

**Digging Deeper: Database Mining that Impacts
Operations, Marketing & Customer Experience**
Wednesday, May 17, 2017
11:00-12:00
Venetian Macao

The Macao gaming market, as well as many other markets in the Asian gaming landscape, has experienced a mix of both rapid growth and strong headwinds in the past few years. At a global level, an increasingly competitive environment demands solutions for larger market shares, broader scope of offerings, more revenue streams and larger client bases. Operators have realized the essential mandate to “dig deeper” into the client database in response to this intense competition; looking for marketing and operational strategies to leverage existing customer relationships, unlock invaluable business insights, and realize potential revenues and profits.

Data science is a powerful tool that can provide actionable insights into bricks-and-mortar operations, digital marketing and interactive gaming spaces. This panel of experts will discuss how data analytics can support a variety of functional areas individually, and explore how data science can serve as the common thread that links these functions in the future to provide a truly integrated experience for guests.

Moderator:

- **Michael Vanaskie**, Director of Operations Planning, mvanaskie@theinnovationgroup.com

Panelists:

- **Sudhir Kale**, CEO and Founder, GamePlan Consultants, skale@gameplanconsultants.com
- **Dex Tan**, Director of Gaming Optimization & Marketing Analytics, Marina Bay Sands, CheeChiew.Tan@MarinaBaySands.com
- **Jeba Kingsley**, Vice President of Gaming, Scientific Games, Jeba.Kingsley@scientificgames.com
- **Dr. Subhash Challa**, CEO and Founder, SenSen Networks, subhash@sensennetworks.com