Project1
Data-Driven Process Improvement

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My role: The guest service manager of an amusement park. I'm able to track each annual pass-holder to determine when they signed up, how many visits they make per year, how much they spend on a trip level and annually, the duration of each trip, and what ride and food vendors they frequent.

The corporate strategy includes: providing safe entertainment for guests and employees; flexible and diverse programs; and fun, unique restaurants at an affordable cost.

The problem: drop in guests' spending on food vendors at the property.

The Solve: we need first to answer these below questions:

1. What data is necessary to include?

Data necessary to collect	Why?	Priority	Why it's a priority?
1.Type of food the guests prefer.	To provide it more than other food, and if they prefer some healthy food.	Second	The one reason for frequently visiting the restaurants usually is the type of food the guests prefer. So it's have an impact also.
2. The service delivered to customers.	To know if the drop caused by the services such as bad dealing from the employees or waiters with customers, the way and time of catering.	First	Good dealing with the customer is have a high impact on the drop in guests' spending on food, no matter how the food is.
3. The place of the food court	To relocate the food court to be near the largest	Forth	The place also an important thing to make every guest able to see it.
4. Marketing plan	To improve the methods of attracting visitors. If it's not active.	Fifth	It's had a low priority because it's a low impact on the guest inside the amusement park.
5. The prices of food.	To know the average food' prices that visitors spend and set it in mind.	Third	One reason for frequent visits by the guest is the price so it has the third priority.

2. What data should you set aside?

Data set aside	Why?
1. Characters in/near the restaurants.	Because may be characters attracts only the children without their family and they attract for the characters itself, not the restaurant so it is not necessary data.
2. Unique food	Because it's not essential to provide unique food, visitors want to eat.

3. How will you go about collecting the data, and what new data collection strategies or tools are needed to do so?

Collecting data ways and tools	How?
1. Transactional tracking	When customers make an order from one restaurant at the property, tracking that data allows us to determine the type of food they prefer.
2. Developing an app	By assess the visit experiment including the food and customer service delivered to them through the app.
3. Survey.	Asking the visitors by the survey about the type of food, the service delivered and the location they frequently setting on.