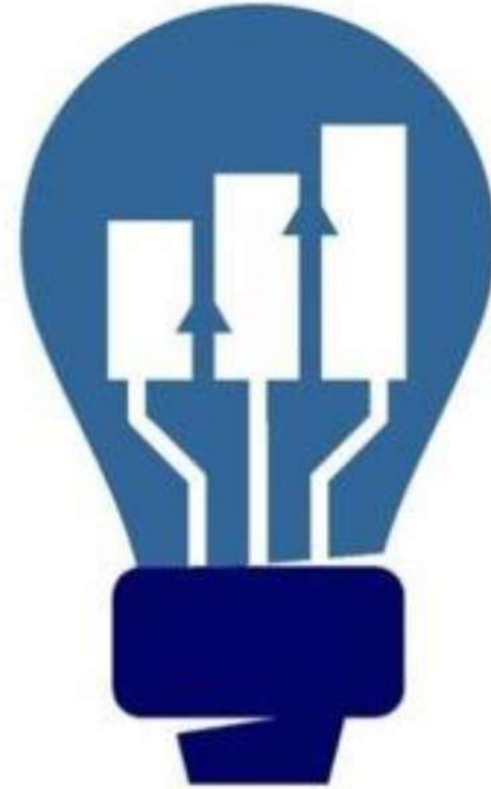




# StratEdge Solutions


Strategically Empowering You





# Introduction

A Native American-owned casino is a testament to the diverse and vibrant business landscape within indigenous communities. The casino offers a variety of attractions, including slot machines, a theater, travel classes, and stores. This integrated approach fosters economic prosperity, preserves cultural heritage, and enhances the overall well-being of the community.



# Initial Position



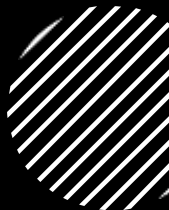
To help the casino generate 29 million for the hotel from its own profits, we will first assess its current situation and identify areas where it can improve its profitability. This will involve conducting a market analysis, reviewing financial statements, and talking to employees and customers.



Once we have identified areas for improvement, we will develop a plan to address them. This plan will include specific goals, timelines, and resources required to achieve each goal. We will also help the casino to set realistic goals and celebrate successes along the way.



# Current State



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Currently our aim is to increase the revenue of the hotel and casino by following ways ( Goal is 29M dollars)

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Enhancing the experience & gaming floor performance

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Track guest total worth

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Enable Real time data updates

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Customized software solutions

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Valuable player segementaion

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Improving digital marketing capabilities

# Our Mission

- **Expert guidance and advice to improve performance and revenue**
- **Customized and strategic solutions for casino clients**
- **Services range from market research and analysis to operational optimization and player experience enhancement**
- **Spot potential challenges and opportunities in client's business**
- **Provide ongoing support and guidance**
- **Provide evaluation and optimization to ensure continued success**
- **Provide customized dashboards for the player experience and for the client's specific needs**





# Potential Gaps



Lack of Data driven Approach



Limited Technology



Unable to implement strategies effectively



Lack of Optimization



Overestimating the demand for the hotel

# Questions

- What is the current financial state of each segment owned by the Casino?
- Technological changes takes time to reap their benefits, are owners willing to wait out ?
- Do we need to implement paths which have immediate monetary benefits?



# Next Steps ?

- Research about the casino business
- Look into related use cases
- To what extent use cases are apt
- To identify the current state of the business case industry(both technically and financially)
- To form a roadmap(yet to decide)





# Use Case 1: Create 'Total CLIENT' Guest Value

- The organization aims to better understand the value of each guest by capturing their total spend across all these assets.
- The goal of this use case is to create a comprehensive 'Total CLIENT' Guest Value profile that integrates data from various property assets, such as gaming, hotel, food & beverage, entertainment, and travel plazas.
- The objective is to enhance guest experiences and drive strategic reinvestment decisions based on a holistic view of each guest's value.

# Path to Reach Future State using Case 1

- **360-Degree Guest Profiles:** Create comprehensive guest profiles integrating both gaming and non-gaming spend data for informed reinvestment decisions.
- **Personalized Guest Experiences:** Leverage guest data to customize services and offerings to individual preferences, enhancing guest satisfaction.
- **Data Accessibility and Training:** Ensure all CLIENT employees have easy access to "Total CLIENT Guest" metrics and provide training to utilize the data effectively for consistent decision-making.
- Organize corporate or business events, there might be a chance that they can be recurring clients.

# Use Case 2: Optimize Hotel Yield Management

- The organization currently faces challenges with suboptimal allocation of hotel rooms and a lack of correlation between guest behavior and hotel stays.
- The objective is to implement data analytics and correlation models to optimize the allocation of hotel rooms, leading to enhanced revenue opportunities and guest satisfaction.
- This use case aims to make data a key driver in hotel yield management, ensuring the most efficient and profitable use of hotel resources.

# Path

- **Leverage Guest Segmentation:** Identify and target preferred guest segments for customized promotions, encouraging more hotel stays and frequent gaming play.
- **Dynamic Room Pricing:** Implement predictive analysis to adjust room pricing by day for upgraded room types, actively promoting these upgrades throughout the guest experience.
- **Data Integration:** Establish a seamless connection between hotel and gaming data to comprehensively understand how gaming habits are influenced by hotel activities, accounting for multiple occupancies and room reservations per player reservation.

# Use Cases 13: Enhance and Enforce Centralized Decision Making

- Currently, the organization faces challenges with fragmented decision-making structures, leading to inconsistent outcomes and a lack of sharing best practices.
- The aim is to establish a centralized decision-making model that promotes collaboration and consistency, enabling the organization to adapt more effectively to market changes, share best practices, and achieve operational efficiencies.

# Path to Enhanced Centralized Decision-Making

- **Standardized Reporting:**
  - Implement automated reporting tools and dashboards.
  - Establish a centralized reporting framework.
- **Real-Time Access and Insights:**
  - Invest in real-time data analytics and visualization tools.
  - Encourage a culture of data-driven, real-time decision-making.
- **Robust Data Governance:**
  - Develop comprehensive data governance policies and procedures.

**Empower Proactive Decisions:** Equip decision-makers with advanced analytics, data management, and interactive dashboards, enabling them to proactively act on key operating information rather than reacting to situations

Revenue and Customer Overview - Q1 2016



# References

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