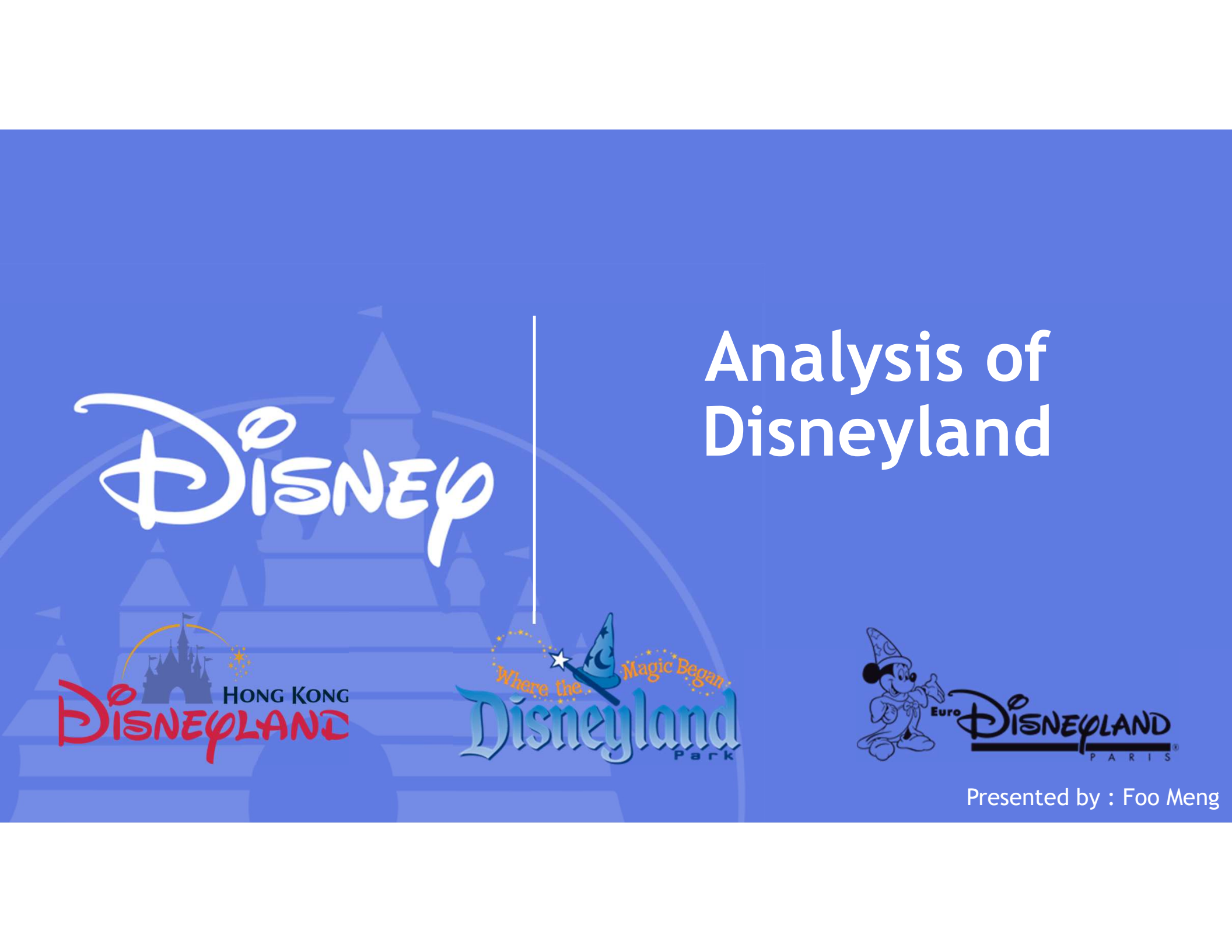
Analysis of Disneyland



Presented by : Foo Meng

INTRODUCTION & OBJECTIVES

The Walt Disney Company, manages 6 Disneyland around the world. The management conducted a review of ratings and review from visitors to Disneyland – California, Hong Kong and Paris for the period 2011 to 2019.

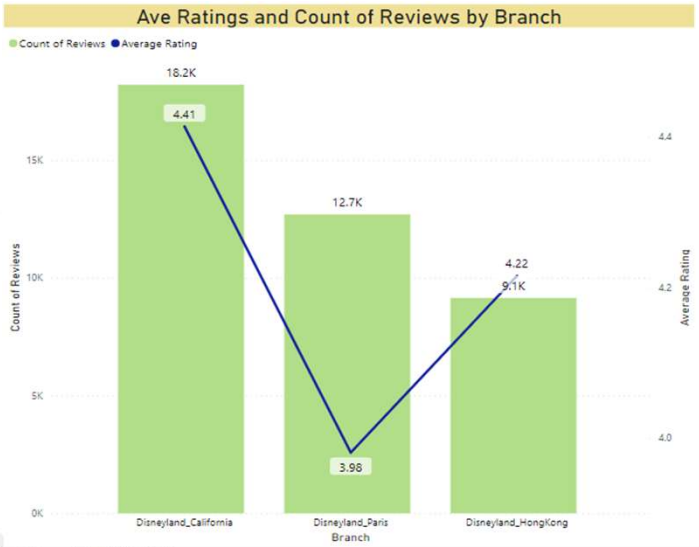
Objective :

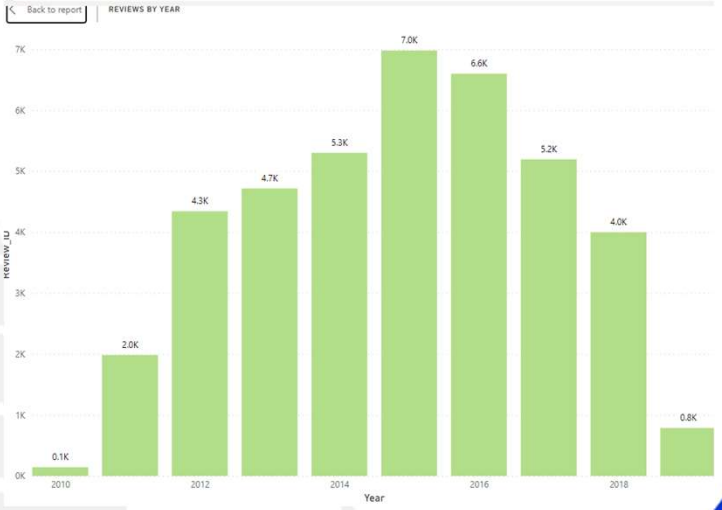
- To find out visitor's sentiment, identify issues
- Review visitor's experience of Disneyland
- Make recommendations to improve operations, services & revenue

DATA EXPLORATION

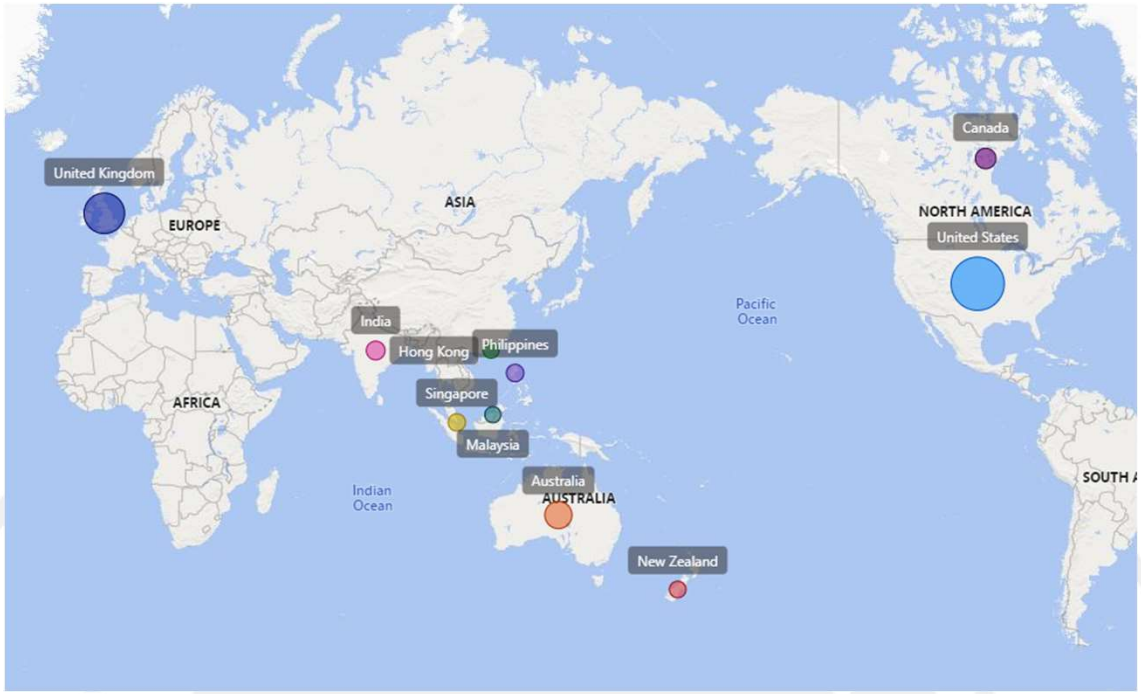
- Disneyland review dataset was obtained from Kaggle
- PowerBI used to clean data
- After cleaning data, reduced to 40,043 of reviews, used to explore
- Data fields
  - Branch – Disneyland location
  - Rating – Rating scale of 1 to 5
  - Reviewer_location – Reviewer's country of origin
  - Review_ID – Reviewer's ID
  - Review_Text – Comments from reviewers
  - Year_Month – date of review made

- Disneyland California – most number of reviews and highest rating reviews.



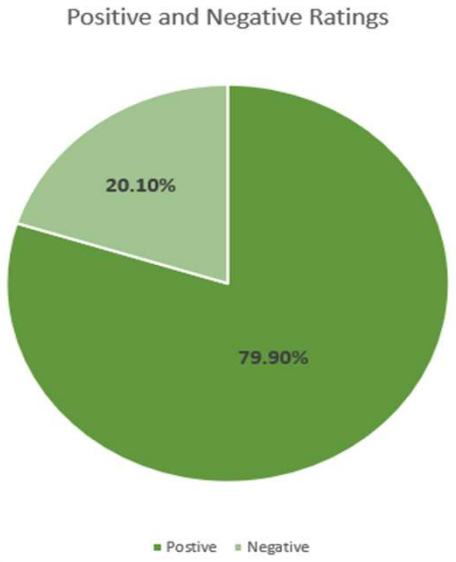


Top 10 Countries Visitors' reviews :

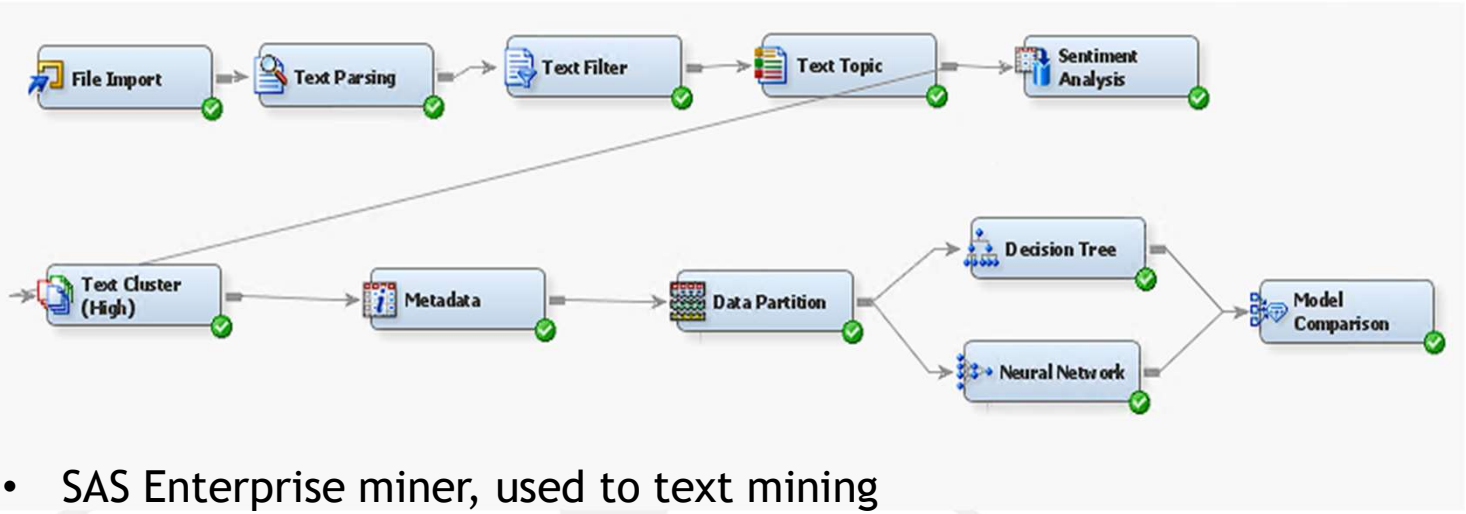


Rating Classification:

- Negative – 1 to 3
- Positive – 4 & 5



WORKFLOW



- SAS Enterprise miner, used to text mining
- Nodes used – File Import, Text Parsing, Text Filter, Text Topic (Sentiment Analysis), Text Cluster, Meta Data, Data Partition, Decision Tree / Neural Network and Model Comparison
- Text filter Setting
- Text cluster setting – Maximum, 10 clusters
- Model comparison – misclassification rate

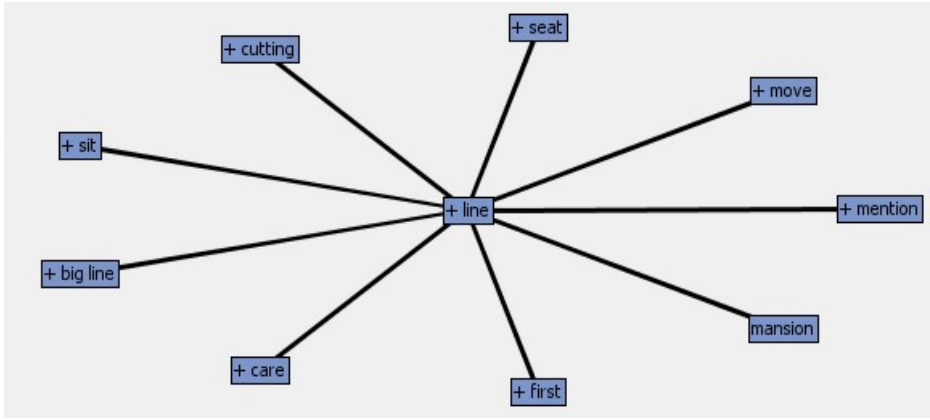
- Sentiment Analysis was conducted via the import of the Affin lexicon

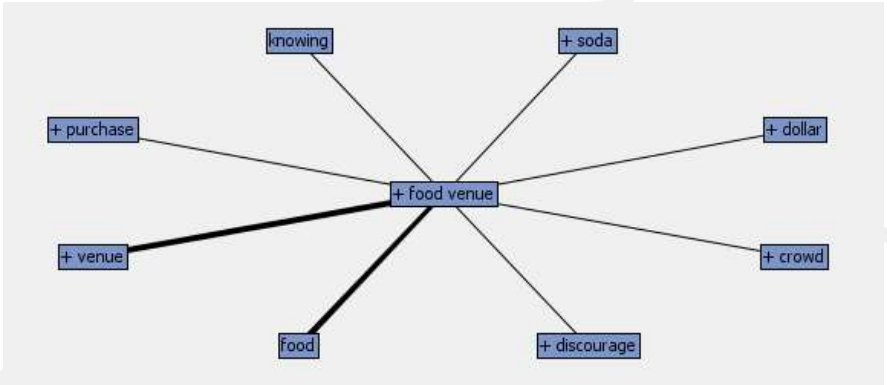
CLUSTER FINDINGS & SENTIMENT ANALYSIS

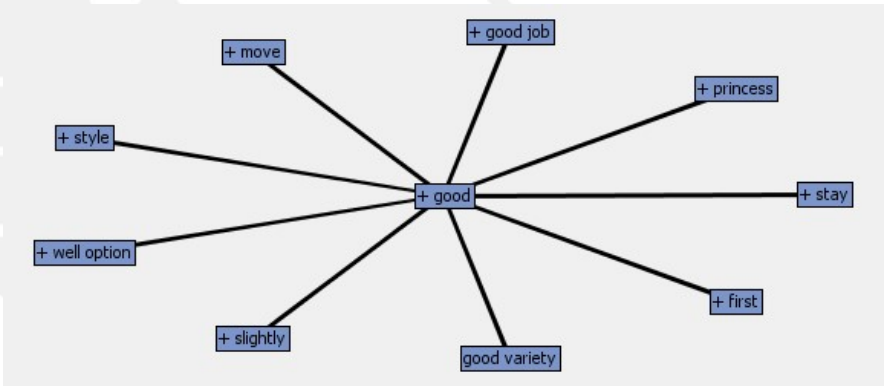
Cluster	Descriptive Terms	%
1	+wait +queue +pass +long +line +minute +people +hour +fast +ticket +stay +want +early +find +food	32%
2	ride +park +day +kid +fun +place +visit +enjoy +good +love +family +crowd +recommend +spend +lot	18%
3	+time +visit +park +year +day +attraction +first +old +love +kid +enjoy +'first time' +trip +daughter +age	10%

Topics	Happy	Not Happy
Anger		19,914
Anticipation	37,798	
Disgust		15,249
Fear		23,900
Joy	37,283	
Negative		31,064
Positive	39,182	
Sadness		20,610
Surprise	31,777	
Trust	35,304	
Total	**181,344**	**110,737**
Percentage	**62.09%**	**37.91%**

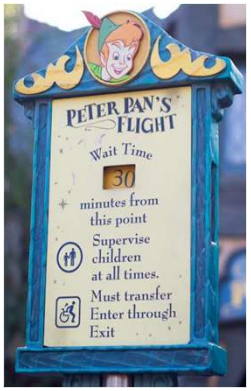
FINDINGS & SENTIMENT ANALYSIS







RECOMMENDATIONS & CONCLUSIONS



Service & Operations

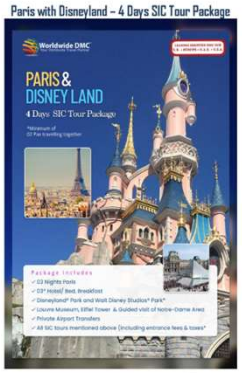
- Queue & Waiting time
- Ticketing

Food & Beverage

- Food Kiosk

Marketing

- Bundle value ticket
- Diversify marketing
- Partnership with overseas travel provider



Thank you

REFERENCE :

- Dataset - https://www.kaggle.com/datasets/arushchillar/disneyland-reviews
- https://documentation.sas.com/api/docsets/tmref/14.3/content/tmref.pdf?locale=en#nameddest=p07ldkae1pq2jmn1p58qiqez004s
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