Vast Challenge 2015, MC1 - Groups

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| **Group name** | **Description** | **Answer to questions** | **Number of persons** | **Matrix name in Matlab** | **Where in the code?** |
| Park lovers | They have been at the park all 3 days and each day over 720 minutes (12 hours). | **How big is the group type?**  946 *persons.*  **Where does this type of group like to go in the park?**  *This group’s activities are pretty evan distributed over the park areas. Mostly they like to go to the “thrill rides” and the “rides for everyone” but they also go to the shows and the trofé area.*  **How common is this type of group?**  *Not so common, only 946 of the 11374 unique people belongs to this group.*  **What are your other observations about this type of group?**  *See description <—*  **What can you infer about the group?**   * *This groups’ activity is the highest in the morning (10 am).* * *About 30-40% of the group could be families with small children, due to that each day about 30-40% of the group checks in at Kiddie Land.* * *They are Scott Jones fans, because each day almost all the persons in the group visit the trofé area once.* * *They don’t like shopping, they have almost no check-ins at the shopping area.*   **If you were to make one improvement to the park to better meet this group’s needs, what would it be?**  *The persons in this groups are great customers because they visit the park all days and over 12 hours each day. This indicates that they like the park, but their activity drastically decreases after 8 pm. An improvement could be to have another Scott Jones show later in the evening, due to the fact that this group is Scott Jones fans.* | 946 | park\_lovers | day\_comparison\_time  : 119 |
| Maniacs | They have been at the park all 3 days over 720 minutes (12 hours) each day and rided more than 90 attractions during all days. (30 attractions each day) | **How big is the group type?**  111 *persons.*  **Where does this type of group like to go in the park?**  *This groups really prioritises attractions, especially thrill rides. In total they have only seen about 30 shows (which means 1/3 of the group have seen 1 show each day). Also, they have not checked in at the shopping area in any of the days.*  **How common is this type of group?**  *Rare, only 111 of the 11374 unique people belongs to this group.*  **What are your other observations about this type of group?**  *See description <—*  **What can you infer about the group?**  *This group really enjoys attractions. They have rided most of the park’s attractions, although mostly ride thrill rides (most of their check-ins each day are at thrill rides). When averaging the 3 days, the favourite ride is Wrightiraptor Mountain (index 1). Each person have on average rided this ride 2-3 times each day.*  **If you were to make one improvement to the park to better meet this group’s needs, what would it be?**  Compress the thrill rides to one area. As it is now, the thrill rides are spread out which means that the “maniacs” need to move across the park a lot to ride these attractions. | 111 | maniacs | day\_comparison\_checkin  : 38 |
| Families with small children  (not old enough to play anywhere else but in Kiddie land) | Persons with 100% of their checkins in Kiddie land (during the entire weekend) |  | 647 | families\_with\_small\_children | day\_comparison\_checkins  : 115 |
| One day visitors | Persons who only visited the park one day | **How big is the group type?**  1744 people at Friday, 4598 people at Saturday and 5756 at Sunday.  **Where does this type of group like to go in the park?**  *Over all three days the most check-in were at thrilling attractions. Rides like ’Keimosaurus Big Spin’, ’Fligth of the Swingodon’ and ’Atmosfear’. All these attractions had over 100 check-ins.*  **How common is this type of group?**  *There are a total of only ???? of the 11374 unique people belongs to this group.*  **What are your other observations about this type of group?**  *See description <—*  **What can you infer about the group?**  The group likes to ride thrilling attractions the most. The group also likes to ride kiddie attractions and Tundra rides.  The group is not fans of the water park area since almost none check-ins have been here.  **If you were to make one improvement to the park to better meet this group’s needs, what would it be?**  Since this group only includes the persons that have visited the park on one day an improvement could be to try to make the persons to stay more days. Maybe adding more thrilling attractions so that it is hard to have time to ride all on one single day could ‘force’ the persons to stay more days. | Friday: 1744  Saturday: 4598  Sunday: 5756 | only\_friday  only\_saturday  only\_sunday | day\_comparison\_time : 70  day\_comparison\_time : 94  day\_comparison\_time : 120 |
| Scott Jones fans |  |  |  |  |  |
| “Persons who don’t like to ride attractions” | Persons who have been at the park but didn’t ride any attractions | **How big is the group type?**  *1 person on Friday, 2 on Saturday and 1 on Sunday.*  **Where does this type of group like to go in the park?**  *On friday the person with ID 2096715 walked through the whole park over the whole day. On Saturday the person with ID 657863 just went through a part of the park, bassically went in and went out over a time period of 11 minutes. Also on Saturday the person with the ID 2096426 walked through the whole park over the whole day. On Sunday the person with ID 2096426 (same as one of the Ids on Saturday) walked thorugh the whole park without any check-ins.*  **How common is this type of group?**  *Very very Rare, only 4 of the 11374 unique people belongs to this group.*  **What are your other observations about this type of group?**  *See description <—*  **What can you infer about the group?**  *Friday: The person’s activity increased significally at time 22.30 and later went down until the park closed at 23.30.*  *Saturday ID 657863: The person’s activity went up and down equally during the short time period the person was at the park.*  *Saturday and Sunday ID 2096426: On Saturday the activity increased at 9.00 and went down until 16.00 where the actiivty had its peak. On Sunday the activity peaked at 13.00.*  **If you were to make one improvement to the park to better meet this group’s needs, what would it be?**  Since there were no check-ins in this group an improvement could be to figure out why these persons did not check-in anywhere. Maybe they were not satisfied with the attractions or did not have the possibility to check-in.  This applies speciially for the 2 Ids that stayed there for most of the day. The id that only was in the park for 11 minutes did not really have time to do any check-ins. | Friday: 17:16:50 - 23:18:45  (ID = 2096715)  Saturday1: 08:00:27 - 08:10:03  (ID = 657863)  Saturday2: 08:45:52 - 21:34:03  (ID = 2096426)  Sunday: 08:41:12 - 22:09:11  (ID = 2096426) | zerocheckin\_<day> | day\_comparisons\_checkins  : 18 |
| Show lovers | Persons who spent more than 80% of their time at the park the the show stage area (Attraction 63) |  |  |  |  |
| Late birds | Persons who arrives at the park later than 17:00 and stayed until the park closed at 23:30  Despite that this group arrived in the park late, they checked in at a lot of attractions  *Average checkins friday: 26*  *Average checkins saturday: 11*  *Average checkins sunday: 8*  *(unique IDs each day:*  *Friday: 3557*  *Sat: 6411*  *Sun: 7568*  *)* | **How big is the group type?** -  Friday: 28 st  Saturday: 49 st  Sunday: 23 st  **Where does this type of group like to go in the park?**  *They like to go to all the park areas except the show area. They specially like to go to thrill rides and the kiddie land.*  **How common is this type of group?**  *Rare. On friday and saturday this group constitutes about 1% of the total visitors. On sunday they constitute about 0.5% of the total visitors that day.*  **What are your other observations about this type of group?**  *See description <—*  **What can you infer about the group?**   * *They don’t like to watch shows* * *They brought their own food to the park, they have not checked in at any food stand* * *They go to the park for the attractions and to see Scott Jones trophies.* * *They are probably interested in something that is happening in the park at 22, their activity increases a lot at that time.* * *They get bored in the park on sunday. Their activity increases each day until sunday, where only about 30% of the group have some kind of activity each hour. An explanation could be that they watch the shows, but they have not checked in at any shows on sunday.*   **If you were to make one improvement to the park to better meet this group’s needs, what would it be?**  Since they arrive late and don’t have a very high activity until 10 pm, it would be good to schedule “the interesting thing at 10 pm” earlier on in the day. This could result in that this groups arrives at the park earlier and stay longer. | **Friday: 28 st**  **Saturday: 49 st**  **Sunday: 23 st** | late\_birds\_fri  late\_birds\_sat  late\_birds\_sun | day\_comparison\_time  : 331 |
| Disappointed | Persons who arrived at the park between 08:30 and 09:00 and left before 12:00  This group doesn’t have many checkins, therefor we say that they were disappointed at the park and left.  *Average checkins friday: 1*  *Average checkins saturday: 2*  *Average checkins sunday: 2* | **How big is the group type?** -  Fri: 2  Sat: 4  Sun: 13  **Where does this type of group like to go in the park?**  *This group doesn’t seem to like to go to any particular place in the park. though on sunday, they like to ride Thrill Rides and Rides for Everyone around the park.*  **How common is this type of group?**  *Very rare, only a few persons belong to this group.*  **What are your other observations about this type of group?**  *See description <—*  **What can you infer about the group?**   * They doesn’t seem to like anything particular inte the park. They often enter through an entrance, walk the outbound trace of the park, often turns around and walks back the same path and leaves in the same entrance then came from. * They are not Scott Jones fans, only 1 of the group (in all days) visited the trophy area. * They don’t like to ride attractions. In average on friday, saturday and sundag, they checked in at 1, 2 and 2 attractions respectively.   **If you were to make one improvement to the park to better meet this group’s needs, what would it be?**  Redo the walking paths of the park. Because of that this group often walks the same path back and forth, the walking path could be redone to “force” the group to go through the park in another way. This could result in that they find something interesting that they shouldn’t find otherwise, because they never would have visited that area for example. | **Friday: 2 st**  **Saturday: 4 st**  **Sunday: 13 st** | early\_birds\_fri  early\_birds\_sat  early\_birds\_sun | day\_comparison\_time  : 378 |