

# Teradata Advanced Analytics

## Better Analysis Means Better Decisions

### Build Loyalty – and Profitability

You've collected vast amounts of data about your customers. You've pinpointed who's playing which games, how much they're playing, and when they play. But now the question is this: what can this



information tell you? How can you turn that data into the kind of business intelligence you need to make better, faster decisions, and build customer loyalty while increasing profitability?

Far too many organizations place their emphasis on data mining tools, while ignoring the analysis process. That's why Teradata® Advanced Analytics can be so vital to the success of your casino. We can show you how to predict and validate profitable activities based on detailed customer transactions and behaviors.

#### Across-the-Board Analysis

Teradata Advanced Analytics offers you in-depth insight into virtually every facet of your operations, including:

##### Customer Analysis

- > Analyze your customers' behavior in detail, then be prepared to react to what you find.
- > Develop sophisticated segmentation schemes that help optimize the value of your patron's lifecycle.
- > Predict what customers are likely to respond to before investing on a hunch.

##### Patron Behavior Profiling

- > Understand what takes place during a typical day of gaming.
- > Focus on daily play, independent of who the customer is. This will unveil different gaming missions that patrons pursue when they enter your properties.
- > Develop strategies to address specific gaming motivations discovered.

##### Slot Assortment Optimization

- > Identify which games are associated with your most profitable customer segments.
- > Pinpoint optimal game-type saturation quantities by venue/location.
- > Determine the impact of percentaging, denomination, location, and other factors on popularity and profitability.

#### Affinity Analysis

- > Quantify how often different games are played individually and together by the same customer.
- > Generate metrics to identify which games are more or less likely to be played by the same customer than chance would suggest.
- > Develop programs, campaigns, and floor layouts to leverage the associations and drive additional profits.

#### Value Delivered

Teradata's clients routinely recognize value by leveraging Teradata Advanced Analytics services and product offerings, including:

- > Teradata worked with one customer to build a model to predict which customers would defect *before* they left. The model was able to identify 40% of the defectors in just ten percent of the base and two-thirds of the defectors in just 30% of the base. This enabled significantly streamlined and cost-effective retention efforts.
- > Teradata helped another customer develop sophisticated segmentation models to better differentiate customers and their preferences. The segmentation allowed the development of a range of marketing initiatives targeted to the specific behaviors of each segment.
- > Another initiative focused on predicting which customers would be most interested in a certain product offering.

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The model built captured 70% of all those who tried the product in just ten percent of the base and 95% were captured in just 50% of the base. It was possible to maximize trial of the product while limiting marketing's investment.

- > Sometimes common knowledge can be wrong. One company was convinced that a certain type of customer was more valuable than another. After a detailed analysis, Teradata determined that the customer type that had been ignored was actually more valuable. This required a change to a long-term strategy.
- > Another customer was struggling with how to best analyze promotional efforts. Teradata studied how the customer was analyzing the promotions and developed a plan to improve the methodology. The customer's finance and marketing groups both agreed on the new standard so everyone is now working from the same figures.

### The Teradata Difference

What makes Teradata Advanced Analytics solutions so powerful? For starters, we use in-database data mining to overcome the limitations of typical analytic environments and maximize performance and scalability. Our data mining tool – Teradata Warehouse Miner – provides a comprehensive set of data mining functions that enables you to build and deploy analytic models directly in the Teradata Database.

### Teradata Warehouse Miner Offers Powerful Features and Functions

- > **Descriptive Statistics** provide a variety of descriptive statistical functions, giving the analyst detailed insight into the data being analyzed. These functions are also used to uncover data quality issues that can jeopardize the accuracy of any analytic model.
- > **Transformation Components** provide a variety of column transformations that are useful prior to developing the analytic model. These components help you execute all of the required manipulations, summarizations, and aggregations against the data before feeding it to the model.
- > **Data Reduction Functions** reduce the amount of data required for analytic algorithms. Data reduction matrices include correlation, co-variance, and other often used analytic algorithms.
- > **Data Visualization** provides graphics and charts for interpreting results.
- > **Organization and Partitioning Functions** enable restructuring of tables to meet analysis requirements and the generation of samples and partitions.
- > **Multivariate Statistical Analysis** provides Linear Regression, Factor Analysis, and Logistic Regression techniques to build analytic models.
- > **Machine Learning Algorithms** provide Decision Tree/Rule Induction and Clustering algorithms to build analytic models.
- > **Model Deployment** allows use of analytic models directly in the Teradata Database.

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Next, we approach analytics as a strategic *process* that can greatly improve your business, not simply as a collection of algorithms. We never lose sight of the business perspective of analytics. We start by helping define clear business objectives, and then we tailor the analysis to meet those objectives. Finally, Teradata Corporation can offer a suite of software and hardware products that can grow right along with your business, providing you with the critical functionality, data, and analysis you need for strategic decision support.

### End-to-End Support

Teradata delivers end-to-end support along with our Advanced Analytics capabilities. We bring you thought leadership and advice about how to implement best practices in the analytics arena within your business. We also provide the consulting expertise you need to assess your current analytical environment and *improve* it.

Teradata consultants will execute analysis projects for you using either Teradata Warehouse Miner or another tool you may already have in place. Upon stress testing the data mining utilities, our consultants can assist in fine tuning for speed and efficiency; or provide any necessary Teradata Warehouse Miner software, related training, and implementation support to ensure your most complex strategic business questions are being addressed.

### Why Teradata?

Why should you select Teradata? Because Teradata:

- > Brings more than a decade of gaming, lodging, and data warehouse experience.
  - > Has 25 years of retail data warehouse know how.
  - > Has a successful track record of helping organizations just like yours leverage their business data for analysis and decision-making.
- > Has a built-in foundation of industry knowledge, consulting expertise, global customer support services, and world-leading hardware technology – a combination of strengths unmatched in the industry.

### For More Information

To learn more about how Teradata Advanced Analytics can help you efficiently respond to your most challenging business questions and improve your bottom line, contact your Teradata representative or visit [Teradata.com](http://Teradata.com).

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