Conclusion

Base on the data, we know that adventure movies and action movies topped the list in the total box office. In 1937, based on the inflation rate, the gross profit margin reached $5.2 billion. Nevertheless, it was only 2.8 billion dollars in 2016, which shows that people's spending power in movie theatres in the past is much higher than it is now. However, in the MPAA classification, because the audience of R-rated movies is mainly concentrated in adults 18 years of age or older, the relative audience group is relatively narrow. Therefore, the total box office in recent years and the total box office adjusted for inflation are very small. Disney can maintain the current level of investment in R-rated movies and pay more attention to popular action and adventure movies.

After we build the model and compare the accuracy against the training and validation set, we found that the most important thing for families to purchase air tickets for subsequent voyages is miscellaneous expenses. Disneyland can consider cooperating with surrounding hotels, restaurants or gas stations to provide some coupon or discounts for tourists holding Disney tickets to attract more passenger traffic. At the same time, it reduces the miscellaneous expenses of tourists and improves tourists' satisfaction, helping Disney get more repeat customers throughout the year. The household income status of Disney's customer base has little effect on whether to go to Disney. We found that families with low incomes travel to Disney more often. Some families with medium incomes are not interested in Disney, and there are very few visits. There are also families with higher incomes and no children who visit Disney and buy more Disney products in the park. Therefore, we conclude that Disney's products have no great relationship or limitation to household income. Disney is not only attractive to children but also had a great appeal for adult audiences.

Disney builds the Hawaii hotel with the highest satisfaction rate for customers and follows the total cost requirement cannot higher than $250 and the coefficient as high as possible. Our recommendations for the amenities of this new hotel include the following "WiFi\_Network\_Best in Class，breakfast\_Full Buffet，flex\_check\_Yes，shuttle\_bus\_Yes，pool\_temp\_84，VIP\_shop\_Yes，jacuzzi\_No，air\_pure\_Yes，parking\_Open Lot, and gym\_Advanced." In the coefficient rate of linear regression, the coefficient rate is arranged from large to small and corresponds to the facilities of the corresponding park. Disney's entertainment facilities impact the average rate, and customers of the amusement facilities will give higher ratings. By analyzing the test results of different types of storage buckets, Disney will continue to use diversified storage bucket types to increase sales and increase customer's choice of goods and improve satisfaction and shopping experience.