
2018 U.S. Information Technology Collegiate Conference

Microsoft Office Solutions Competition

Do not put your name(s) or your school's name on anything that you submit. Doing so will result in disqualification of your team.

The only identifying information you should use is your team number.

Problem Statement: Hollywood Casino New Game Implementation Project

Your team been tasked to finish a targeted casino player direct mail campaign AND work on a new project for the Gaming Operations Department. The Director of Marketing has proposed a new game to be incorporated into the Casino's present selection of games of chance. According to the marketing results collected on the new game, this game will create a tremendous revenue stream for the casino. Like the slot machines, this game requires no learning curve for the guest to be instantly involved in the action of the game and generate a new buzz for the casino!

Your team has been challenged to do the analysis in order to implement the new game. You will need to accomplish a few things to support these functional areas within Casino Management.

- **Marketing** – Create an advertising campaign giving former customers in the casino's Tri-State primary target market of Texas, Oklahoma and Louisiana information and incentives about the new game so as to make them want to come back ASAP but to minimize costs – we ONLY want to send this promotion out to players that have visited the casino 6 or more times.
- **Gaming Operations** – Showcase your Analysis, Findings and Recommendations of the Current, Initially Proposed and Casino Expansion Proposal Tripling the size of the casino for decision making.

Initial Data File Inventory: (3 files)

1. AnnualRevenue.txt
2. PlayerData.xls
3. AdvLetter.doc
4. HollywoodCasinoLogo.jpg

Deliverables: (6 files in all *with appropriate content* for maximum chances to score the win)

1. TeamNN_Players.mdb or accdb DB #1
2. TeamNN_AdvLetter.doc or docx Word #1
3. TeamNN_LettersToMail.doc or docx Word #2
4. TeamNN_GamingAnalysis.xls or .xlsx Excel #1
5. TeamNN_CurrentOpsStatus.ppt or pptx PPT #1
6. TeamNN_GamingAnalysis.doc or docx Word #3

The next few pages detail out steps, expectations and objectives and you will be using your Microsoft Office skills to complete ALL components of the project. It may look long and there are many things to do but remember, this is a contest and we are seeking out the team that truly knows their stuff and rises to the top of the heap!

General Hints & Facts: Make it pretty and impressive! Excel: titles & headers, 1x1 printed pages, named tabs, titled charts with legends and data tables and so forth. For Excel – clearly name/label EACH tab for its content.

- General Facts:
 - a. All games run for three employee shifts per day 7 days a week
 - b. Taxes are 48% of net profit
 - c. Goal: generate 30% or more profit margin as a percent of revenue for each type of game

III. Gaming Operations Analysis (Excel #1) *Do as MUCH as you CAN but watch your Time!

- a. Create a blank Excel Workbook then import the “**Winnings by State**” query data and create a chart that best showcases this data for a later report and name all tab(s) appropriately
- b. Conduct a preliminary analyses or model to determine the most profitable layout for the casino. You have been provided with a tab-delimited text file called **AnnualRevenue.txt** containing monthly revenues for every game in the casino. Using this data, prepare a summary and an appropriate chart (on a separate tab) that showcases the number of games, YTD total revenue and YTD average revenue by game type that best shows the data and then graph/chart it to best showcase ALL the data.
- c. Next, we are going to do an analysis of the CURRENT casino showcasing projected annual income, expenses and profit margin by game given the current configuration of the casino. Create a tab called **CURRENT** that showcases these figures by type of game and totals PLUS create an appropriate chart!
 - Total square feet required
 - Total estimated revenue using average revenue by game time previously calculated
 - Total expenses broken down/separated between Direct and Indirect
 - Estimated net profit before taxes
 - Estimated Taxes
 - Estimated net profit after taxes
 - An Estimated profit margin percentage highlighting the ones that are at or higher than the company’s goal of 30%.

Game Type	Sq. Ft. / Game	#Employees / Game	Annual License Fee / Game
Black Jack	60	1	\$100
Craps	104	2	\$100
Roulette	104	1	\$250
Slot Machine	10	1 per every 5	\$500

- d. Next, create a new model/analysis sheet focusing on the PROPOSED casino configuration incorporating the new game into the casino floor using the CURRENT data as a starting point. Your charge is to ADD the new game into the calculations using the data below along with the fact that management wants to add at least 5 of these new games so START with this initial number.

Game Type	Sq. Ft. / Game	#Employees / Game	Annual License Fee / Game	Target # Of new Games
New Game	85	1 per every 2	\$150	5

- e. Use the results contained in the PROPOSED analysis sheets with Charts/Graphs & Sq. Ft. Analysis!
 1. The new game is expected to make a 40% return after taxes so you need to determine what Gross Revenue must be generated to attain this return rate. Seek the value for Estimated Annual Revenue / Game so as to achieve a 40% margin (or coming as close as possible). Hint: you may have to initially seed or value some cells with temporary values. Label this content **PROPOSED-R1**
 2. Next, Casino Management is exploring TRIPLING the size of the casino in terms of maximum square footage allocated to gaming devices (use 3,000*3). Given this and using PROPOSED-R1 as a baseline, determine the OPTIMAL # of games per game type (**0 or more**) while maximizing Net Profit after taxes just to satisfy the CEO’s curiosity for this expansion idea. Label this content **PROPOSED-R2 and show ALL your work and calculations/results/impact!**
- f. Save your workbook as **TeamNN_GamingAnalysis.xls or.xlsx**

IV. Current Casino Operations Presentation for Management (PPT #1)

- a. Create an awesome powerpoint presentation slide deck which Summarizes and Highlights the results of your efforts and findings grouped in some logical manner
- b. **NOTE:** for this status report – EXCLUDE any of the casino floor/new game analysis saving that for the next report.
- c. Share some statistics or your findings that you feel that top management may either want or find valuable/interesting for this rush project that you and your team stepped up for and took on.
- d. Make sure that all facts, figures, statistics and charts are clearly labeled/well documented so as to not cause any confusion or false conclusions
- e. Save your file as: **TeamNN_CurrentOpsStatus.ppt or pptx**

V. Gaming Analysis & Recommendations Report (Word #3)

- a. Create a Word file with cover sheet, headers & footers of your choosing for your this Report and watermark every page in the report with the phrase “Confidential”
- b. Note: the focus of this report is ONLY the current/proposed game analysis efforts in Excel
- c. Divide the main content of your analysis document into these 3 parts:
 - i. Current Casino Gaming Operations and statistics
 - ii. Initial Proposed Game Makeup with the New Game showcasing:
 - Currently, the floor space allocated to casino gaming is 3,000 square feet
 - The lease for a food outlet space is not being renewed and represents 200 square feet of space specifically for the new gaming devices (New Game)
 - Discuss the amount of space required for the targeted number of new gaming devices .vs. how many will fit if there is not enough room to support this goal
 - iii. Proposed Game Makeup with the New Game in a Tripled Casino floor space (3,000*3)
 - Discuss the technique you used to determine the optimal number of games given the limitations you were given/had to use
 - Showcase the number of games on the casino floor (Original/Currently is .vs. Optimal with the new game and the tripled casino capacity) and any key outcomes and net differences by game type
 - Discuss the impact of the optimized and tripled square footage configuration in terms of the quantity and variety of games currently provided .vs. this optimal configuration to the most important individuals to our casino gaming operations – our players
 - Make your recommendation as being for or against this optimal configuration in the tripled gaming space based on your experiences having been a long-time employee and past Player VIP host!
- d. For EACH of the sections above – include these items (text, figures, charts....)
 - i. Key statistics/facts/figures per game
 - ii. Showcase the games that meet or exceed the companies 30% profit margin .vs. fall below
 - iii. Comment on the casino floor square footage available/dedicated to gaming devices with regard to capacity .vs. utilization
- e. Save the file as **TeamNN_GamingAnalysis.doc or docx.**

VI. CELEBRATE: Submit ALL your FILES to the contest solution site as instructed!