1. How the non-gaming leisure and entertainment business could be exploited independently and profitably.
2. Non-gaming activities at the MGM Grad were highly profitable enterprises, Customers were not fully understood. Not better segmentation of Customers in Non-Gaming activities.
3. How the non-gaming customer profitability could be better captured.
4. How much of profitability in non-gaming sectors was driven by gamblers, and their families, by non-gaming customer segment.
5. Could the Comps provided to Gaming customers to improve profitability could be applied to non-gaming customers.
6. 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.
   1. For now, Customer Segment is only available for Casino/Gaming Customers.
   2. Running RFM Analysis for Segmentation
   3. Bucketing rules
      1. Recent
      2. Freequent
      3. Monitory
7. 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