

2021

# AMUSEMENT PARK GUEST ANALYSIS



DATA ANALYSIS AND  
VISUALIZATION PROJECT

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## Part

01

Define Action plan  
Component



## Part

02

Develop Action Plan



## Part

03

Domain Effect Result



1

# Action Plan Component

Key component when develop an action plan



# Develop Action Plan

## Define Objective, KPI, Stakeholder

### Objective / Goal

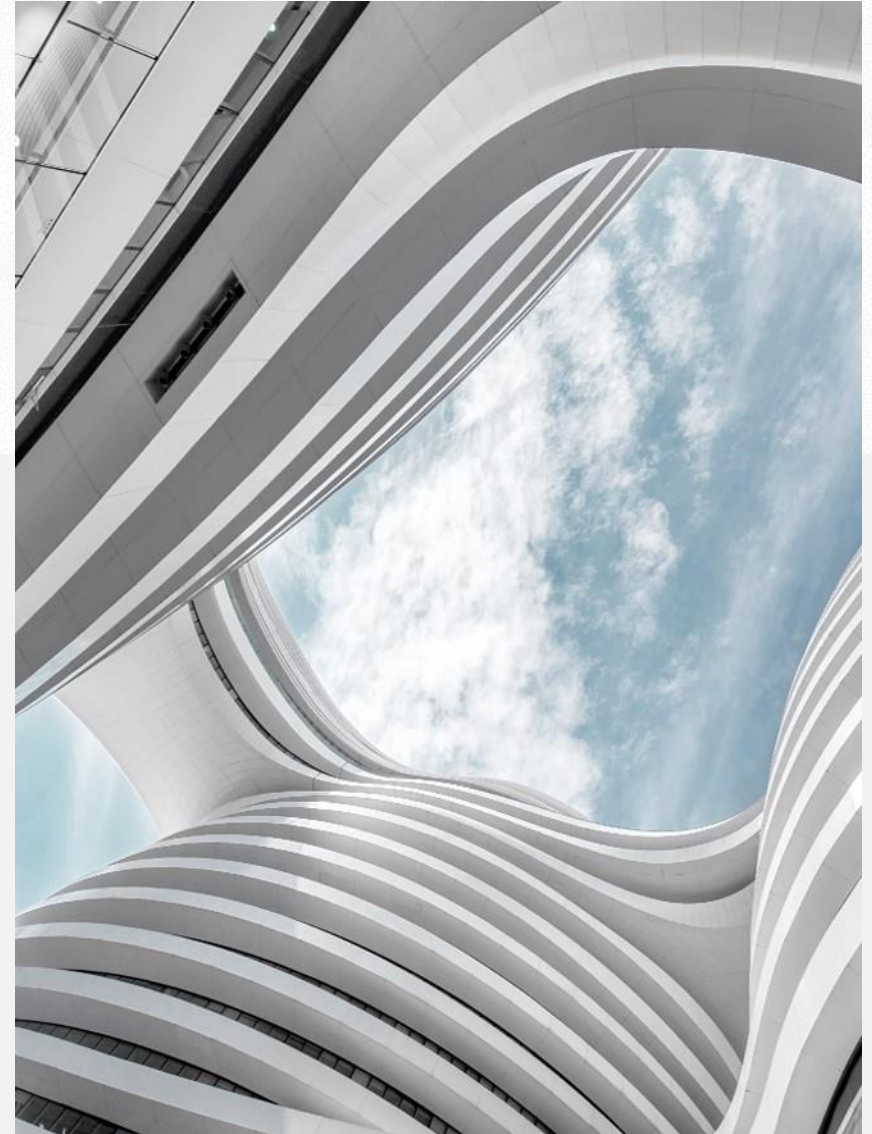
- achieve target for both short term and long term

### Stakeholder

- possible stakeholder react
- who effect by implement action plan

### Key Performance Indicator

- action effect on KPI
- keep track and monitor change
- Perform post-implementation evaluation and subsequent analysis





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# Action Plan

List out key component



### Objective

1. Identify reason for deduction of purchase
2. Suggestion feasible solution/action which increase profit

### KPI (Key Performance Index)

- Choose top 2 indicator
1. Analysis the distance between food court and play area related to profit (45%)
  2. Analysis the effect of policy change for pass-holders (35%)

### Stakeholder

1. Concierge Manager
2. Business Manager
3. Food Manager
4. Facility Manager
5. Children Programming Manager
6. Season pass holder
7. Regular pass holder





# 3

## Domain Effect

Perform a post-implementation and  
subsequence analysis

# DISTANCE EFFECT

## Action and Consequence

1. reduce delay -> reduce waiting line and meal waiting time to increase customer
2. reduce obstacle in shop -> help customer more focus on select food
3. spend all \$  
keep the amount of spend of food compare to other activities

## Distance- Shop



## Distance- Fence

### Action:

1. reduce barricade -> help customer quick access to food zone
2. Increase pathway -> put sign help customer identify the zone

## Distance- Character Event

### Action:

1. Increase entertain -> set up character event in different location and time in order to increase time of customer stay longer in park
2. Provide serve meal -> provide meal while they watch character even to attract more customer



# POLICY EFFECT

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## Policy – Cooler Allowed

Action:

1. allowed cooler/drink in the park -  
> increase more customer to coming and save their spend on drink which lead them spend more on activities and meal



## Policy – Re-Entry

Action:

1. allowed re-entry-> increase more customer to coming after meal or the customer who live close by they can have coming to visit afterward on the day.