

UNDERSTANDING DOUG'S KPI



Hosted by:



DOUG'S KPI (DAPS SCORE)

A SIMPLE WAY TO UNDERSTAND SLOT MACHINE PERFORMANCE

WHAT IT IS

After you complete all slot audit steps — gathering accurate data, verifying inputs, and applying processes correctly — the next step is making a decision:

- **Is a machine performing well, or is it time to reconsider its place on the floor?**

Doug created a practical tool to help with that decision:

DAPS Score (Doug's Analysis & Performance Score)

It combines the machine's historical performance with its future potential into one simple number you can use to compare machines.

WHY IT MATTERS

Slot performance isn't just about what a machine did last month. It's also about understanding:

- How players behave
- Where the machine sits
- What opportunity it has
- Whether performance is sustainable
- How it compares to other units

DAPS gives you a single view of past performance + future opportunity.

This helps teams make smarter decisions without relying on guesswork or personal preference.

HOW DAPS WORKS

Doug built DAPS using two perspectives:

1. Historical Performance (80%)

How the machine has actually performed on your floor over time.

Examples:

- Win per unit
- Hold percentage
- Player bankroll usage
- Cash-in behavior
- Volatility patterns

2. Opportunity / Future Potential (20%)

What the machine could do based on:

- Location
- Player behavior
- Seasonal trends
- Market changes
- Competing machines on the floor

These two pieces combine into one score that answers:

“Is this machine worth keeping?”

WHY THIS APPROACH WORKS

Doug uses a simple analogy:

If your mom bakes crescent rolls, you enjoy eating them — that's the outcome. But if your mom teaches you how to make them, you gain a skill you keep forever.

Same with KPIs:

- Seeing the number is good
- Understanding what creates the number is great

DAPS doesn't just give you data — **it teaches you how to read the machine.**

THE BENEFIT TO YOU

- Makes decisions objective
- Removes bias ("This machine feels good.")
- Helps analysts understand why machines rise or fall
- Creates consistency in slot floor decisions
- Gives you a repeatable method for evaluating performance
- Helps identify "thumbs up" (keep) and "thumbs down" (replace) machines

*"Good is using the number.
Great is understanding the number."*
80% + 20% → DAPS Score



F&C CPAs