



## CasinoEngine edition

The EveryMatrix Effect addresses operators' key challenges in entering new markets or scaling up. With in-house data, expert insights, and performance metrics, it helps you choose the right iGaming solutions and stay ahead of the competition.

In collaboration with **iGB**

## Challenge 4:

### Insufficient reporting options

#### Key insights to tackle Challenge 4

1

Look for robust reporting tools to help you in making informed decisions and ensure smooth business operations.

2

Consider that limited or inadequate reporting can lead to poor decision-making, making it difficult to monitor operations and identify issues.

3

Look for the option to customise reports, tailoring data analysis to specific operational needs, such as tracking product performance or monitoring player behavior.

4

Reporting tools are essential for staying compliant with regulatory requirements, particularly in markets with strict or rapidly changing regulations.

5

Look for reporting solutions that provide detailed breakdowns of operational and product key performance indicators (KPIs).



You should have the ability to drill down into data at granular levels, such as game rounds or transactions, to identify trends, anomalies, or operational inefficiencies.

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7

Look for customisable templates for recurring reports that will save you time and resources.

Ask your software supplier for a transaction monitoring feature in the back office for conducting in-depth investigations, filtering transactions, and managing large datasets.

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Look for a mobile-friendly reporting system, essential for operators and staff who need to access reports while on the go.

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Ask your software supplier for different export options, such as CSV, and save them as templates for easy sharing or further analysis.