

Data-Driven Decision Making (DDDM)



Applied Analytics and Data for
Decision Making

- Project-

IMPORTANT

URGENT

DO
Do it.

Issue



- Delay
- Spend All \$
- Pathway
- Entertain

Plan



- Increased kiosk/food carts
- Offer /change park for food
- Moving sidewalks/lime scooter
- Character moving event

Effect



- Cost of instructions
- Dissatisfaction
- Implementation cost
- Crowded and more cost on Crew

NOT URGENT

DECIDE
Schedule it.

Issue



- Delay
- Spend on meal
- Spend on something

Plan



- Order ahead the program
- Free refill drink
- Increase % profit to counter reduce food sales

Effect



- Overcapacity to prepare food
- Over use and supply problem
- dissatisfaction

NOT
IMPORTANT

DELEGATE

Find someone to do it.

Issue



Serve(Failure)

Plan



Improving
timing

Effect



Improvement
in preparation
time of meals

DELETE

Don't worry about it.

Issue



- Obstacle(Failure)
- Barricade
- Spend on nothing(Failure)

Plan



- Route changes or less opportunities
- Less opportunities
- Less opportunities

Effect



- Dissatisfaction
- Dissatisfaction
- Dissatisfaction

Action
Plan

Solution Selection Matrix

Project Goal
Improve Food Revenue

Please rank each solution for each criteria by using the 1-6 Scale as indicated below

Very Low
(less good)

Moderate

Very High
(best)

1 2 3 4 5 6

Potentail Improvements	Delay	Pathway	Spend all \$	Entertain	Mael Spend	Other Spend	Total Score	Cost Rating	Risk Rating	Total Score
Weighted Criteria	9	5	1	5	9	5				
<i>Order ahead the program</i>	6	0	0	0	6	0	108	5	4	2160
<i>Free refill drink</i>	0	6	0	5	0	5	80	6	6	2880
<i>Increase % profit to counter reduce food sales</i>	0	0	0	6	0	4	50	6	4	1200
<i>Increased kiosk/food carts</i>	6	5	0	6	0	6	139	3	5	2085
<i>Offer /change park for food</i>	0	6	0	5	0	4	75	3	6	1350
<i>Moving sidewalks/lime scooter</i>	6	5	0	0	3	0	106	3	5	1590
<i>Character moving event</i>	0	5	0	0	5	6	100	6	6	3600

Character moving event has highest number which will be validate by DOE

Decision Matrix

drop in food revenue due to the distance and policy changes



How Character moving event could reduce the impact of Distance



Increase the revenue on sailing more meal during event



input factors: Time of event(A) , Meal served(B)



Design of experiments DOE

Define the performance of improvement by implementing Quality control plan



Measure the quality by Establishing key areas of the process to collect data



Analyze and identify root causes



Control for the output



Six Sigma

Improve process flow & customer's perception of value



Identify and improve value-added activities which offering the customer good quality,



Reduce or eliminate non-value-added activities



Define any type of wastes in all process and try to improve them and eliminate unnecessary waiting



Lean



THANK
YOU

