

Specification of business process: Hilarity Haven Circus

1. The description and business goals of the organization

a. The description of the business

"Hilarity Haven Circus" is a circus providing a variety of different spectacles and other smaller services - e.g. food, animal riding and attractions such as carousel. Spectacles are sold both online and at the booth in front of the circus. Then they can be rated by our survey available on our site or in the booth. The main goal of the circus is to achieve the highest customer satisfaction from the performance. To achieve it - we assume annual satisfaction and cleanliness rating increase by 2 points. We monitor three main metrics: **number of people doing surveys weekly, the average satisfaction rating for the performances, and the average rating of cleanliness of the circus**. It assumes that the company is successful if there is a rising trend for both ratings at not lower than 0.3 per month. We also should be able to see a rising trend of the number of people doing surveys at a level not lower than 0.5% per month. Currently, we want to find the answer to the question of why the customer satisfaction from our services has increased or decreased.

The business processes in the circus include the performance rating process and the visitation analysis process. Each rating includes the cleanliness rating - the customer satisfaction with performance rating - both from 0 to 10. Additionally, the data about the hour of the performance and the performance itself gets connected to the rating by the number of the ticket. It gets information about the type of performance: acrobatics, clown acts, animal acts, juggling, fire performances, magicians, rope acts, circus stunts, mime acts, dance performances, balancing acts, etc. There is also a name and information about the seat. The information about the number of people attending the performance can be directly taken from the general sales records (in which all the purchases get stored).

b. Main metrics and business goals

Main metrics monitored in the business:

- number of people participating in the survey,
- the average rating of the satisfaction from the performance,
- the average rating of the cleanliness of the circus.

Business goals:

1. Rising trend of **the number of people** doing surveys at a level not lower than 0.5% per month.
2. Rising trend for both ratings (**average cleanliness rate and average satisfaction rate**) at not lower than 0.3 per month.

2. Business processes

Performance Rating Process

a. A general description of the business process.

The process of performance rating is as follows: the customer buys the ticket for a desired performance either at the booth stand or online and attends that performance.

Then they go to our circus website, click to take part in the survey, after that they scan the ticked code or enter the number to the circus survey. It is also possible to get the survey from the booth in the paper form. After validation of the existence of such a ticket, the customer is taken to the survey, in which he answers all or at least some of the presented questions. The data gets collected to the system, and then can be analyzed to enhance the business performance.

The customer can enter the survey for one ticket only once and only after the performance. If they have more tickets, then they can take part in it multiple times.

b. Typical questions

Compare the overall rating of the customer to the cleanness rating the customer gave.

How many customers were willing to rate each type of performance.

Give the best rated performances for this week.

Give the performer who took part in most of the low rated performances.

Compare type of performances in terms of rating.

Give the average rating of performances in a week.

Depending on type of ticket (reduced, normal or VIP) is there any difference for the rating for performances.

Is there any dependence between the rating of the cleanliness of the performance and the hour it takes place.

Is there any dependence between the rating of the performance and the cost of the ticket.

c. Data

The data is extracted from the system – “HHRating”. The system stores information about the cleanliness rating, customer satisfaction rating, the number of the ticket, the performance that the ticket is connected to, and the hour and the date of the performance, additionally it is known what kind of ticket they bought - the seat and the type.

In addition, data about the performance, and artists, and animals that took part in it is recorded in “Emploperf” cvs file.

Visitation Analysis Process

a. A general description of the business process.

The process of visitation analysis is as follows: the customer buys the ticket in which each ticket has the information of the type of seat as well as the hour, the day and the month of the performance that they are going to see.

So at the moment they buy it, all this information is stored and associated with the number of the ticket in the general sales records.

The visitation data is then later analysed, seeing the number of visitors depending on the time and date of visit.

b. Typical questions

What are the days that more people go to the circus?

Give the best-visiting hours in a month.

What are the four best months of the year for visitors?

Which type of seat is always busy?

Give the number of seats that usually stay empty for a month.

Give the average of the people that go to the circus in the worst performing month.

Give the average of the people that go to the circus in the best performing month.

c. Data

The base data can be extracted from the general sales records (number of them, types of tickets (VIP, normal, reduced), the date and the hours of the show that the ticket was bought for, numbers of seats taken by the visitors).

Additionally, information about the visitations with more details can be extracted from the "HHRating" system - the ticket number gets connected to it by inputting it into the survey.