



EMPERORS PALACE

HOTEL CASINO CONVENTION RESORT

To Whom It May Concern

This is to certify that DMSA has been conducting a Customer Segmentation exercise for our organisation for the past 6 months. The purpose has been to identify and classify our customer segments and use this intelligence to inform our Marketing Campaigns.

DMSA's has demonstrated their Data Analytics capability, particularly:

- The identification of customer segments using Machine Learning Methods
- Statistical Behavioural Modelling
- Spend Propensity Modelling / Sensitivity Analysis.

It is a pleasure to work with the DMSA team: they are professional, demonstrate sharp business acumen and are very committed to helping our organisation.

Regards



Billy Gray

Group Slots and Business Intelligence Executive