

As the Guest Service Manager of the amusement park, it is crucial to identify the root cause of the recent drop in guest spending on food vendors to develop an effective strategy for improvement. To achieve this, collecting and analyzing specific data is essential. Here are the steps I would take:

Necessary Data to Include:

- a) Food Sales Data: Detailed information on food sales, including revenue from each food vendor, the number of transactions, and the average spending per guest.
- b) Guest Behavior Data: Analyzing the annual pass-holders' spending patterns at the food vendors, identifying their preferred food options, and how frequently they visit the restaurants.
- c) Customer Feedback: Collecting feedback from guests through surveys or feedback kiosks to understand their satisfaction levels, preferences, and any complaints related to food vendors.
- d) Comparative Data: Comparing the current year's data with the previous years to identify trends and anomalies in guest spending on food.

Data to Set Aside:

- a) Ride Data: While ride data is essential for other aspects of the amusement park's operations, it might not directly impact food sales. Thus, it can be set aside for this specific analysis.
- b) Employee Data: Employee data may not directly influence food sales, so it can be set aside for this particular investigation.

Data Collection Strategies and Tools:

- a) Point of Sale (POS) Systems: Implementing or upgrading POS systems to track transactions and sales data in real-time. This will help analyze the revenue generated from each food vendor and identify the most popular items.
- b) Guest Tracking Systems: Utilizing guest tracking systems (e.g., RFID wristbands) to monitor the movements and behaviors of annual pass-holders. This will provide insights into their dining preferences and frequency of visits.
- c) Feedback Mechanisms: Establishing feedback mechanisms such as surveys and digital kiosks at various points within the park to gather guest opinions and suggestions regarding food vendors.
- d) Loyalty Programs: Implementing or enhancing a loyalty program for annual pass-holders, encouraging them to provide more data about their spending habits in exchange for rewards.

Prioritizing Analyses:

- a) **Analyze Food Sales Data:** This should be the first step to identify the specific food vendors experiencing a decline in revenue and potential reasons behind it.
- b) **Guest Behavior Analysis:** Understanding the spending patterns of annual pass-holders and identifying which groups have significantly reduced their food spending.
- c) **Customer Feedback Analysis:** Analyzing guest feedback to uncover any complaints or suggestions related to food vendors and their offerings.
- d) **Comparative Analysis:** Comparing the current year's data with previous years to spot trends and changes in guest behavior related to food.

In conclusion, addressing the recent drop in guest spending on food vendors requires a comprehensive data-driven approach. By collecting and analyzing the necessary data, we can identify the factors contributing to the decline and develop targeted strategies to improve food sales while aligning with our corporate strategy of providing safe entertainment, diverse programs, and affordable, fun restaurants for our guests.