

Data-Driven Decision Making (DDDM)



DATA ANALYSIS AND
VISUALIZATION PROJECT

Project

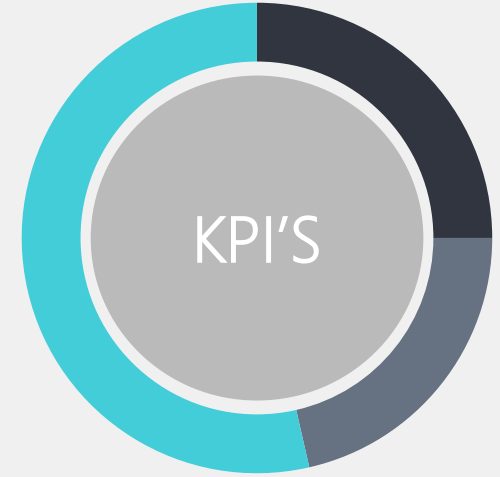
ACTION PLAN



Achieve Target for both short
term and long term



- possible stakeholder react
- who effect by implement
action plan



- Action effect on KPI
- Keep track and monitor
change
- Perform post-implementation
evaluation and subsequent
analysis

ACTION PLAN



Objective

- I. Identify reason for deduction of purchase
- II. Suggestion feasible solution/action which increase profit



KPI'S

- I. Analysis the distance between food court and play area related to profit (45%)
- II. Analysis the effect of policy change for pass-holders (35%)

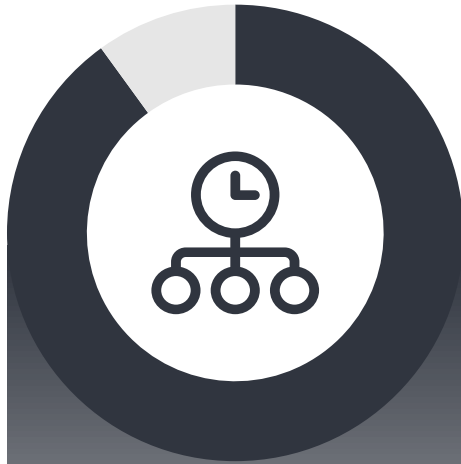


Stakeholder

- Concierge Manager
- Business Manager
- Food Manager
- Facility Manager
- Children Programming Manager
- Season pass holder
- Regular pass holder

Distance

Shop



1. reduce delay -> reduce waiting line and meal waiting time to increase customer
2. reduce obstacle in shop -> help customer more focus on select food
3. keep the amount of spend of food compare to other activities

Fence



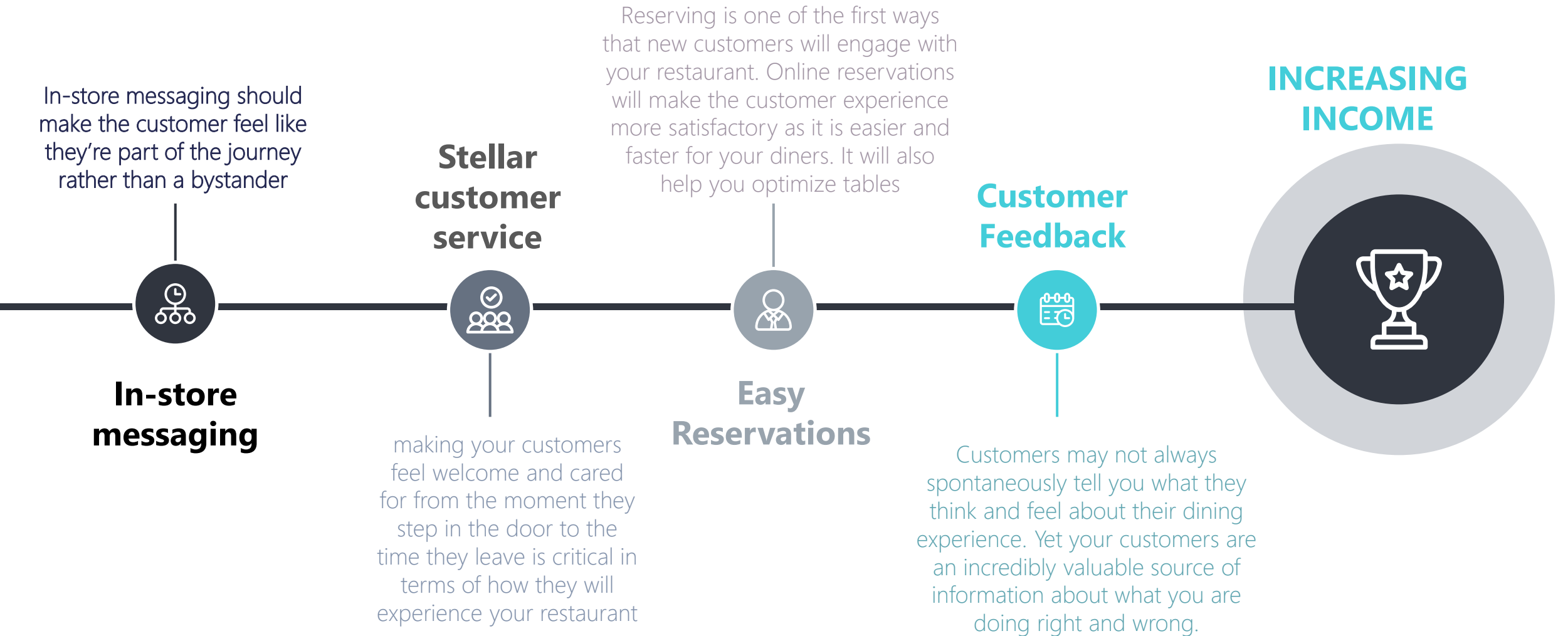
1. reduce barricade -> help customer quick access to food zone
2. Increase pathway -> put sign help customer identify the zone

Character Event



1. Increase entertain -> set up character event in different location and time in order to increase time of customer stay longer in park
2. Provide serve meal -> provide meal while they watch character even to attract more customer

POLICY





THANK YOU