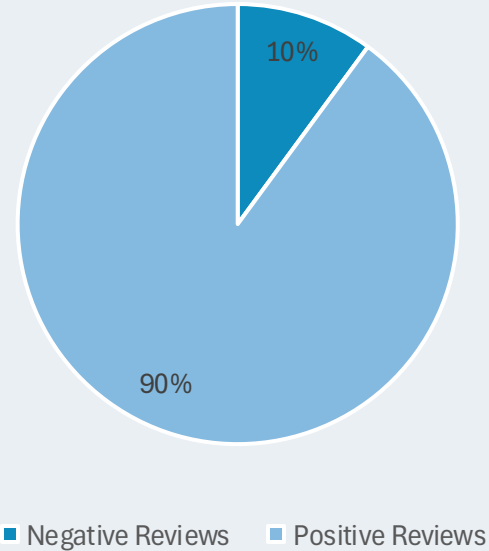


Understanding the  
“low-hanging fruit” of  
Wisney



Wisneyland HongKong

Distribution of Reviews



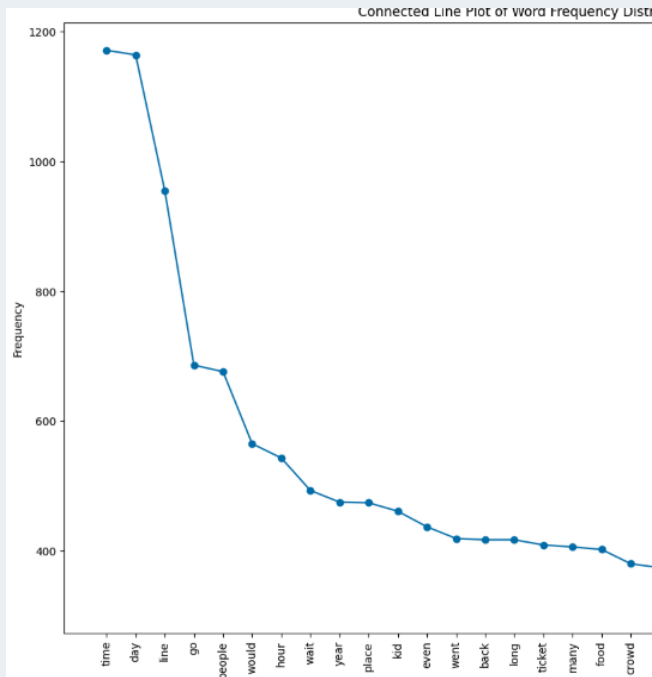
# Understanding the Problem

@

01

Analyzing the Data

29,005 reviews analyzed



02

Problem

Low- Hanging Fruit:

- Wait Times**

Customers are dissatisfied with long wait times

- Food**

Customers feel that the food falls below expectations

“not cheap”

“no shops, cafes, supermarkets”

“crappy deep-fried food”

“flavorless bowl of lettuce salad”

# Improving Wisneyland

## 01

### Decreasing Wait Times

- Virtual queues
- Interactive lines



## 02

### Food Improvement

- Healthier Options
- Affordable Food
- Higher Quality

