

Background:

Work as guest service manager of an amusement park.

Goals

providing safe entertainment for guests and employees;

flexible and diverse programs;

fun, unique restaurants at an affordable cost.

Possible Track Data Source

What	Probability	Impact
track each annual pass-holder when they signed up	Low	Low
visits per year per pass-holder	Low	High
Spend per trip	Low	High
Spend annually for each pass-holder	High	High
Duration of each trip	Low	Low
Frequent of ride visit	Low	Low
Frequent of food vendors visit	High	High

### Data Source (What)

The data is necessary include

- customer spends per trip
- customer annual spends
- frequency of food vendor visit
- customer visit frequency per year

The data can set aside include

- when pass-holder sign up
- during of trip
- frequency of ride visits

### Data Collection Method and Strategies (How)

- customer spends per trip:
  - check the park revenue report by member id
  - sale report from food vendor by member id
  - spend on rider vs spend on food vendor place

- customer annual spends:
  - check the park revenue report by member id
  - sale report from food vendor by member id
- frequency of food vendor visit
  - sale report from food vendor by member id
  - feedback/survey from customer of which food is most popular
- customer visit frequency per year
  - entrance checkpoint record by member id

## **Data Collection Method and Strategies (Why)**

- 1. Customer Annual Spend**
  - a. the total spend for each individual customer should be consider as first priority, this is most part get most revenue from customer
- 2. Customer Spends Per Trip**
  - a. this should take into consider as well because it determines how park attack to customer and each time, they willing to pay inside the park
  - b. analysis spend on rider vs spend on food vendor place
- 3. Frequency of food vendor visit**
  - a. food is most popular from customer response
  - b. distance for food court from ride
    - i. is it the closest one from ride?
    - ii. is the food cheaper or taste good compare to others?
    - iii. Is it effect by season or by month?
- 4. Customer visit frequency per year**
  - a. determine how royalty of customer to the park
  - b. compare total cost per year vs total visit per year for further analysis the customer segmentation