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RAVING EXPANDS DATA ANALYTICS TEAM: INTRODUCING MICHAEL MINNIEAR

Reno, Nevada – As the gaming and hospitality industry relies more and more on data-based decision-making, Raving has been on the search to add to our data analytics team. We're thrilled to say that Michael Minniear has joined us as a Raving Partner.



You'd think talking to this super-smart guy with a degree in Aeronautical Engineering from Cal Poly, San Luis Obispo, on topics such as data analytics technologies, artificial intelligence or big data would be difficult or unrelatable, but it's quite the contrary. Michael has a delightful way of communicating how the answers to our questions always lie within the data we already have. Our clients tell us he makes the most complicated seem simple, and his enthusiasm is contagious. Who knew that spreadsheets and numbers could be, well, so fascinating? Meet Michael!

Raving CEO Deana Scott added, "Where most organizations struggle with data is that they don't have access to the right information when they need it. When they finally get all those spreadsheets, analyzing and acting on that data to make strategic business decisions can be overwhelming. This is where the Raving Analytics team comes in. Michael's forward-thinking approach and hands-on experience as an operator is a huge asset to our team. He has the know-how to help clients apply data science to enhance performance on their gaming floor or to increase profitability – say on their promotions – and to positively impact all departments."

Michael's passionate about all things data, and readers can look forward to reading analytics articles focused on business development strategies, slot yield solutions, forecasting, service optimization, and marketing at betravingknows.com. Before becoming a Raving Partner, Michael worked to advance data analytic strategies at Pechanga Resort and Casino in Temecula for over 10 years.

Minniear, "I'm very excited and honored to be joining the Raving team. Not only am I a big fan of Deana and the entire Raving team, I also love that we share a common passion and vision to provide tremendous value to casino operators of all shapes and sizes. It is a big passion of mine to drive innovation and data capabilities in the gaming industry, and

Raving's diverse client base and drive for sharing insights and knowledge are a perfect match for a lofty dreamer like myself!

To find out more about Raving's Data Analytics Programs and Services or about this press release, please contact Christine Faria, VP Marketing, Raving, 775-329-7864, chris@betravingknows.com.

About Raving

Raving is a full-service, Native-owned, casino and hospitality company that has worked with clients globally since 1998. The company partners with Tribal casinos and gaming companies worldwide to strategically improve overall operations and profitability. Additionally, Raving produces numerous educational publications and conferences including *Tribal Gaming and Hospitality Magazine* and Raving NEXT: Indian Gaming Analytics & Marketing Conference.