**MARKETING & CRM ASSIGNMENT**

**SLOTS, TABLES AND ALL THAT JAZZ: MGM GRAND HOTEL**

**INSTRUCTIONS AND QUESTIONS FOR THE ASSIGNMENT**

1. Read the case carefully.
2. Data set includes one MS-Excel workbook with four sheets. Data is provided for the casino in the sheet “mgm\_cleaned” and data for hotel is provided in “hotel\_cleaned” sheet.
3. Step 1: Remove all lines without “Player ID” from both the sheets (especially hotel sheet).
4. Step2: Net earnings for the casino are calculated as “Total Theo” less “Comp”.
5. Step 3: To calculate net earnings from hotel stay, calculate individual earnings from “Room”, “Others”, “FNB” – Food & Beverages, “Entertainment” and “Retail”. First calculate revenue from each of the categories in hotel sheet by adding respective “credit” and “debit” cells provided in the sheet. After calculating revenue, use the table provided below to calculate earnings of each of the categories. Total earnings of all categories to arrive at earnings from hotel stay.

**Question 1:** Create customer segments based on profitability by adding up earnings from casino and hotel stay. Arrive at a basis for creating customer segments based on your views.

**Question 2:** What is the proportion of earnings from hotel stay as a % over total earnings (casino + hotel)? Please calculate the same customer segment wise. Suggest ways to improve the earnings from hotel business.

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| **Category** | **Profit %** |
| Room | **20%** |
| FNB | **28%** |
| Entertainment | **50%** |
| Retail | **25%** |
| Others | **20%** |
| Table Game | **25%** |
| Slot Machine | **10%** |