SOARING EAGLE
CASINO & RESORT®

TANGAM™
SYSTEMS

CASE STUDY

SOARING EAGLE BOOSTS ROULETTE REVENUE WITH DATA-DRIVEN TABLE MANAGEMENT

OPTIMIZING TABLE GAME OPERATIONS WITH DYNAMIC PRICING, HOUSE EDGE MANAGEMENT, AND REAL-TIME ANALYTICS

Executive Summary

Soaring Eagle Casino & Resort leveraged Tangam Systems' Table Games Yield Management (TYM) software and Client Success team to optimize Roulette operations, improve player segmentation, and enhance profitability. Guided by TYM analytics and Tangam recommendations, the casino consolidated tables, implemented a chip minimum pricing strategy, and introduced higher house edge variants.

Over six months, Roulette outperformed other table games with a 7% increase in Drop, 19% increase in Win, and an 11% increase in Hold Percentage, while operational efficiency improved through a 26% reduction in chips per layout, increasing game speed and easing dealer payouts. These improvements demonstrate how real-time analytics and data-driven table management can generate measurable revenue growth while enhancing player satisfaction and floor efficiency.

Casino Profile and Table Games Operations

Located in Central Michigan, Soaring Eagle Casino & Resort is a premier AAA Four Diamond gaming and hospitality destination. The property features 210,000 square feet of gaming, with over 4,000 slots and 50 table games, including blackjack, roulette, craps, and baccarat.

The Table Games team, led by Brent Jackson, Director of Table Games, and Cliff Russell, Senior Manager, implemented Tangam's TYM solution into daily operations and future planning processes. Monthly meetings with Tangam and table games managers focus on policy updates, procedural improvements, TYM usage, and balancing customer satisfaction with financial performance. These practices provide the foundation for data-driven operational and financial decisions.

Tangam Analytics to Identify Casino Revenue Optimization Opportunities

Using the pricing and performance analytics reporting from Tangam's Table Yield Management software, the team identified three distinct revenue optimization opportunities for the casino floor the focused on their Roulette operations:

1. Floor Layout Optimization

TYM analytics revealed that having Roulette tables spread across three separate pits created operational friction. Fragmentation made it difficult to consistently align staffing levels, pricing decisions, and table availability with player demand. TYM data quantified these inefficiencies and guided the decision to consolidate all Roulette tables into a single, centralized section of the main gaming floor.

This consolidation improved floor visibility, simplified staffing and supervision, and enabled more effective demand-driven pricing and table management, maximizing revenue opportunities.

2. Improved Player Segmentation Through Pricing Analysis

Analysis using TYM Performance, specifically the Pricing Strategy Report, revealed that average wagers remained largely unchanged across $5, $10, and $15 table minimums when the chip minimum was $1.

"One of the reports that we often use from Tangam's TYM system is the Pricing Strategy Report," said Brent Jackson. "This report allows selecting any time period and breaks down the percentage of time each game spends at each table minimum/price point, complete with a plethora of operational metrics."

The findings highlighted that chip minimums, rather than table minimums, were the primary driver of wager behavior, presenting an opportunity to better segment Roulette players. The casino transitioned from traditional table minimum pricing to a chip minimum approach, commonly used in Europe, Asia, and Australia. Posted minimums shifted from $5, $10, $15, and $25 to $1, $2, and $5, with a new $2 tier introduced.

"I have been skeptical for a long time of trying this approach. I simply did not believe that our Roulette players would accept an increase in the house edge despite a lower price," said Cliff Russell. "However, we realized that offering more than one house edge option, we gain the flexibility to provide more table minimum options, especially during peak times."

This approach improved player segmentation and table utilization, aligning pricing more closely with wagering behavior across segments.

3. Pricing Flexibility Without Performance Risk

The TYM analysis revealed that introducing higher house edge Roulette variants could allow lower effective price points for more price-sensitive players while preserving theoretical win. These variants subtly adjust payout structures while maintaining familiar game mechanics, allowing players to self-select based on comfort level. Value-oriented players gravitated to the lower-priced, higher house edge offering, while higher-value players continued to prefer the standard Roulette game.

"Roulette has variants that enable operators to cater to different customer segments. Higher house edge variants can be offered to price-sensitive customers at lower table minimums without sacrificing performance," said Victor Tanase, Director of Casino Operations Strategy at Tangam Systems.

This strategy enabled the casino to lower pricing where needed, protect overall yield, and enhance operational efficiency without negatively affecting occupancy or player satisfaction.

Performance and Financial Outcomes

The implementation of Tangam's TYM solution and the new operational strategies drove measurable improvements in both Roulette performance and overall table game profitability.

Roulette significantly outperformed all other games with a 7% increase in Drop and a 19% increase in Win, driven by an 11% increase in Hold%, year over year, measured over a 6-month period. The operational levers applied included a 15% increase in house edge and a new chip minimum strategy that reduced the number of chips on the layout by 33%.

	Drop	Win	Change in Hold %
Roulette	+7%	+19%	+11%
All Other Table Games	+3%	+2%	+1%

Key Takeaways

Soaring Eagle Casino & Resort's collaboration with Tangam demonstrates the transformative impact of TYM's predictive analytics, data-driven table management and real time pricing recommendations, all while elevating the guest experience.

Tangam's Table Yield Management software and Client Success services provide a proven pathway for casinos seeking to balance profitability, operational efficiency, and player engagement in competitive gaming markets.

About Soaring Eagle

SOARING EAGLE CASINO & RESORT

The Soaring Eagle Casino & Resort is the Midwest's premier AAA Four Diamond gaming and hospitality destination, located in the heart of Central Michigan.

This casino features 210,000 square feet of gaming with a wide variety of table games, the newest and most popular slot machines, a poker room and high-stakes bingo. Soaring Eagle Casino offers top-name national entertainment year-round, Luxurious AAA Four Diamond rated rooms, award-winning dining, and a full-service spa.

Dining includes Ruth's Chris Steakhouse, Siniikaung Bistro, Ascend Sportsbook and Lounge, Central Deli & Slice, Native Grind, Food District which offers Chicken Guy, Bubbakoo's Burritos, Ike's Love & Sandwiches and Bonanno's New York Pizza Kitchen.

More information is available by calling 1 (888) 732-4537 or visiting soaringeaglecasino.com

About Tangam

TANGAM SYSTEMS

Tangam Systems is the global leader in recommendation-driven gaming optimization software, trusted by casino gaming resorts to maximize profits in over 200 properties across 13 countries.

Tangam's award-winning flagship software, TYM, turns data into actions to optimize spread planning, game-mix, and dynamic management for table games. Tangam's Slot Optimization Platform, SODA, delivers unique insights to optimize slot floor-mix, settings and placement.

Merging decades of multidisciplinary experience in casino operations, artificial intelligence, software engineering, mathematics, and statistics, Tangam's patented algorithms and visualizations are backed by exceptional business and IT support.

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