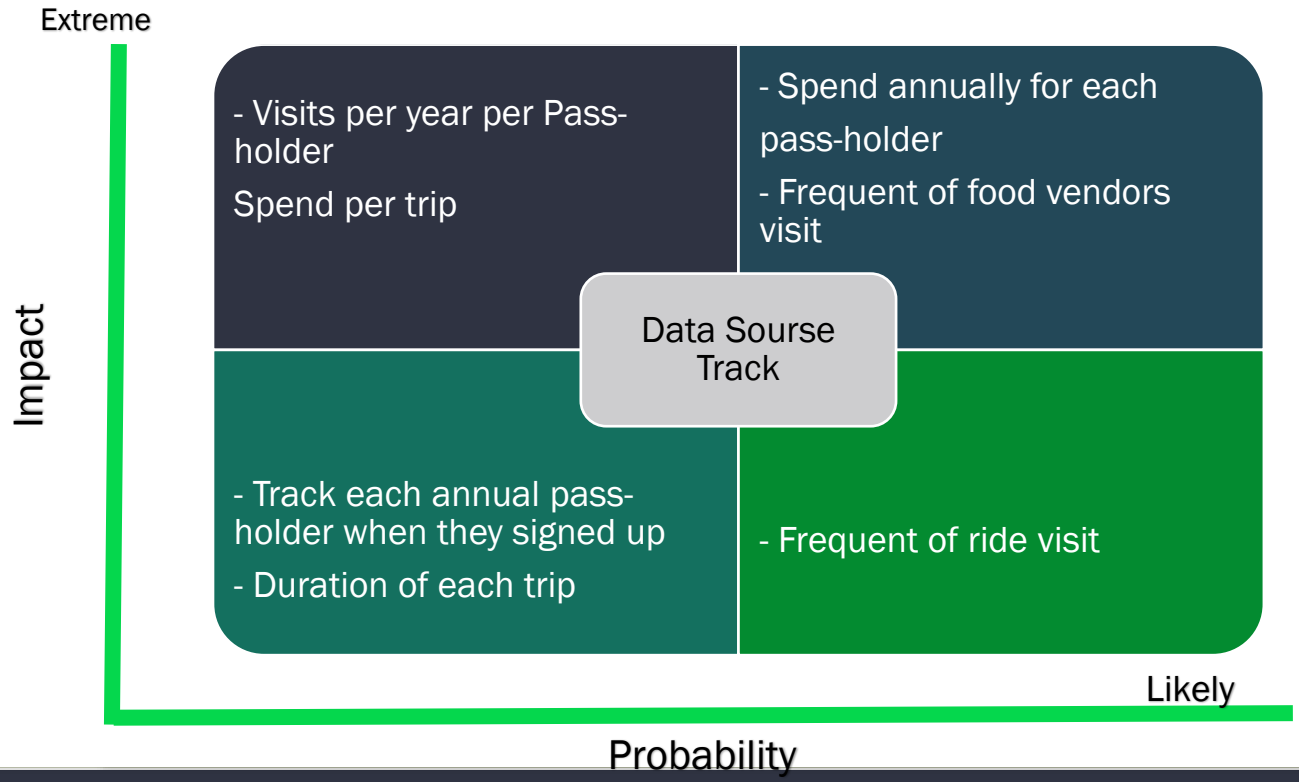
DATA-DRIVEN DECISION MAKING (DDDM)

Project: Data-Driven Process Improvement

Goals	Providing safe entertainment for guests and employees
	Flexible and diverse programs
	Fun, unique restaurants at an affordable cost



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Important Data	Side Data
☐ customer annual spends	☐ pass-holder sign up
☐ frequency of food vendor visit	☐ during of trip
☐ customer visit frequency per year	☐ frequency of ride visits
☐ customer spends per trip	

Data Collection Strategies

Customer Annual Spends (How)

- Check the park revenue report by member id
- Sale report from food vendor by member id

Customer Annual Spends (Why)

- The total spend for each individual customer should be consider as first priority

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frequency of food vendor visit (How)

- Sale report from food vendor by member id
- Feedback/survey from customer of which food is most popular

frequency of food vendor visit (Why)

- **Food is most popular from customer response**
- **Distance for food court from ride**

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customer visit frequency per year
(How)

- Entrance checkpoint record by member id

customer visit frequency per year
(Why)

- **Determine how royalty of customer to the park**
- **Dompare total cost per year vs total visit per year for further analysis the customer segmentation**

Customer Spends Per Trip
(How)

- check the park revenue report by member id
- sale report from food vendor by member id
- spend on rider vs spend on food vendor place

Customer Spends Per Trip
(Why)

- Analysis spend on rider vs spend on food vendor place
- This should take into consider as well because it determines how park attack to customer and each time, they willing to pay inside the park