

KASSAI TECH

Data Analytics & BI Solutions · Revenue, Retention & Smarter Decisions
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Kassai Tech transforms raw data into actionable intelligence, helping businesses in gaming, hospitality, retail, and sports make smarter decisions through analytics, BI reporting, and data-driven marketing strategy. Below are three projects engagements showcasing the breadth and depth of our analytical work.

PROJECT 01: CASINO ANALYTICS & DATABASE MARKETING

Full House Resorts / Chamonix Casino Hotel

NASDAQ: FLL · Las Vegas, NV · Gaming & Hospitality

Full House Resorts is a publicly traded U.S. casino and hospitality company operating gaming properties across regional markets, including Bronco Billy's Casino and Chamonix Casino Hotel in Cripple Creek, Colorado. Kassai Tech provides ongoing analytics and database marketing support to drive player engagement and marketing efficiency.

KASSAI TECH DELIVERS:

- ▶ Player behavior & revenue trend analysis
- ▶ Offer & campaign performance analysis
- ▶ Monthly marketing offer management
- ▶ Data pipeline & report standardization
- ▶ Database segmentation & targeting
- ▶ KPI dashboards for decision-makers

PROJECT 02: INDEPENDENT BUSINESS DATA MARKETING

Açaí Carioca

Brazilian-Inspired Café · Pacific Beach & Point Loma, San Diego, CA

Açaí Carioca is a Brazilian-inspired açai café focused on high-quality bowls, smoothies, and fresh ingredients, delivering a healthy and authentic experience rooted in Brazilian culture. Kassai Tech supports growth through customer analytics, loyalty strategy, and revenue intelligence across both San Diego locations.

KASSAI TECH DELIVERS:

- ▶ Customer segmentation & profiling
- ▶ Rewards & loyalty strategy development
- ▶ CAC / LTV & CLV modeling
- ▶ Revenue trend & ROI analysis
- ▶ Campaign performance measurement
- ▶ Data-driven marketing strategy design

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PROJECT 03: SPORTS PERFORMANCE ANALYTICS

BJJ 360 Analytics

Brazilian Jiu-Jitsu & MMA · Performance & Competition Intelligence

BJJ 360 is a data-driven consulting and performance analytics platform that evaluates athletes, competitions, and organizations in Brazilian Jiu-Jitsu, bringing transparency, insight, and measurable value to the sport. Kassai Tech powers the analytical engine behind athlete evaluation and competitive intelligence.

KASSAI TECH DELIVERS:

- ▶ Athlete performance analysis
- ▶ Data-driven rankings & scoring models
- ▶ Team & athlete support analytics
- ▶ Championship & promotion evaluation
- ▶ Competitive trend identification
- ▶ Performance reporting & dashboards

WHY KASSAI TECH

Industry Breadth

Gaming, F&B, sports — versatile analytics expertise across sectors.

Revenue Focus

Every engagement is anchored to revenue impact, retention, and ROI.

End-to-End BI

From raw data to executive dashboards and strategic recommendations.

Ready to unlock the value in your data?

Visit kassaitech.com or email connect@kassaitech.com