**Part 2 : Theme Park**

One of our potential ideas is a theme park, mainly focusing on Disney parks. The Walt Disney Company has expanded internationally, is constantly buying out other competing companies, and is among the top best regarded companies in the world according to Forbes’ list. That being said there is a lot to learn from what they are doing. Our goal is to figure out what aspects of their parks bring in the most money, in order to create a new park to satisfy these findings. For Disney to continue to make more money, they need to create new parks and attractions to keep patrons coming back year after year. A typical day in this business will be just like that of any theme park. Tickets will be purchased by customers who will then enter the park. From there they can choose to ride roller-coaster / themed rides, see shows, buy food / refreshments, and also buy merchandise. In order to figure out what aspects of these parks create the most money, we would need a break down of an age demographic of the people entering the park (toddlers, children, teens, etc.). Another aspect that could be helpful, is looking at the proximity the food vendors, stores, shows, and rides are in relation to each other. Also, we could track how people spend their time at these parks by analyzing their park wristbands. Whether they are using their bands to buy fast pass tickets to rides, or are using them to buy merchandise, food, etc. (real-time data). In addition, the entities would be the people attending the parks and events happening within the park such as rides, shows, merchandise and restaurants. The details that belong to rides available would be focused on the wait times and the duration of the ride available within each park. For the shows and musicals the attributes would depend on the time they begin, the duration and the characters in the play. The details of the merchandise can be split into two categories which are the older more original characters and the more recent characters merchandise. Lastly, the attributes for the restaurants would be the kind of food served and the times they open and close. Throughout the Disney Parks there are many distinct relationships. For example, many of the relationships will be focused on many-to-many. As well as the relationship of parks to rides would be many-to-many and for the people to rides. However, seats to people in the rides would be a one-to-one relationship. One of the most important constraints would have to be the number of rides, events, and capacity of people let into the park. These constraints will provide important limitations in order to keep the parks running successfully and figure out what aspects of their parks bring in the most money, in order to create a new park to satisfy these findings. It is important to recognize the relationships so the creation of the park can be successful and see what to focus on.

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| Tickets Purchased in 2018 | Rollercoaster  Analysis | Shows  Analysis | Restaurant with the highest purchases | Merchandise  (original vs. recent) |

