



For Immediate Release

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## **M²G Analytics Completes Successful Implementation of Casino Database Analytics Module at Fitzgerald’s Tunica**

M²G Analytics, a specialized business intelligence, data analytics & visualization SaaS provider, has successfully completed installation of **Casino Database Analytics (CDA)** at Fitzgerald’s Tunica. CDA is the first module in a comprehensive suite of artificial intelligence products designed to optimize performance for the global casino industry.

“CDA is a sophisticated player & host development tool that brings accountability to the host & player development process,” said Cory Morowitz, M²G Analytics Managing Partner. “It does so by providing management with real-time, actionable intelligence and alerts designed to optimize promotional allowances, measure customer loyalty, and identify problem and/or “under-valued” players (as well as non-hosted players in-need-of-attention) in order to drive customer profitability. CDA incorporates powerful proprietary algorithms and machine learning to quantify customer defection probability and lifetime value on an ongoing basis.”

“The M²G team has worked tirelessly to exceed expectations, deliver an easy-to-use yet cutting-edge solution, and has provided unparalleled service,” said Rick Casagrande, VP of Marketing at Fitzgerald’s Tunica. “The practical experience of the M²G team and their understanding of the gaming industry have been invaluable. We are already seeing solid returns and expect impressive results moving forward.”

M²G is a collaboration of GGH Morowitz, a leading global gaming industry consultancy and advisor, and Magnifact, a leader in data visualization and machine learning solutions.

“CDA is powered by our feature-rich, proprietary MagniVizion® visualization platform,” said Krish V. Krishnan, M²G’s Chief Technology Officer and Founder & CEO of Magnifact. “We are excited about leveraging the power of deep machine learning technologies in our solutions to intelligently empower our clients to make crucial and cost-effective business decisions.”

“CDA is designed for ease-of-use to provide immediate results and empower and align casino owners, investors, and management.” said Michael Kim, GGH Morowitz Co-Managing Partner. “Our solutions are extremely user-friendly, require minimal training, and eliminate need for “super-users” or expensive new hardware. CDA delivers maximum impact for minimum cost.”

In addition to CDA, M<sup>2</sup>G Analytics recently released its second module – **MoodAnalyzer**, a revolutionary, patent-pending, natural language processing-based customer sentiment analysis solution.

To learn more, please contact Cory Morowitz, M2G Managing Partner, at [cmorowitz@m2ganalytics.com](mailto:cmorowitz@m2ganalytics.com), or (609) 652-6472, or visit [www.m2ganalytics.com](http://www.m2ganalytics.com).