

How Small to Mid-Sized Tribal Properties Can Leverage Data Analytics

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How Small to Mid-Sized Tribal Properties Can Leverage Data Analytics

- Key Goals based on size of property
- Ways to get what you need out of your existing system
- How to use existing resources to answer your data questions and goals



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- According to a Gartner report done in 2016, some 70 percent of marketers expect the majority of their marketing decisions to be powered by data in 2017
- When posed the question, 66% of marketers ranked themselves at intermediate level or below

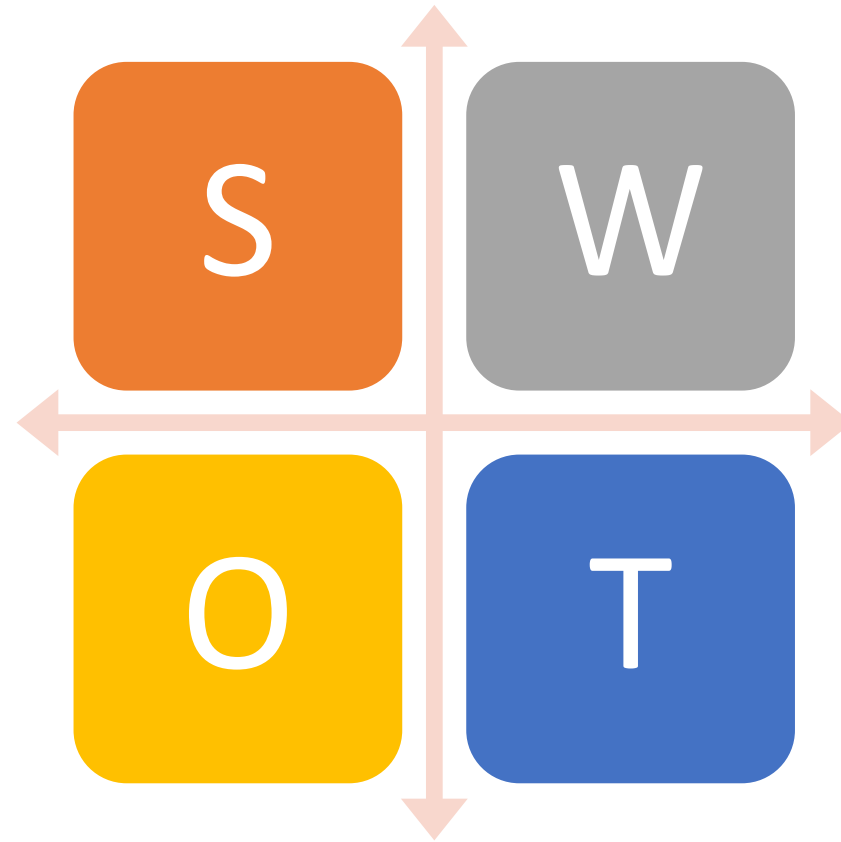


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So what
do you
do
about
it?



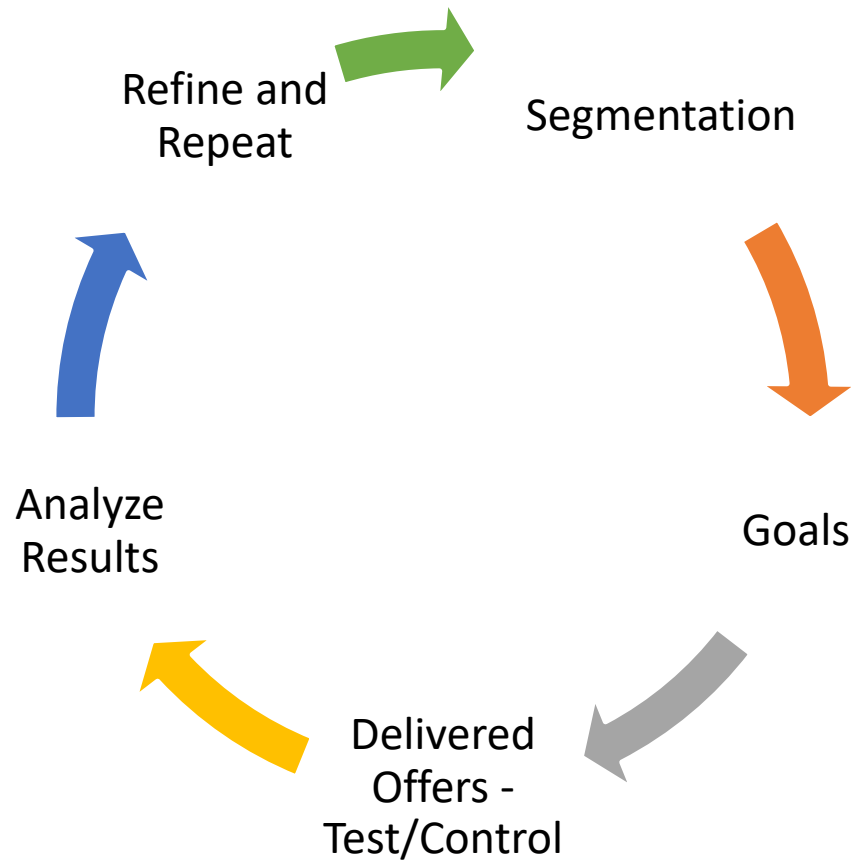
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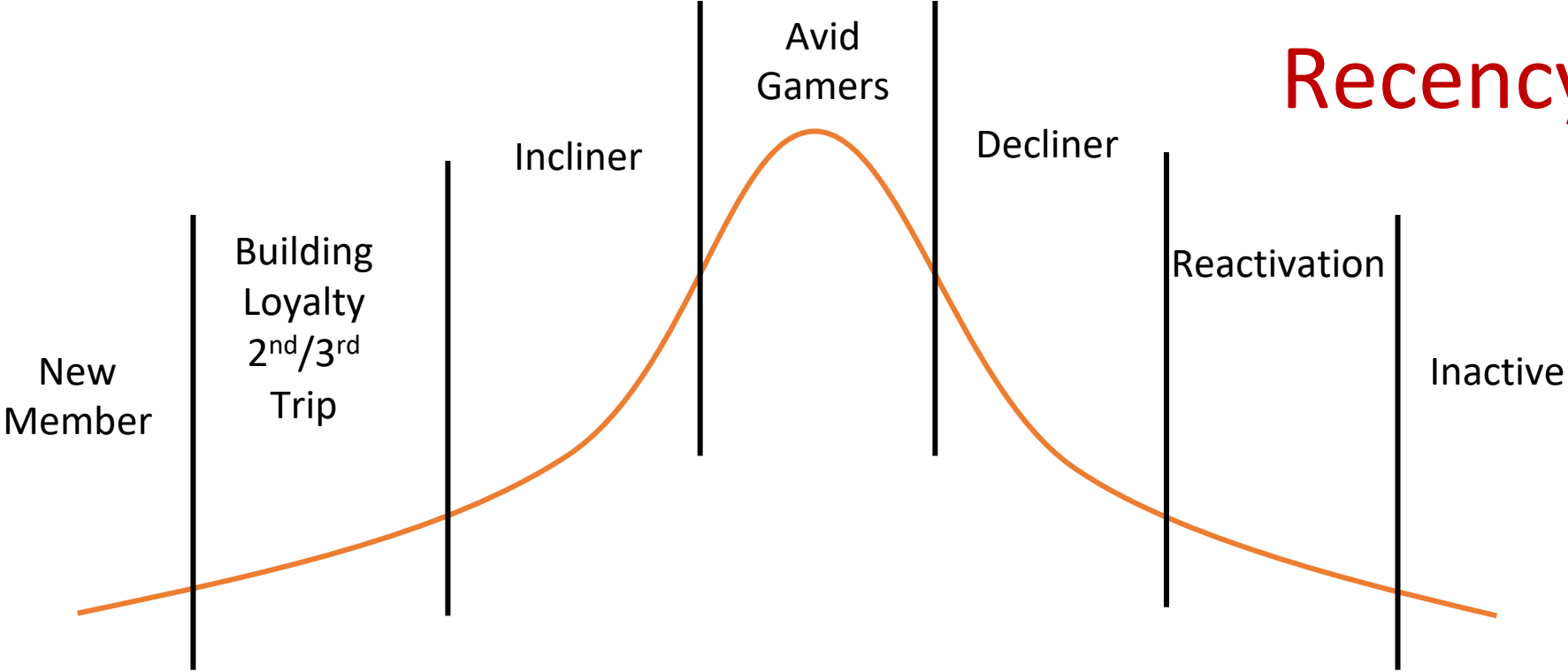


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**CRAWL:
Profitable
Marketing
Model**

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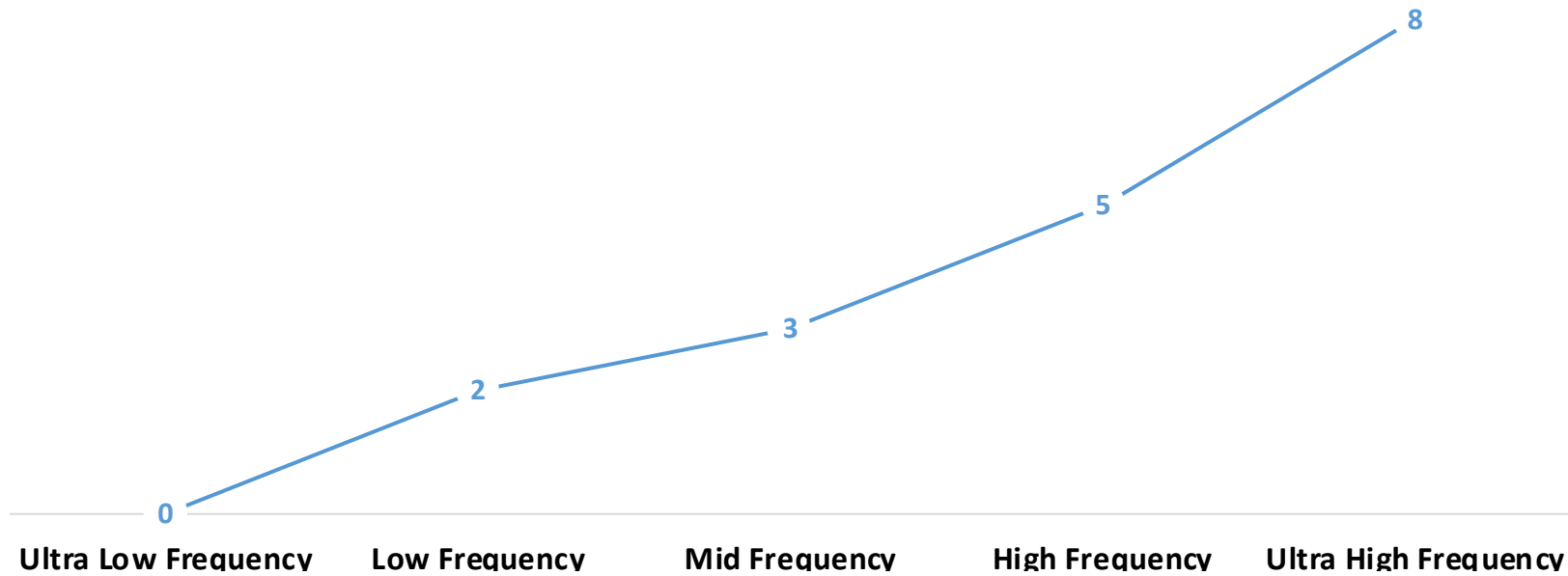


WALK: Recency Model



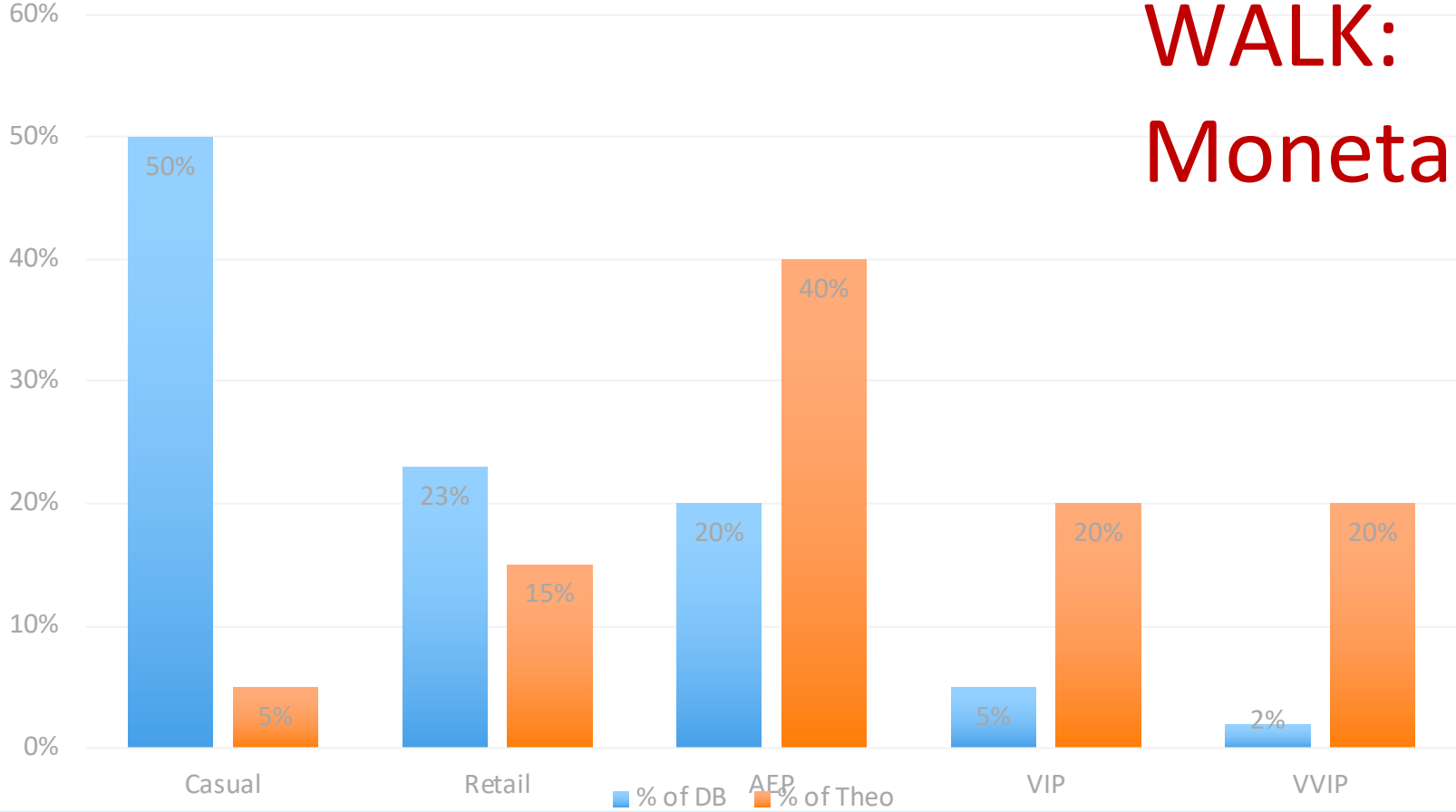
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WALK: Frequency Model

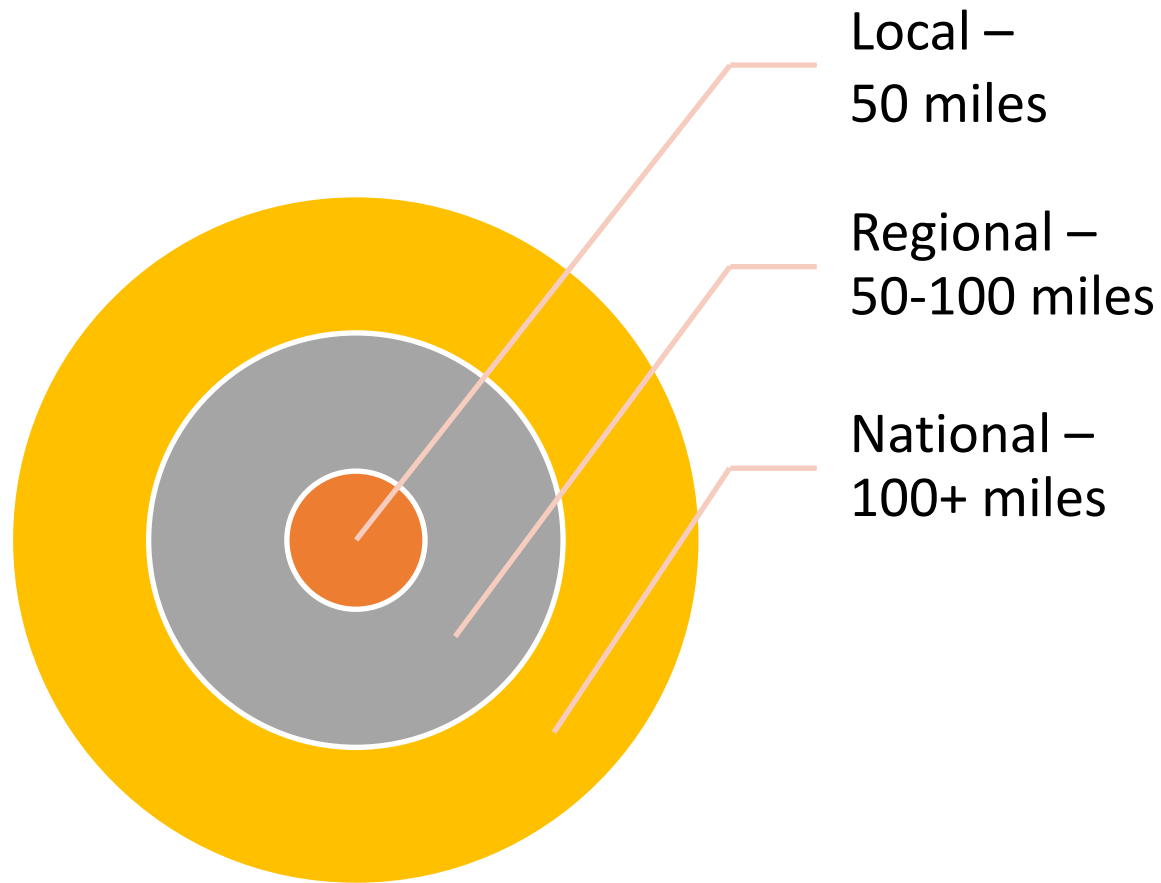


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WALK:
Monetary Model



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WALK:
Locality Model

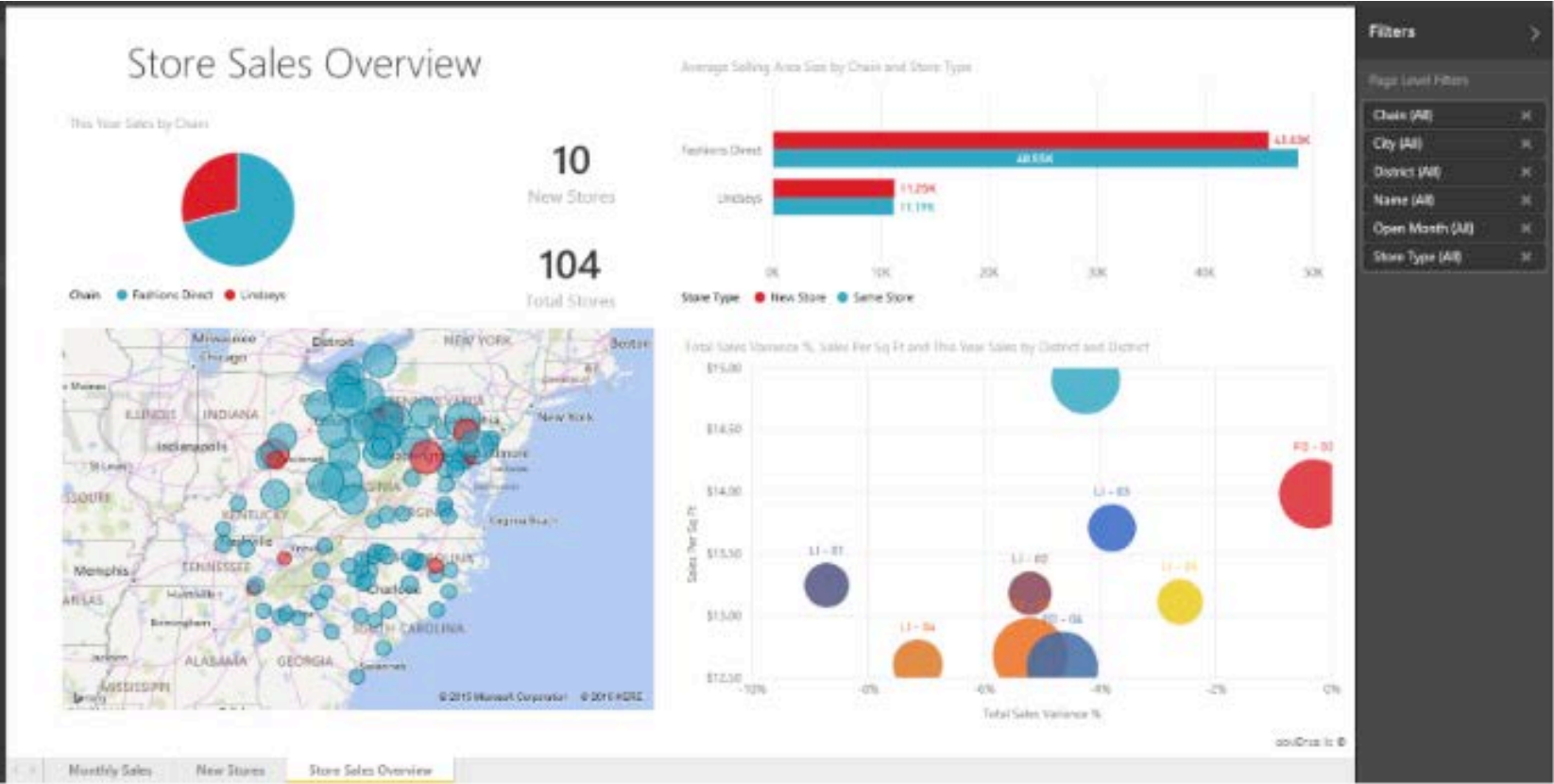
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- Reports that show data trends
- Reviewing your Test and Control results for behavior change
- Using trends to understand and manage reinvestment
- See how your growth is pacing with the market

RUN:
**Visualization &
Dashboards**



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RUN:
Visualization/
Dashboards



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- Key goals based on size of property
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How Small to Mid-Sized Tribal Properties Can Leverage Data Analytics

What are your options?



People



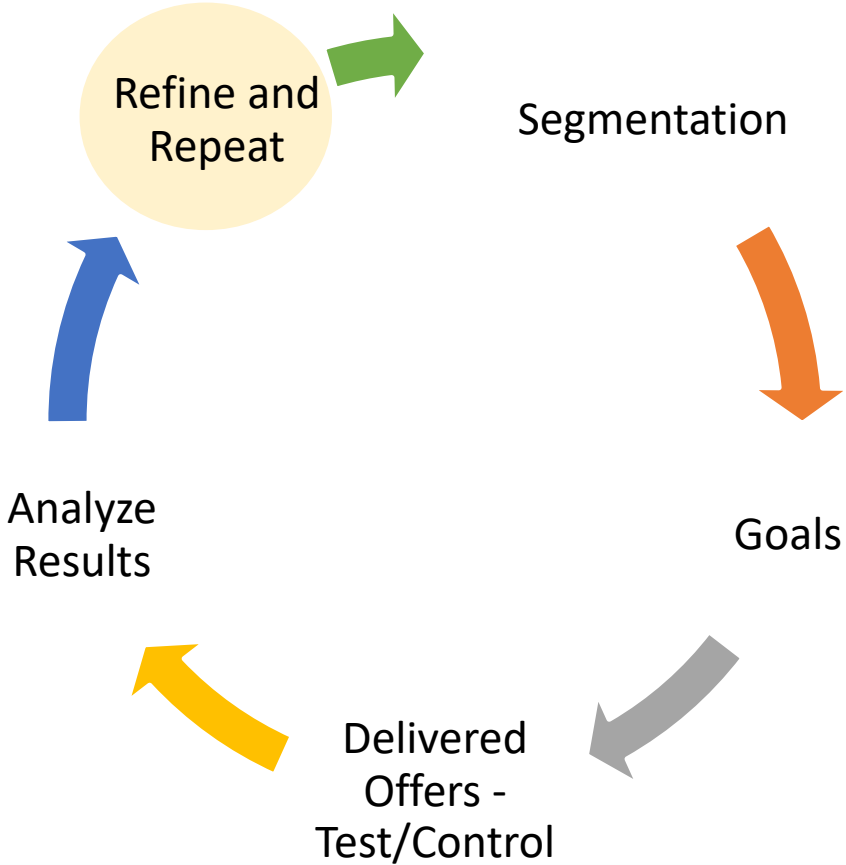
Software



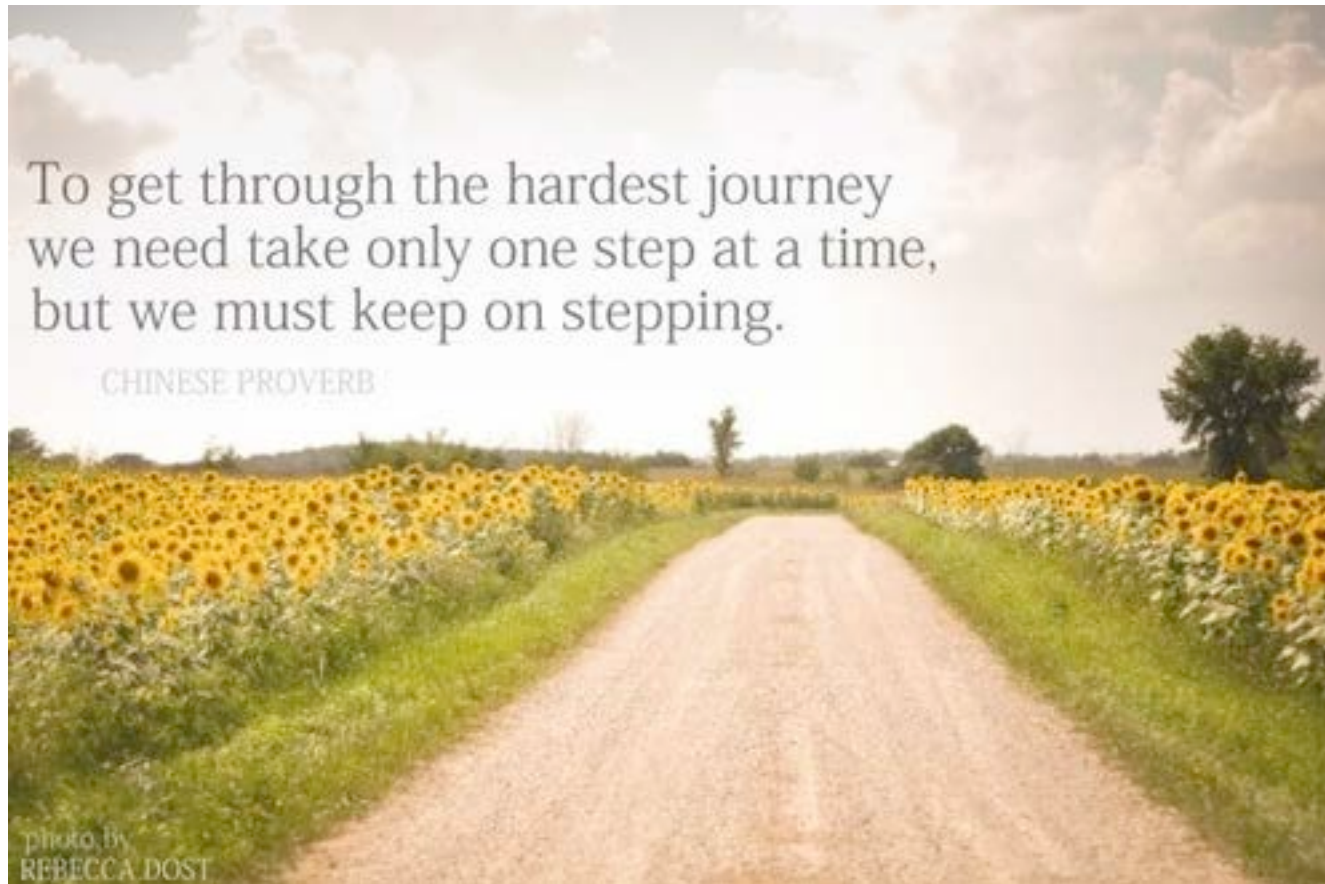
Money



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Thank you for attending!

For a copy of this presentation or to learn more about Lynette and the data analytics support she provides casino clients, email Amy Hergenrother, Raving VP of Client Services, amy@ravingconsulting.com.

