



Insight Analytics

Unify casino operations into a seamless, enterprise-wide view and deliver consistent insights that align every department around a single source of truth.

One Platform. Every Department.

Casino data is trapped in silos.

Finance reconciles reports across systems. Marketing pulls data instead of finding player opportunities. Slot teams struggle to spot underperforming machines. Executives wait for reports instead of seeing performance in near real-time.

Insight Analytics brings every department together with one clear view of the business.

Key Benefits

- ✓ **Drive Faster Decisions.** Access a single source of truth instantly. Spot issues quickly and guide teams to root causes.
- ✓ **Give Teams Time Back.** Automated daily operating reports eliminate hours of manual reconciliation.
- ✓ **Turn Marketing Spend Into Measurable Wins.** Target high-value segments and reengage at-risk players with behavior-based campaigns.
- ✓ **Optimize Your Floor and Vendor Strategy.** Use performance data to strengthen vendor negotiations and maximize revenue per square foot.

What's Included



Executive Insights

Enterprise KPIs across gaming and non-gaming with budget comparisons, trend analysis, and department-level revenue insight within 24 hours.



Financial Insights

Automated daily operating reports delivered to your inbox, giving leadership immediate access to accurate financial data.



Player Insights

Segmentation by engagement, value, and custom criteria to optimize reinvestment and retain at-risk players.



Slot & Table Insights

Vendor fair-share analysis, performance history, and revenue-per-unit visibility to strengthen negotiations and maximize profitability.



Non-Gaming Insights

Unified view of F&B, hotel, and retail performance with drill-down from executive summaries to transaction-level detail.

A Smarter Way to See Your Business

Insight Analytics unifies gaming and non-gaming data into one trusted view, so you can act faster, optimize smarter, and grow revenue across your entire property.

Compatible with 100+ systems across slots, tables, hotel, F&B, sportsbook, and more, Insight Analytics delivers automated reports, custom KPIs, and flexible drill-down analysis tailored to your casino's priorities. With 24/7 visibility, every department gains clarity to spot trends, identify concerns, and act with confidence.

The result: one source of truth at your fingertips and the intelligence to drive strategy and growth.

Proven Impact

Casinos using Insight Analytics have seen:

- ✓ **22% lift in net win per free play dollar** through optimized reinvestment
- ✓ **30% reduction in vendor lease costs** with performance-based negotiations
- ✓ **Hours reclaimed** through automated daily operating and flash reporting
- ✓ **16% higher marketing ROI** with targeted segmentation

The **only** enterprise analytics platform connecting slots, tables, players, hotel, F&B, and more - with native integrations

Turn casino data into actionable insights.

Book a demo today.



Unify. Analyze. Act.

About CCT

CCT is the creator of Casino Insight™, the award-winning platform that powers Insight Cash and Insight Analytics. Trusted by more than 400 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.