M²G Analytics

M²G Hotel Bookings Forecasting Module Now Available for Casino Database Analytics

M²G Analytics, a specialized business intelligence, data analytics & visualization SaaS provider, recently released its latest **hotel bookings forecasting module and management dashboard** as part of the continued build-out of its **Casino Database Analytics (CDA) product.** CDA is the first component of M²G's comprehensive suite of artificial intelligence (AI) products designed to optimize performance for the global casino industry.
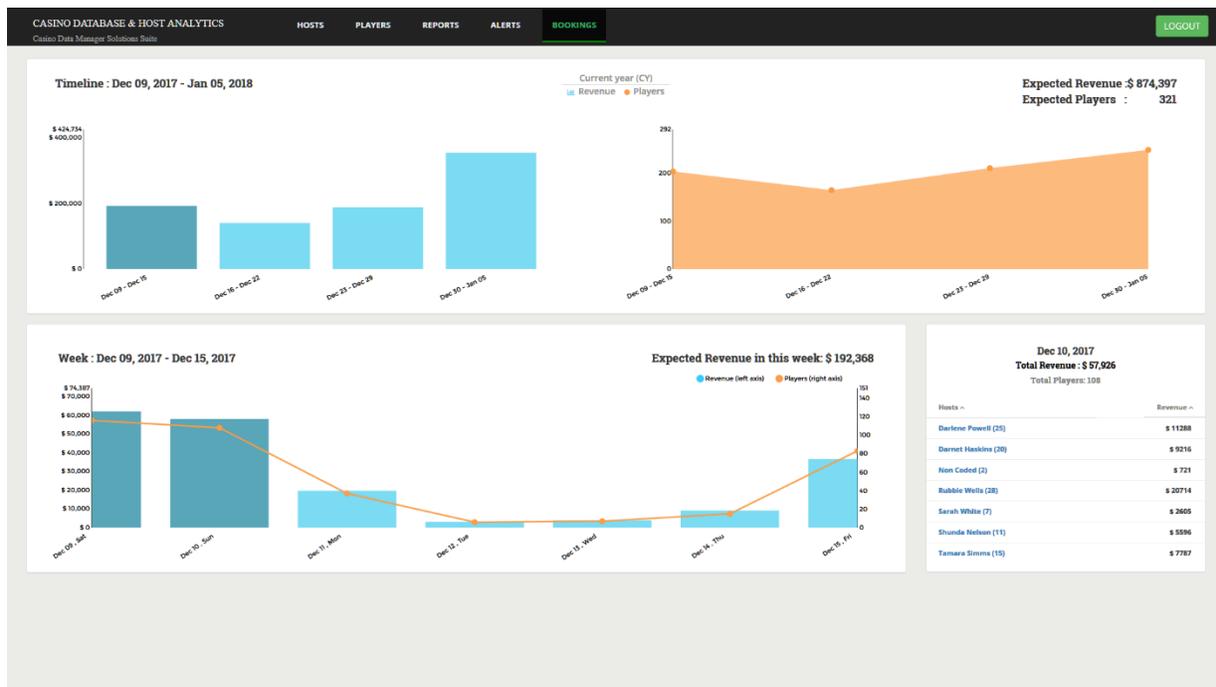
"Our new hotel bookings forecasting module was developed as a result of our observed needs and customers' requests for a real-time view of potential gamer yield derived from forward hotel bookings." said Cory Morowitz, M²G Managing Partner. "This dashboard allows management to quickly analyze projected gaming yield attributable to forward bookings, compare to prior years, and make informed, critical decisions. Such decisions enable a casino to better yield

available rooms – either for greater gaming volume, customer retention, or sale of additional rooms for cash."

This module also creates additional player development accountability by allowing management to view in real-time forecasted gaming yield derived from comped rooms attributable to individual hosts.

"On the technology side, this module continues to demonstrate the power of our platform to pull data from multiple disparate systems, in this case the lodging management system (LMS)," added Krish V. Krishnan, M^{2}G's Chief Technology Officer. "It also integrates this data with other data derived from the core GMS platform to present our customers with one unified and reconciled dashboard with actionable business intelligence, thus making it an exceptionally valuable business tool."

M^{2}G 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.

To learn more, please contact: Cory Morowitz, M^{2}G Managing Partner at cmorowitz@m2ganalytics.com or (609) 652-6472. Also, visit us at www.m2ganalytics.com.