seePOWER™

Gaming

Data Specifications

1   OVERVIEW

*see*POWER™ collects data from any number of transaction systems that the business uses to understand its operations. These include:

- Layouts of casino from CAD maps.
- Details of slots on the floor at the time.
- Customer loyalty information from a customer loyalty program.
- External maps of the surrounding area of interest.
- Other transaction systems for hotel, restaurant, bar or retail.

*see*POWER requires two sets of data - polling and ratings - for visualizing slots. This data is uploaded into a separate stand-alone data mart that does not have any feedback to the existing systems. This data mart can then be configured to provide fast and efficient queries for the user to generate visualizations while having no impact on the existing systems.

The data mart is updated at the end of business for each 24 hour period, providing reports by 9am the next day. The polling and rating data can reside in any existing slot data system. The required data is usually extracted from the existing systems as flat files and then loaded into the datamart. This minimises the effect on current operations. The following is given to provide a general overview of the data required.

2   POLLING

For Slots there are two database tables in the data mart, Slot_Configuration and Slot_Poll.

The attributes of each slot are stored in the Slot_Configuration table. If anything about a slot is changed, a new entry is created and the previous one is retired. One field of this table links to the spatial database entries for locations of the Slots.

The main table is Slot_Poll. This contains one row for each slot, each polling period (usually hourly). It refers to a slot configuration and has a field for each KPI, representing the contribution to the KPI from the slot specified during the polling period specified. Bank average values are also included in the KPIs.

3 RATINGS

There is one table for customer details and two for slot ratings.

The Customer table contains an entry for each loyalty program member. Views on this table enable *see*POWER to separate information into various security levels and exclude most users from confidential customer details.

Customer slot-use data is kept in the Slot_Rating table, which has one entry per rating (time from insertion of loyalty card into the slot to time of extraction). Fields in Slot_Rating include a reference to the Customer table, a reference to the Slot configuration and one field per KPI including bank averages. The Slot_Trip table contains entries for ratings accumulated by trip (two ratings from the same customer with a gap of less than 3 hours are generally said to belong to the same trip, alernative definitions can be used) with KPI sum values and favourite area information.

4 DATA DELIVERY

The following are essential for the data in the database tables:

- Referential integrity - all foreign key values refer to an existing entry in the parent table.
- Missing data - where a complete reading is missing, no entry is to be created. Where some field values are missing from a reading, the missing values should be left as nulls.
- Data format - we prefer the data in pipe delimited ASCII (*.psv) with a metadata section at the beginning.

The metadata format should be as follows (items in square brackets are comments - everything else is part of the file).

```
BEGIN METADATA

|    [delimiter]

Dataset|EGMPolling   [will vary depending on the dataset specified]

Filename|/fullpath/EGMPollingyyyymmdd.psv

DataTimeStart|Monday, Mar 01 1999 10:00:00      [time of beginning of data]

DataTimeEnd|Tuesday, Mar 02 1999 10:00:00

DateTime Created| Tuesday, Mar 02 1999 10:25:01

Script Version|1.0   [your version number of the script that generates these files]

Database Version|3.50      [your database version number]

END METADATA
```

This should be immediately followed by a row containing the column headers (pipe delimited) and then the data, one entry per row.

5 *see*POWER SIZING THE DATABASE

Assuming one entry per slot per hour, polling data requires approximately 1GB per 1000 slots per year.

Ratings data requires about 2GB per 1000 slots per year, assuming one entry per card-in.