The Analytic Hospitality Executive: Implementing Data Analytics in Hotels and Casinos
Kelly A. McGuire, Dexter E. Wood Jr. (Foreword by)

E-Book  978-1-119-22492-1  August 2016  £26.99
Hardcover  978-1-119-12998-1  October 2016  £34.99
O-Book  978-1-119-16230-8  September 2016  Available on Wiley Online Library

DESCRIPTION

Targeted analytics to address the unique opportunities in hospitality and gaming

The Analytic Hospitality Executive helps decision makers understand big data and how it can drive value in the industry. Written by a leading business analytics expert who specializes in hospitality and travel, this book draws a direct link between big data and hospitality, and shows you how to incorporate analytics into your strategic management initiative. You'll learn which data types are critical, how to identify productive data sources, and how to integrate analytics into multiple business processes to create an overall analytic culture that turns information into insight. The discussion includes the tools and tips that help make it happen, and points you toward the specific places in your business that could benefit from advanced analytics. The hospitality and gaming industry has unique needs and opportunities, and this book's targeted guidance provides a roadmap to big data benefits.

Like most industries, the hospitality and gaming industry is experiencing a rapid increase in data volume, variety, and velocity. This book shows you how to corral this growing current, and channel it into productive avenues that drive better business.

• Understand big data and analytics
• Incorporate analytics into existing business processes
• Identify the most valuable data sources
• Create a strategic analytic culture that drives value
Although the industry is just beginning to recognize the value of big data, it's important to get up to speed quickly or risk losing out on benefits that could drive business to greater heights. *The Analytic Hospitality Executive* provides a targeted game plan from an expert on the inside, so you can start making your data work for you.

---

**ABOUT THE AUTHOR**

**KELLY A. M CGUIRE, PHD** is senior vice president, revenue management and direct marketing for MGM Resorts International, where she is responsible for driving profitable room revenue for MGM Resorts International’s Las Vegas resorts. Prior to this role, she was Vice President, Advanced Analytics for Wyndham Destination Network. She led a team of data scientists and developers who build custom analytic solutions for Wyndham Vacation Rental's companies and the RCI time-share exchange. Prior to joining Wyndham, she led SAS's Hospitality and Travel Global Practice, setting the global analytics strategy for these industries, and supporting engagements around the world.

---

**SERIES**

Wiley and SAS Business Series

To purchase this product, please visit [https://www.wiley.com/en-gb/9781119224921](https://www.wiley.com/en-gb/9781119224921)