



The Predictive Casino: Making the Integrated Resort Smart (Paperback)

By MR Andrew W Pearson

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Predictive Casino is a casino that utilizes the latest technological developments to connect with its customers to deliver an exceptional personalized experience that will keep them coming back. Today, technology such as AI, Machine Learning, Augmented Reality, facial recognition, IoT, Real-time stream processing, social media, and wearables are altering the Customer Experience (CX) landscape and casino operators need to jump aboard this fast moving technology or run the risk of being left out in the cold. The Predictive Casino reveals how these and other technologies can help shape the customer journey as well as provide insights into every facet of the business. The book details how the five types of analytics-descriptive, diagnostic, predictive, prescriptive, and edge analytics-affect not only the customer journey, but also just about every department in a casino operation. Facial recognition technology can spot a customer stepping onto a casino bus at the Macau/China border and that can set off alerts which will notify the necessary departments, where that is a host on the floor, a restaurant manager, a dealer, or even the hotel's GM...



READ ONLINE
[7.09 MB]

Reviews

This book is really gripping and interesting. Of course, it is actually perform, still an interesting and amazing literature. You will not truly feel monotony at whenever you want of your time (that's what catalogues are for concerning when you request me).

-- **Claud Schaden**

This pdf can be worth a read through, and a lot better than other. I really could comprehend everything using this written e book. I am just pleased to explain how this is actually the very best book i have read through in my individual lifestyle and can be the very best publication for actually.

-- **Jaclyn Price**

Related Books



No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Do You Have NO Friends ? Are you tired of not having any friend and being lonely all the time...



The Official eBay Guide: To Buying, Selling and Collecting Just About Everything

Simon & Schuster Ltd. Paperback. Book Condition: new. BRAND NEW, The Official eBay Guide: To Buying, Selling and Collecting Just About Everything, Laura Fisher Kaiser, Michael Kaiser, Omidyar, Pierre, HAPPY HUNTING(TM) ON eBay Aunt Fannie's cameo pin collection.the cartoon-character lunch boxes you...



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselues By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible...



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselues By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible only...



Kid Toc: Where Learning from Kids Is Fun!

Createspace, United States, 2012. Paperback. Book Condition: New. Hanne Simone Larsen (illustrator). 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****. Where learning to read from kids is fun! - FREE Videos - with kids -...



Where Is My Mommy?: Children s Book

Createspace, United States, 2013. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.This children s book is wonderfully illustrated. It has an awesome plot to draw the reader into the story. This...