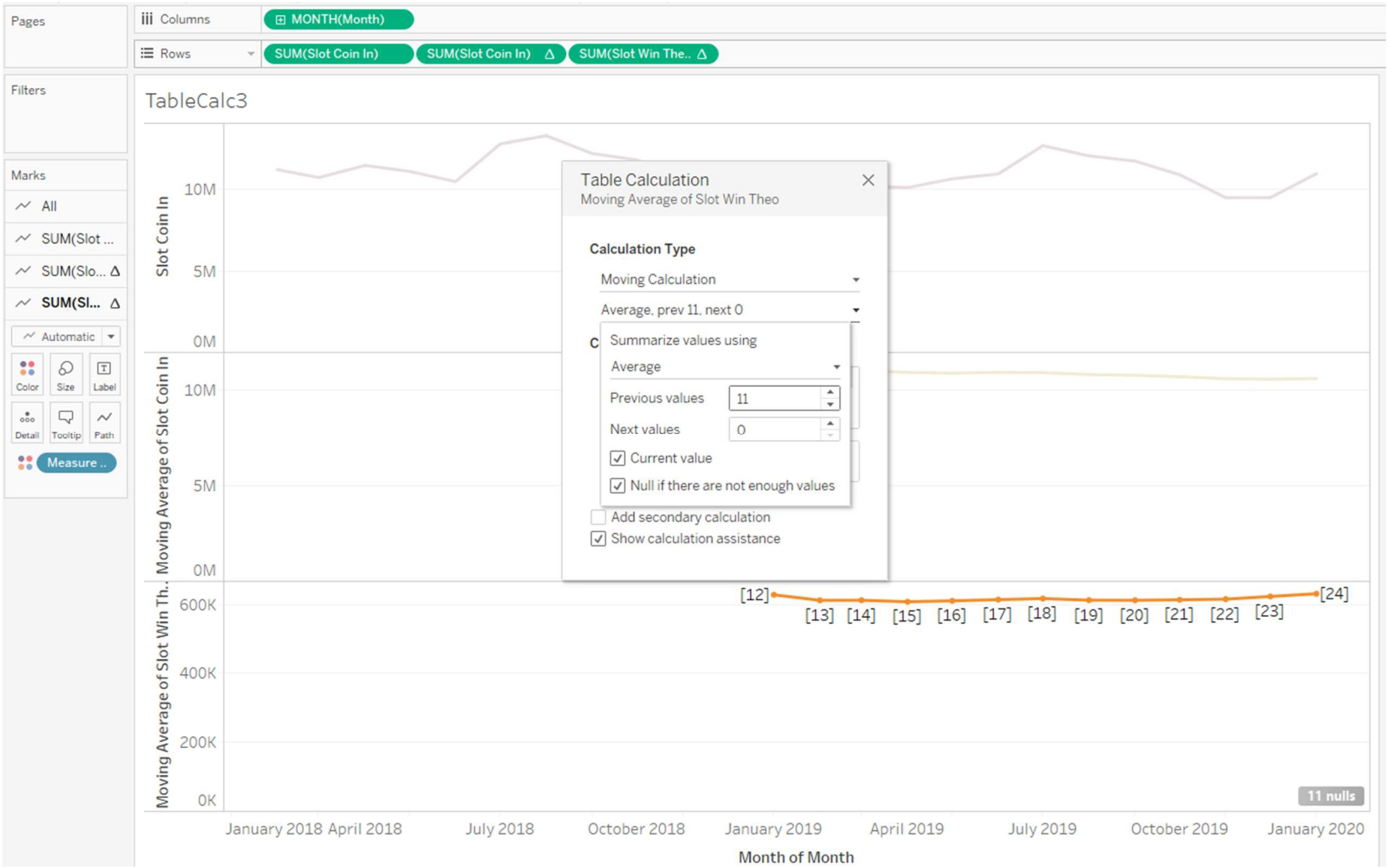
1. On the TableCalc1 worksheet, change the SUM(Gaming Days) and AGG(Total Theo Less Promo Play)measure values to % of total.



2. On the TableCalc2 worksheet on the Measure Values shelf, change the SUM(Gaming Days) and AGG(Total Theo Less Promo Play) to Difference (default calc should be “from the Previous along Table (Down)” which is fine for this)

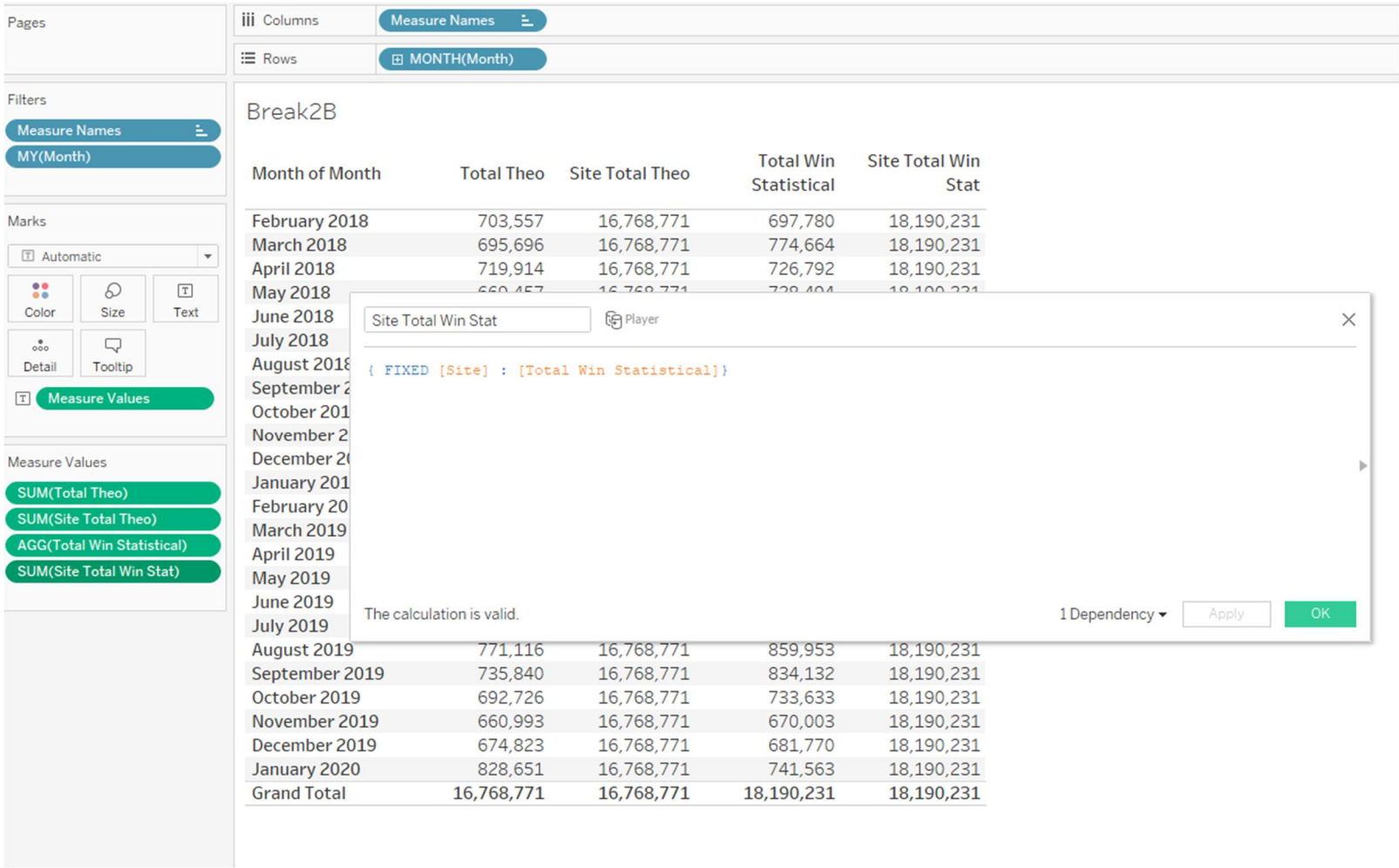


3. On the TableCalc3 worksheet, change the Slot Win Theo line chart from the monthly totals to a 12-month moving average and select the “Null if there are not enough values” option.

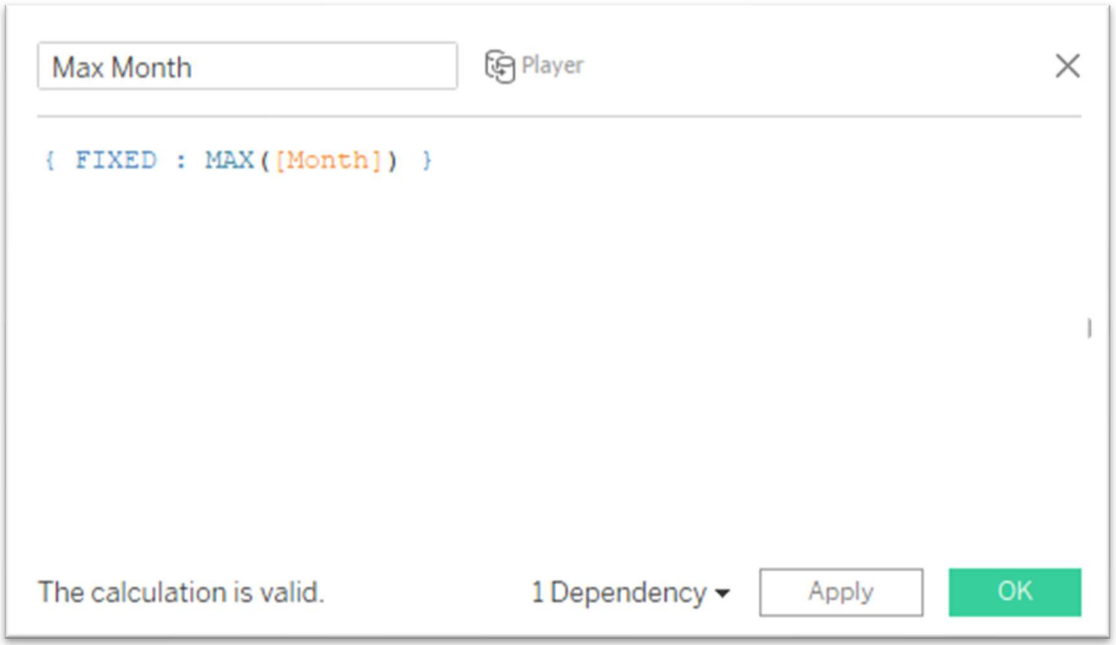


2B Exercises Help

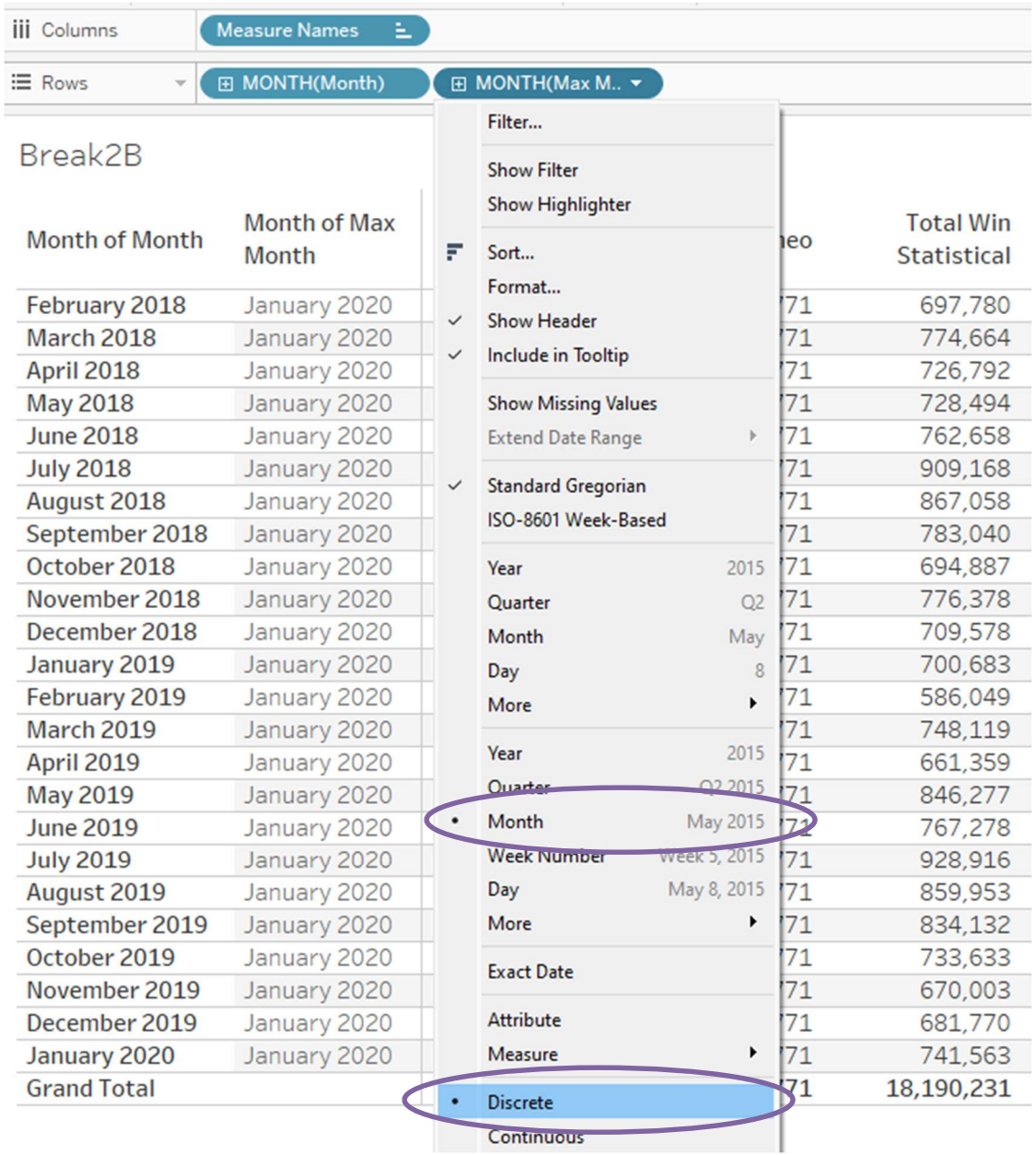
1. Create an LOD expression to calculate Site Total Win Stat.
2. Drag your measure onto the Measure Values shelf to verify it matches the site total:



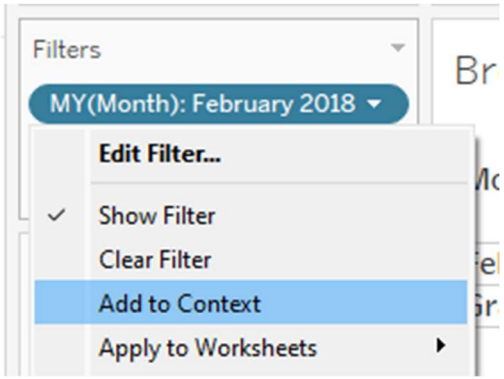
3. Using an LOD expression, create a calculation that returns the MAX of Month in the data set named Max Month.

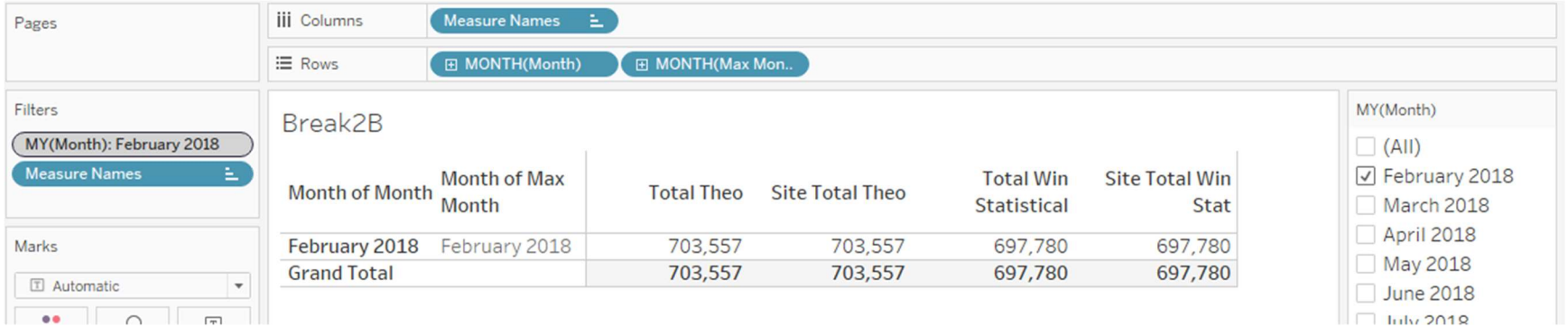


4. Drag your Max Month to the Rows shelf to verify it returns January 2020. (You can either drill in from year to quarter to month or use the dropdown carrot on the Max Month capsule to specify Month/Year and specify Discrete instead of Continuous).


Columns
Measure Names
Rows
MONTH(Month)
MONTH(Max M..
Break2B
Month of Month
Month of Max Month
Total Win Statistical
February 2018 January 2020 697,780
March 2018 January 2020 774,664
April 2018 January 2020 726,792
May 2018 January 2020 728,494
June 2018 January 2020 762,658
July 2018 January 2020 909,168
August 2018 January 2020 867,058
September 2018 January 2020 783,040
October 2018 January 2020 694,887
November 2018 January 2020 776,378
December 2018 January 2020 709,578
January 2019 January 2020 700,683
February 2019 January 2020 586,049
March 2019 January 2020 748,119
April 2019 January 2020 661,359
May 2019 January 2020 846,277
June 2019 January 2020 767,278
July 2019 January 2020 928,916
August 2019 January 2020 859,953
September 2019 January 2020 834,132
October 2019 January 2020 733,633
November 2019 January 2020 670,003
December 2019 January 2020 681,770
January 2020 January 2020 741,563
Grand Total 18,190,231
Filter...
Show Filter
Show Highlighter
Sort...
Format...
Show Header
Include in Tooltip
Show Missing Values
Extend Date Range
Standard Gregorian
ISO-8601 Week-Based
Year 2015
Quarter Q2
Month May
Day 8
More
Year 2015
Quarter Q2 2015
Month May 2015
Week Number Week 5, 2015
Day May 8, 2015
More
Exact Date
Attribute
Measure
Discrete
Continuous

5. Change the Month filter on the worksheet to be a Context filter. Filter the data on February 2018 to verify the LOD totals are just for February 2018.





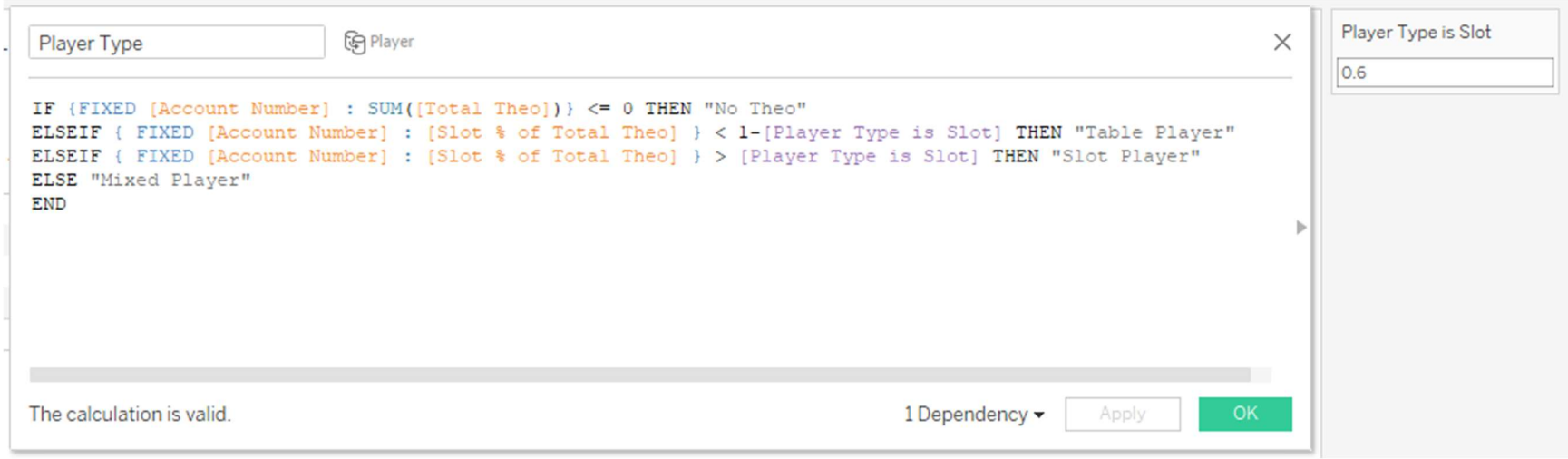
Section 2 Assignments Help

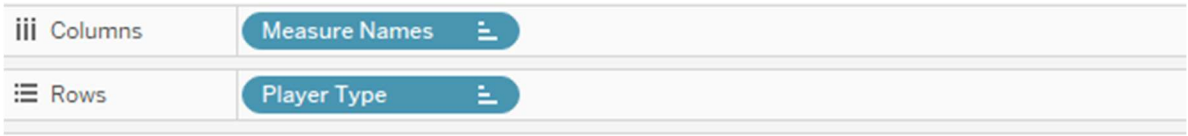
Complete the following in the worksheet called Assignment2-2:

2. Modify the **Player Type** dimension (located in the CalcDims folder) that currently is defined as:

IF { FIXED [Account Number] : SUM([Total Theo]) } <= 0 THEN "No Theo"
ELSE "Mixed Player"
END

to define any account with Slot % of Total Theo > .6 as a “Slot Player” and < .4 as a “Table Player”. You will need to use level of detail expressions fixed to the Account Number. Slot % of Total Theo is located in the CalcMeasures folder. You can hard code the .6 and .4 values, but it would better to reference the parameter called Player Type is Slot with a current value of .6 that is displayed on the worksheet.



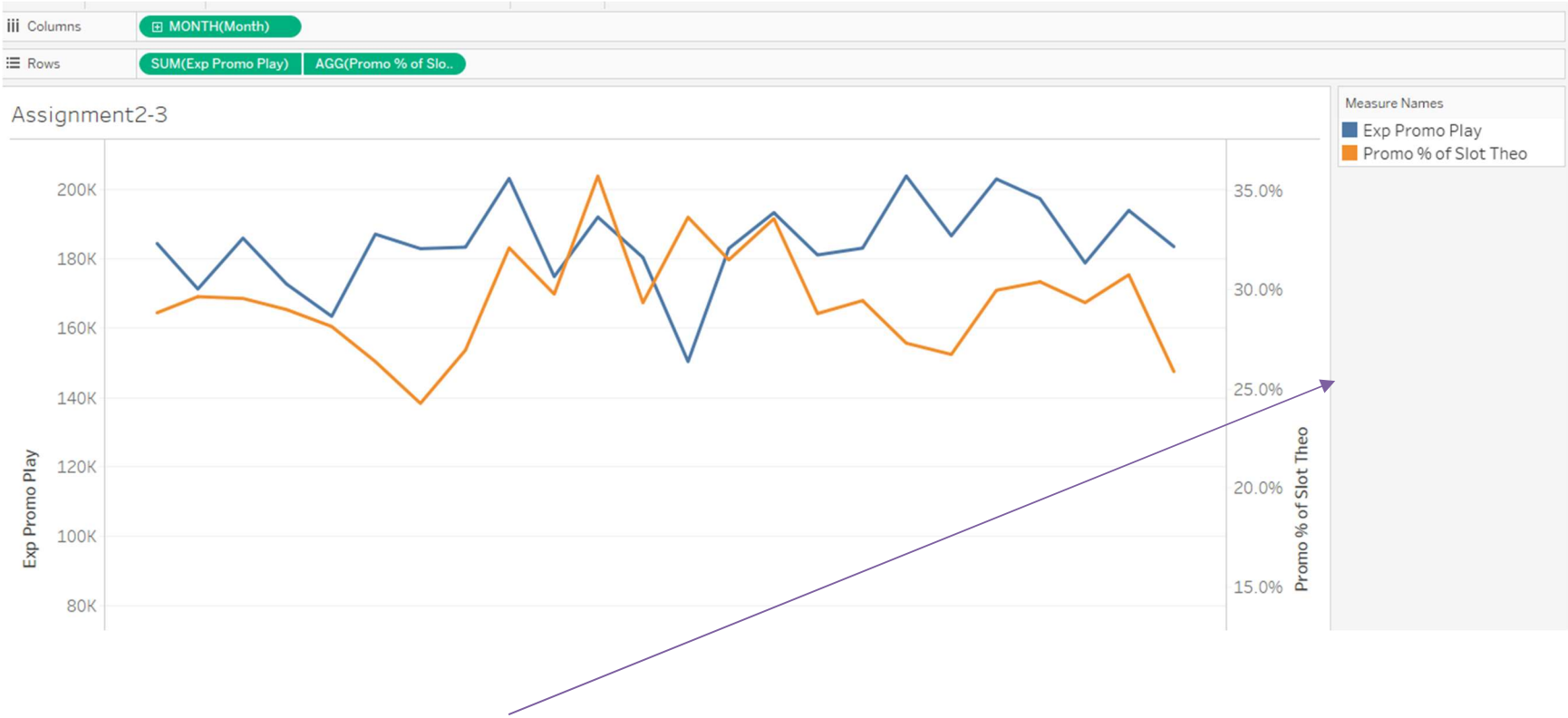


Assignment2-2

Player Type	Count Accounts	Slot Win Theo	Table Win Theo	Total Theo	Slot % of Total Theo
Slot Player	23,574	14,823,095	220,414	15,043,509	98.5%
Table Player	3,409	126,886	1,279,426	1,406,312	9.0%
Mixed Player	507	156,569	162,381	318,951	49.1%
No Theo	465	0	0	0	
Grand Total	27,955	15,106,550	1,662,221	16,768,771	90.1%

Complete the following in the worksheet called Assignment2-3:

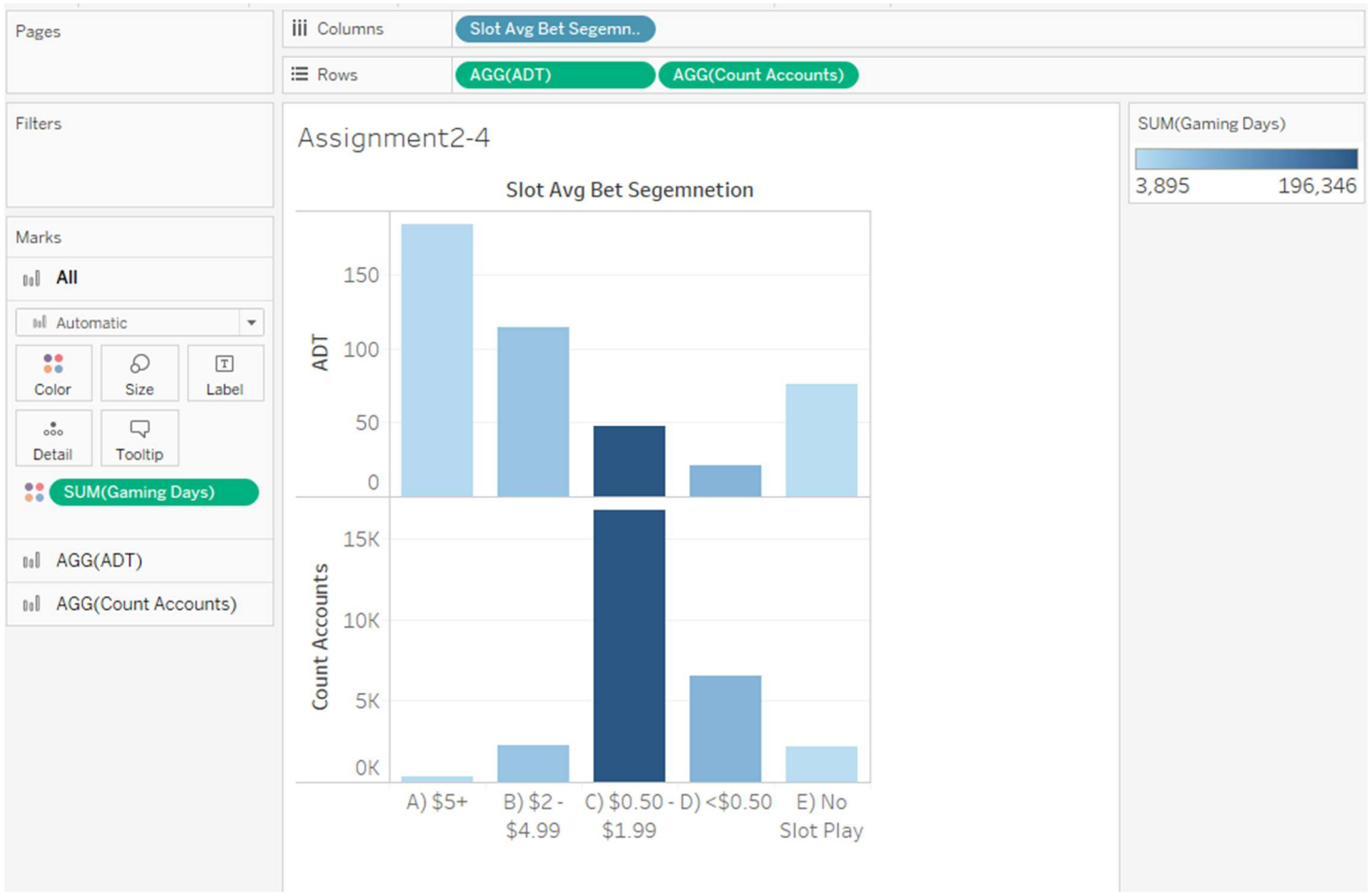
3. From Section 1 break 1, you should have created a measure called Promo % of Slot Theo as SUM([Exp Promo Play]) / SUM([Slot Win Theo]). Add that measure to the line chart and make the chart dual axis. Edit the colors used for each measure to your liking.



Note: dragging the measure to this point (instead of the Rows shelf) and releasing when you see a dashed vertical line will automatically create a dual axis chart (otherwise you need to use the “Show Me” options).

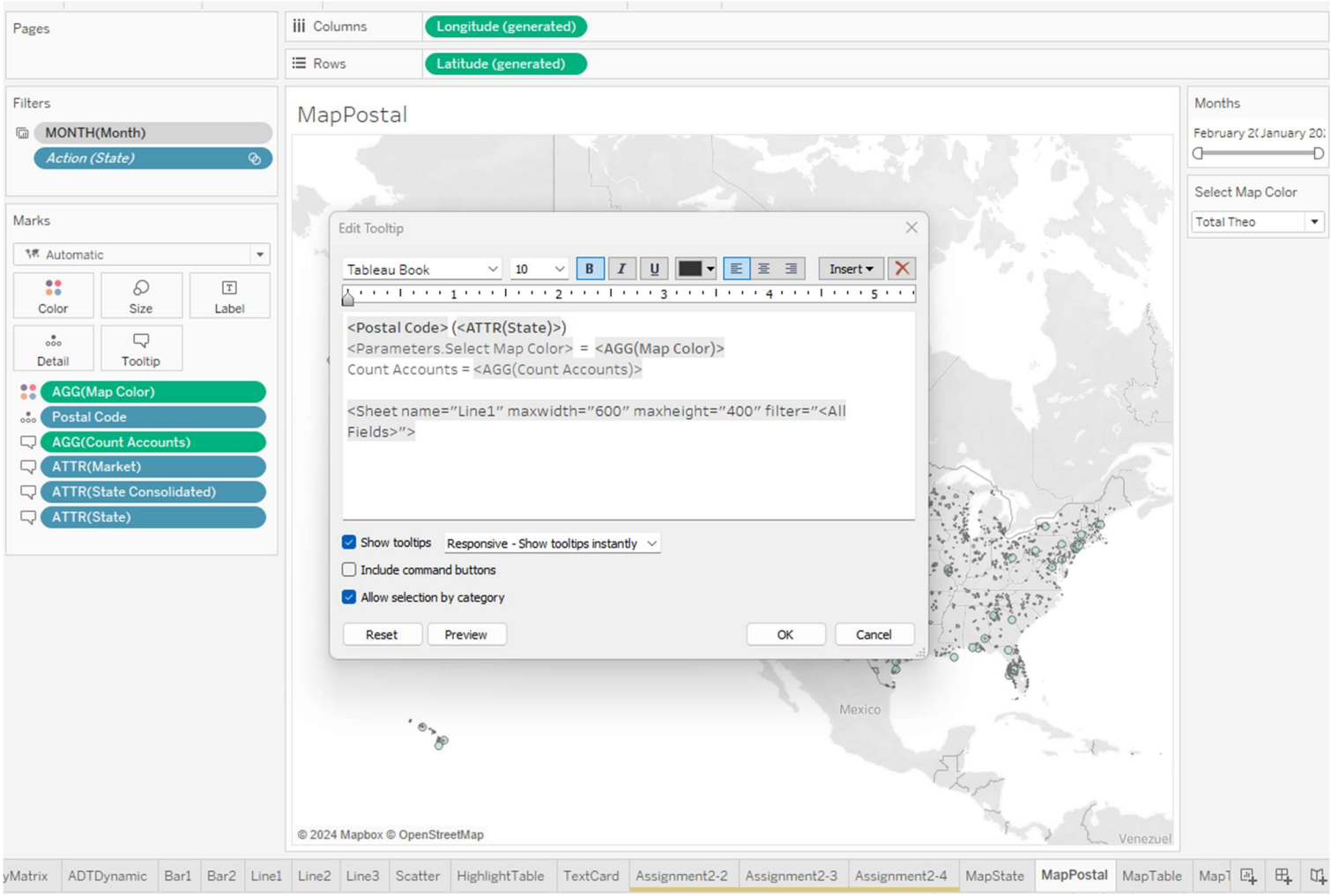
Complete the following in the worksheet called Assignment2-4:

4. Create a bar chart showing ADT (located in CalcMeasures) by Slot Avg Bet Segmentation (located in CalcDims).
5. Color the chart by Gaming Days / Account (located in CalcMeasures).
6. Add Count Accounts (located in CalcMeasures) to the visualization to create a second bar chart.

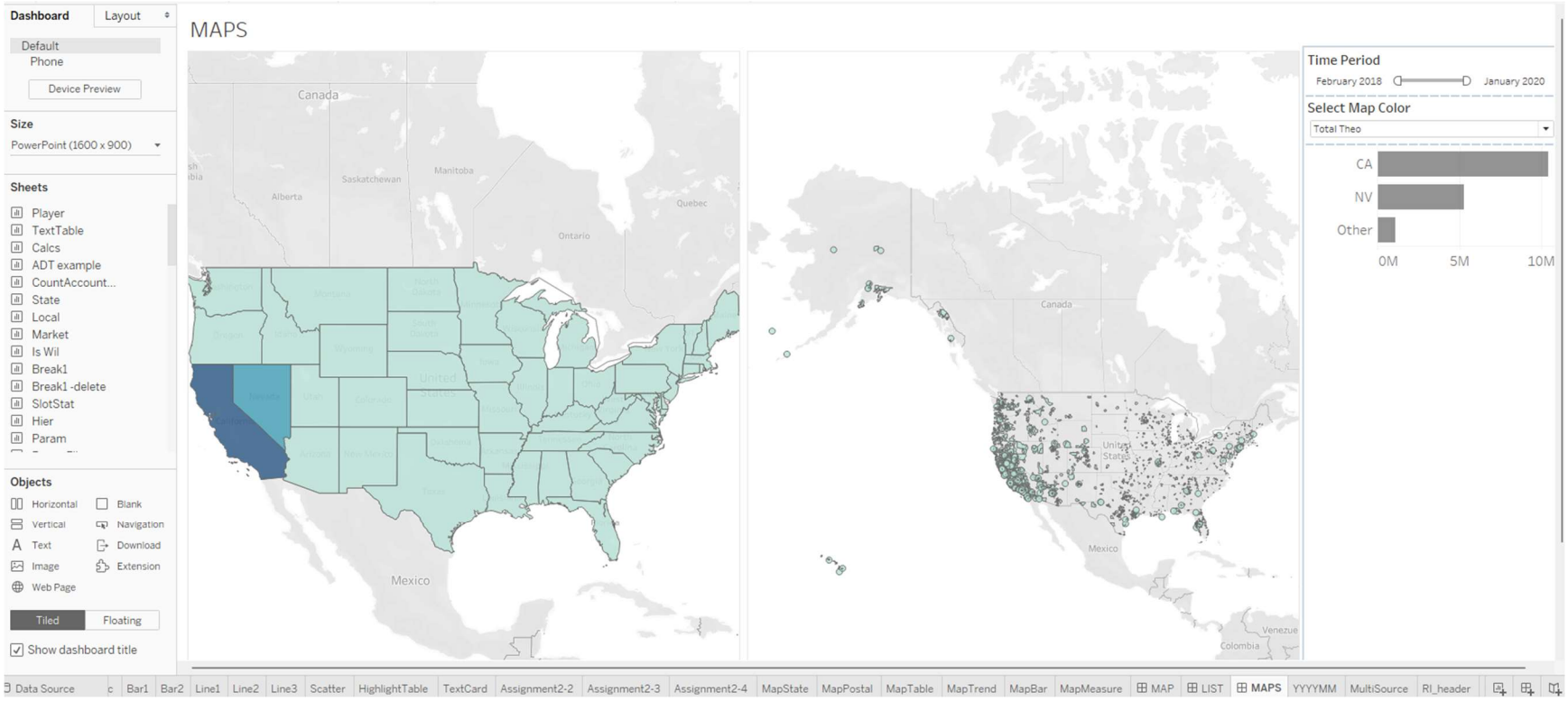


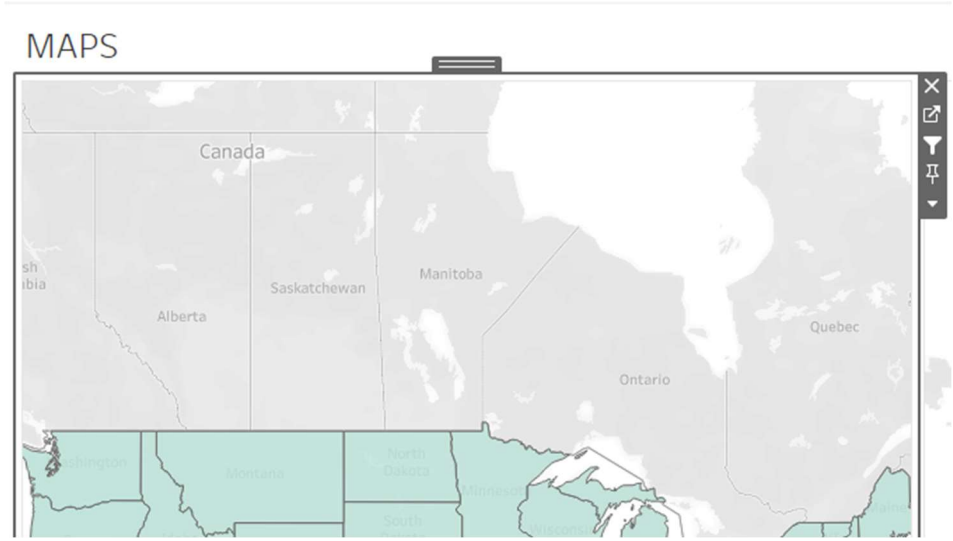
Break 3 Assignments Help

1. Duplicate the Map State worksheet (right click on the worksheet tab)
2. Rename it to Map Postal.
3. Change the Marks / Detail from State to Postal Code
4. Drage State to Marks / Tooltip
5. Edit the tool to replace <ATTR(Market)> with State (it will render as <ATTR(State)>



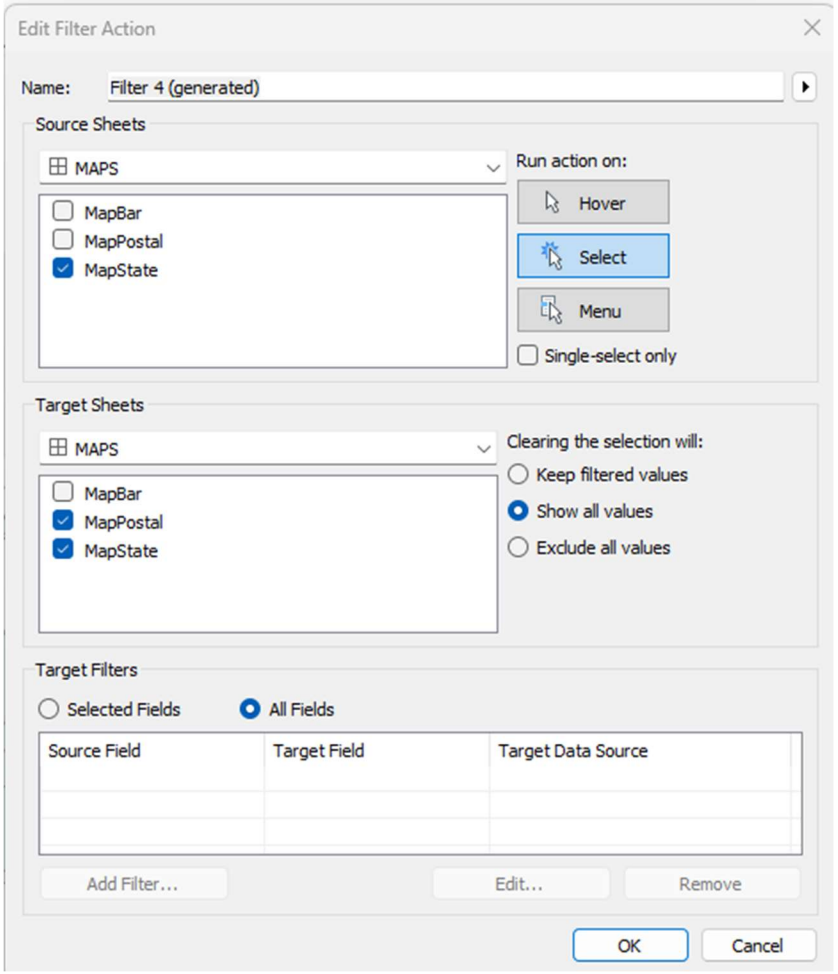
6. Use the blank dashboard named MAPS
7. Make the size 1600 x 900 (Power Point)
8. Place a Horizontal Container on the Dashboard
9. Drag the Map State worksheet into the container
10. Drag the Map Postal worksheet into the container, to the right of the state map
11. Select the Reset Map option from the Postal Map tools (hover mouse in upper left corner and press the push pin icon)
12. Drag the MapBar worksheet into the container below the Months filter and Select Map Color parameter
13. Resize the container with those three elements to make it a little wider



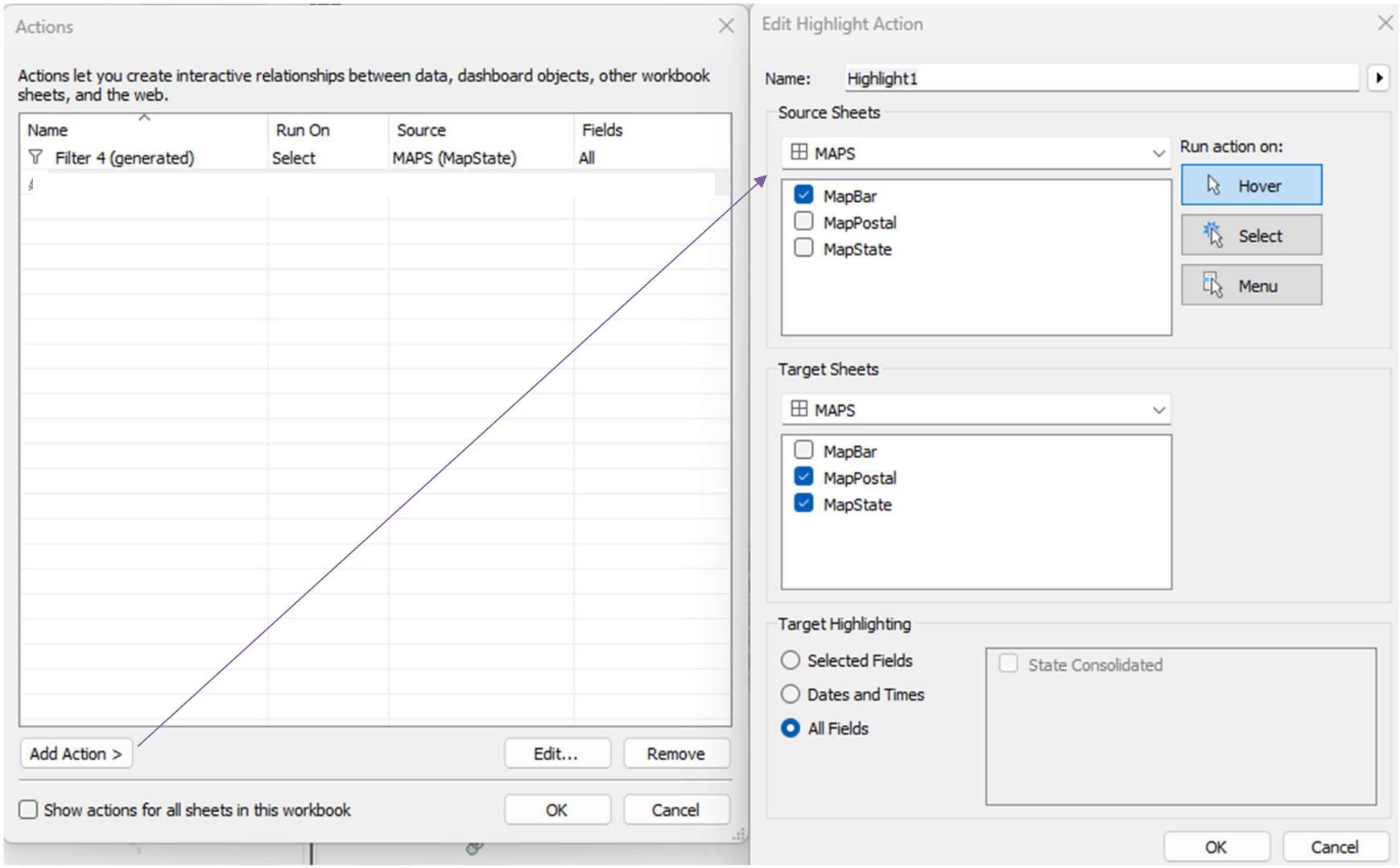


14. Make the state map a filter

15. Modify the filter to only target the postal map (Dashboard / Actions…select the generated filter and press Edit…)

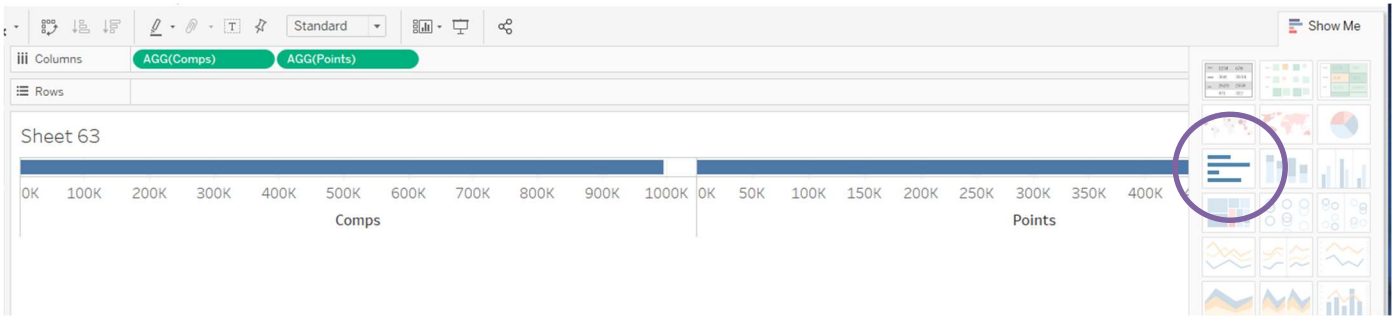


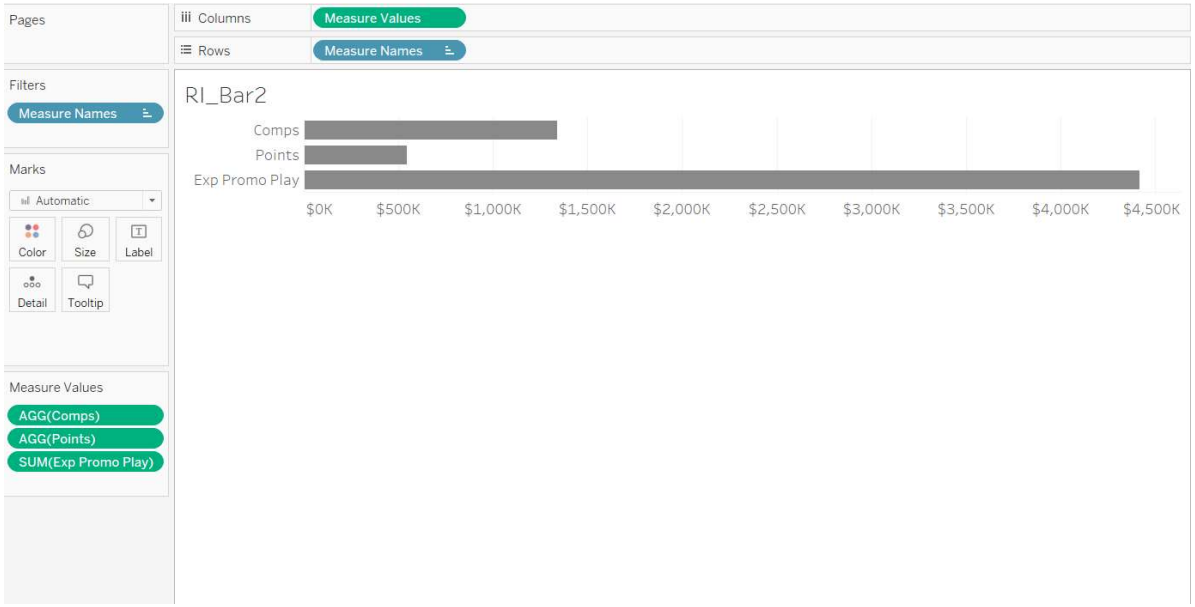
16. Create a dashboard action to have the MapBar highlight both maps on hover (Dashboard / Actions…Add Action>)



Section 3 Assignments Help

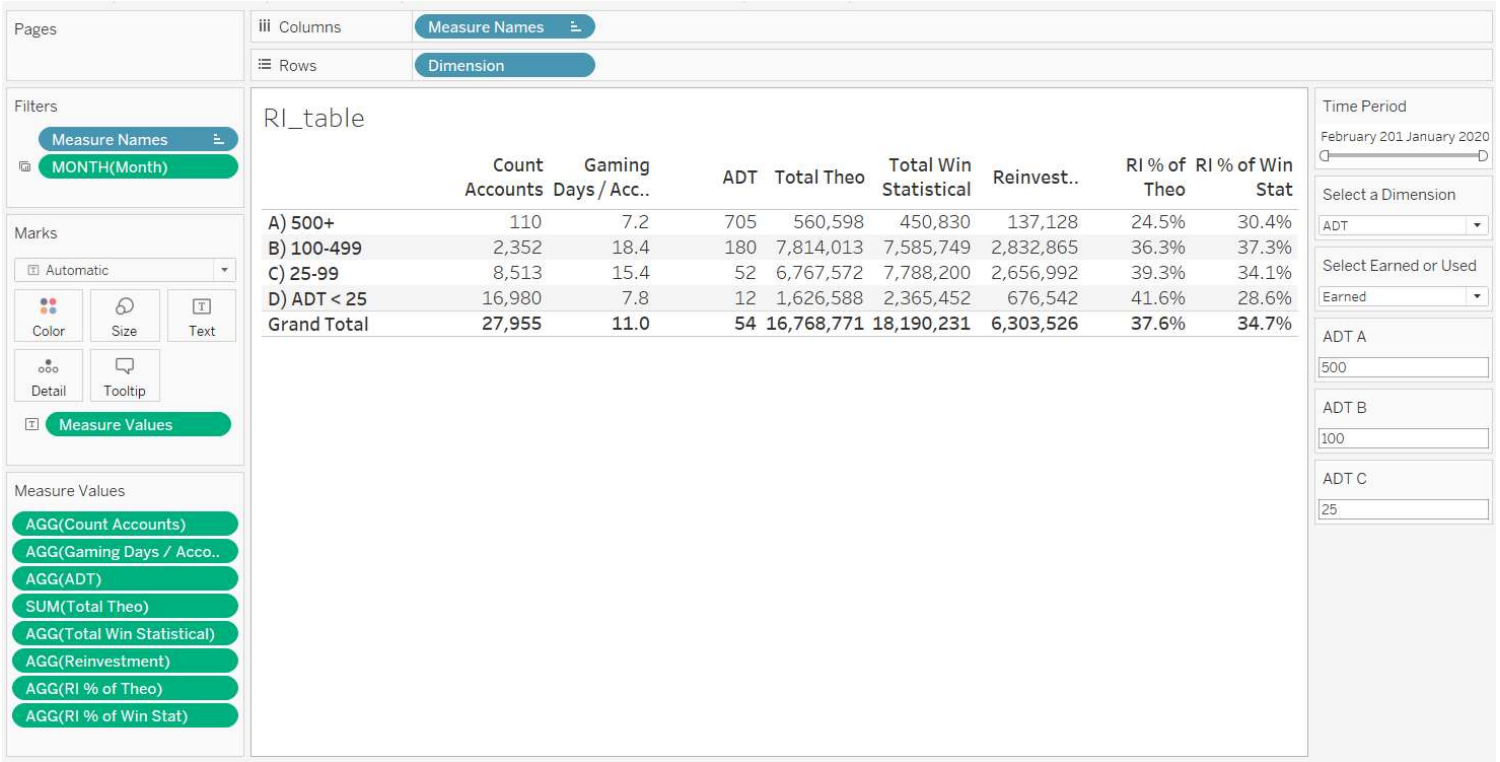
1. Create this bar chart named RI_Bar2. Start by dragging Comps and Points measures to the Columns shelf. Then use the Show Me to select the horizontal bar chart. Then, drag Exp Promo Play to the Measure Values shelf.





2. Create this text table named RI table (the first column is called **Dimension** and its “Hide Field Label for Rows” option is selected; it references the **Select a Dimension** parameter). The “Time Period” filter is **Month** dimension set to Month/Year and Continuous with the title edited.

Start by dragging Dimension to the Rows shelf then ADT and Count Accounts to the columns Shelf. Use the Show Me to select a text table. Reorder ADT and Count Accounts on the Measure Values Shelf the Drag the remaining measures to the Measure Values Shelf. Right click on the Dimension column header on the table and select “Hide Field Labels for Rows”. Drag Month to the Filters Shelf and modified as noted above, the select the Show Filter option from the carrot on the capsule.



Final Assignment

You’re on your own for this one!