



Insight Analytics

Transforming gaming and non-gaming data into clear, actionable insights.

One Platform. Every Department.

Insight Analytics unifies gaming and non-gaming data into a single source of truth.

Leaders gain 24/7 visibility with automated reports that replace manual work and fragmented data. From KPIs to slot performance and player engagement, every department has the clarity to act with confidence.

The Insight Analytics Advantage

- ✓ **KPIs tailored to your casino** – for reporting that matches your priorities.
- ✓ **Flexible filters** that let teams explore data and uncover deeper insights.
- ✓ **Built for executives and operators** to align strategy and action.
- ✓ **Full integration** across gaming, hotel, F&B, and retail systems.
- ✓ **Eliminates silos** to deliver consistent insights across the enterprise.

Insights You Can Act On

Executive Insights

See enterprise-wide performance with KPIs across gaming and non-gaming. Compare results to budget, track historical trends, and gain visibility into vendor and player performance.

Player Insights

Understand player behavior and engagement with flexible segmentation tools. Optimize reinvestment strategies, measure campaign effectiveness, and strengthen loyalty.

Slot & Table Insights

Track game performance by vendor, theme, and location. Spot trends, negotiate better vendor terms, and make smarter decisions about floor layout and yield.

Non-Gaming Insights

Connect hotel, retail, and food & beverage data with gaming performance. Identify cross-department trends, uncover new revenue opportunities, and strengthen the guest experience.

Financial Insights

Daily operating and flash reports tailored to your KPIs replace manual reconciliations. Delivered directly to your inbox, these reports increase accuracy, reduce risk, and ensure consistency across operations.

PROVEN OUTCOMES ACROSS THE CASINO FLOOR

Real Results, Real Customers.

Time Back for Teams

Multi-property operators have **eliminated hours of manual reporting**, freeing teams to focus on strategy.

Insight Analytics reporting has helped properties spot revenue dips, allowing course corrections within 24 hours and **preventing losses of up to \$400K**.

Smarter Reinvestment, Stronger Play

Reallocating Free Play has **lifted net win** per reinvestment dollar **by 22%**, turning wasted spend into measurable growth.

Smarter reinvestment strategies have delivered a **16% higher return**, making marketing dollars work harder with effective targeting.

Campaign timing adjustments have **increased weekday visits by 30% and player spend by 49%**, revitalizing midweek floors.

Operational Wins That Add Up

Vendor share analysis enabled a **30% reduction in lease cost** by identifying under-performing games.

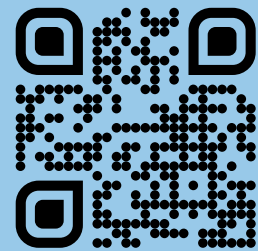
Floor heat maps have revealed opportunities to reposition machines, **lifting net win by 12% in a single quarter**.

Machine-level reporting has uncovered hidden issues, enabling properties to **restore lost revenue within days**.

The only enterprise analytics platform for integrated resorts.

Unifying gaming and non-gaming into one source of truth.

Uncover hidden savings and new opportunities. **Book a demo.**



About CCT

CCT is the creator of Casino Insight™, the award-winning platform that powers Insight Cash and Insight Analytics. Trusted by more than 350 casinos worldwide, Casino Insight replaces manual work with streamlined workflows that improve accuracy, compliance, and profitability. Since 2012, CCT has helped casinos automate cage operations, revenue audits, and operational analysis.

Headquartered in Tulsa, Oklahoma, CCT integrates seamlessly with leading casino management, hospitality, and financial systems. The result is measurable ROI that empowers teams to work smarter at every level.