



Case Study

Using the CDOL Ranking Report to drive gaming profit

A Club with less than 100 gaming machines subscribes to Club Data Online. After reviewing the Game Ranking Report, the Club identified a high performing game that over the past three months has continually offered a profit per machine per day of twice the NSW average.

Upon further analysis using the CDOL Dynamic Reports tool, the Club discovered that the performance of this game in Clubs with similar gaming machine profitability was also twice the floor average. The Club decided to purchase a conversion for \$4,500 and offer this game to the members of the Club. Over the following 6 month period, this game provided an additional \$80 profit per day (after gaming tax).

ROI Summary:

- Club's CDOL Investment = \$790 per month
- Additional Revenue = \$2,400 per month
- Pay Back Period = Less than 10 days