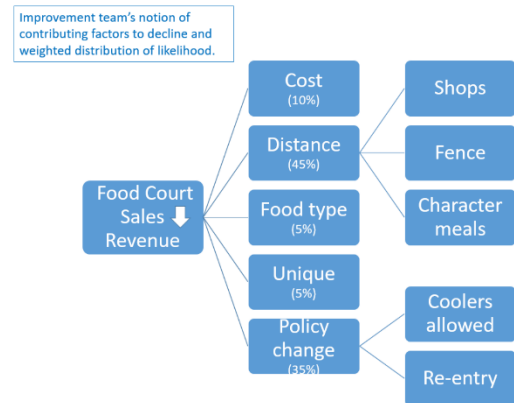


Data Analysis and Visualization Project- Amusement Park case study

How to develop an action plan:

There are several components to develop an action plan.
The components include:

- Stating the objective scope.
- Stating the type of analysis required.
- Stating the available data.
- Stating the expected outcomes.
- Setting a realistic timeline.



In order to execute a successful action plan, these five components should be stated clearly and logically. Taking in mind the nature of the problem and the available resources.

The developed action plan:

Objective and Scope

Monitoring the decrease of revenue by developing a plan to increase revenue. By identifying obstacles and issues and possible ways to solve them in order to enhance the food experience of customers in the amusement park. Addressing the key points discovered during the analysis of the decrease in food court revenue. Key points include:

Policy change; affects and potential developments.

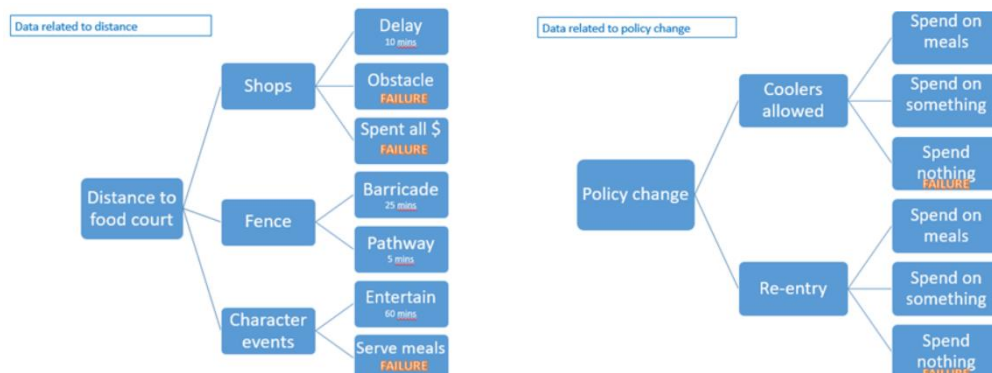
Distance; affects and potential developments.

Type of Analysis Required

Time Series Analysis is the suitable type of analysis to achieve intended objectives. It's useful to examine observations over time, in order to forecast future values (predict future values based on past data). It will help to build a model that fits historical data.

Available Data

Most importantly, the data stated in these two figures:



Other available data includes:

- Revenue records of food courts.
- Annual passholders.
- Annual visits of passholders.
- Amount passholders spend per year.
- Amount passholders spend per visit.
- The duration of each step.
- The rides used by costumers.
- The vendors frequented by customers.

Expected Output

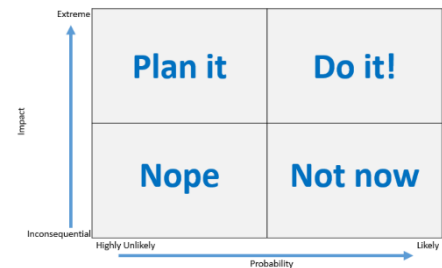
Identification of the factors that are subjected to potential improvements, what factors has more impact on the food courts revenue, and the series of operation conduction based on priorities.

Develop insights about the drop in revenue and develop visualizations to communicate the insights effectively.

Determine actionable conclusions.

Develop decisions to enhance the revenues based on the resultant conclusions of the analysis.

Plan and implement the solution based on the action plan.



Timeline

- Developing an understanding of the data.
- Find insights from the data.
- Create visualizations of the data.
- Determine conclusions.
- Present the data.
- Make decisions.
- Implement them.
- See results.

The domino effect of the action plan:

All sets of data are related to a group. Thus, by enhancing some factors in the problem, the main aspect of the factors would be affected and finally the revenue of food courts would be developed. Examples:

Finding root causes to the problem would lead to a better understanding and with visualizing the data to the other managers would lead to cooperative decision-making process and a better implementation of solutions. By identifying the best practices to drive the desired impact.

A change in policy → Easier and smoother customer experience → attract customers → increase on revenue.

Spending less on shops → More money of customer budget left → More money to spend on food courts → increase on revenue.

Decrease on delay on Shops → More time to transport from shops to food courts → increase in revenue.