



SCENARIO: You are the guest service manager of an amusement park. You are 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. After five years of seeing a steady annual increase in park revenue, you have recognized a recent drop in guest spending on food vendors at the property. When looking at the number of guests that visited for the year you see the number of unique pass-holders is higher than it has been in five years.

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

Your process improvement team consists of the following roles and respective reactions to the revenue drop in food sales:

- Concierge Manager - "We need to improve our customer service."
- Business Manager – "We need to serve more unique eats."
- Food Manager – "We need healthier options."
- Marketing Lead – "We need a new marketing plan."
- Facility Manager – "We need to relocate our food court."
- Children's Programming Manager – "We need to have more characters in/near the restaurants."

ASSIGNMENT: Submit a maximum 500 word, one-page response, a short PPT or 1-3 min video. Your response should include:

What data is necessary to include? and why?

What data should you set aside? And why?

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

To make these determinations, consider prioritizing the analyses by thinking about which should be conducted first? and why?

Additionally, you are provided with the following diagram to help you get started. Good luck!

Improvement team's notion of contributing factors to decline and weighted distribution of likelihood.

