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**
   1. **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**
   1. **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**
   2. **analysis spend on rider vs spend on food vendor place**
3. **Frequency of food vendor visit**
   1. **food is most popular from customer response**
   2. **distance for food court from ride**
      1. **is it the closest one from ride?**
      2. **is the food cheaper or taste good compare to others?**
      3. **Is it effect by season or by month?**
4. **Customer visit frequency per year**
   1. **determine how royalty of customer to the park**
   2. **compare total cost per year vs total visit per year for further analysis the customer segmentation**