

JPD\_18



December 2023

# WINTER LOBSTER LAND



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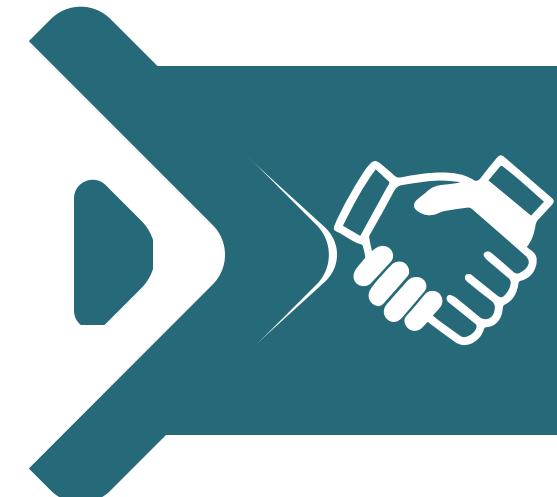
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# Overview

Winter Wonderland: A collaborative extravaganza between Lobster Land & Marvel.

01



Marvel Comics has approached Lobster Land with a partnership opportunity to host a Winter Wonderland festival.

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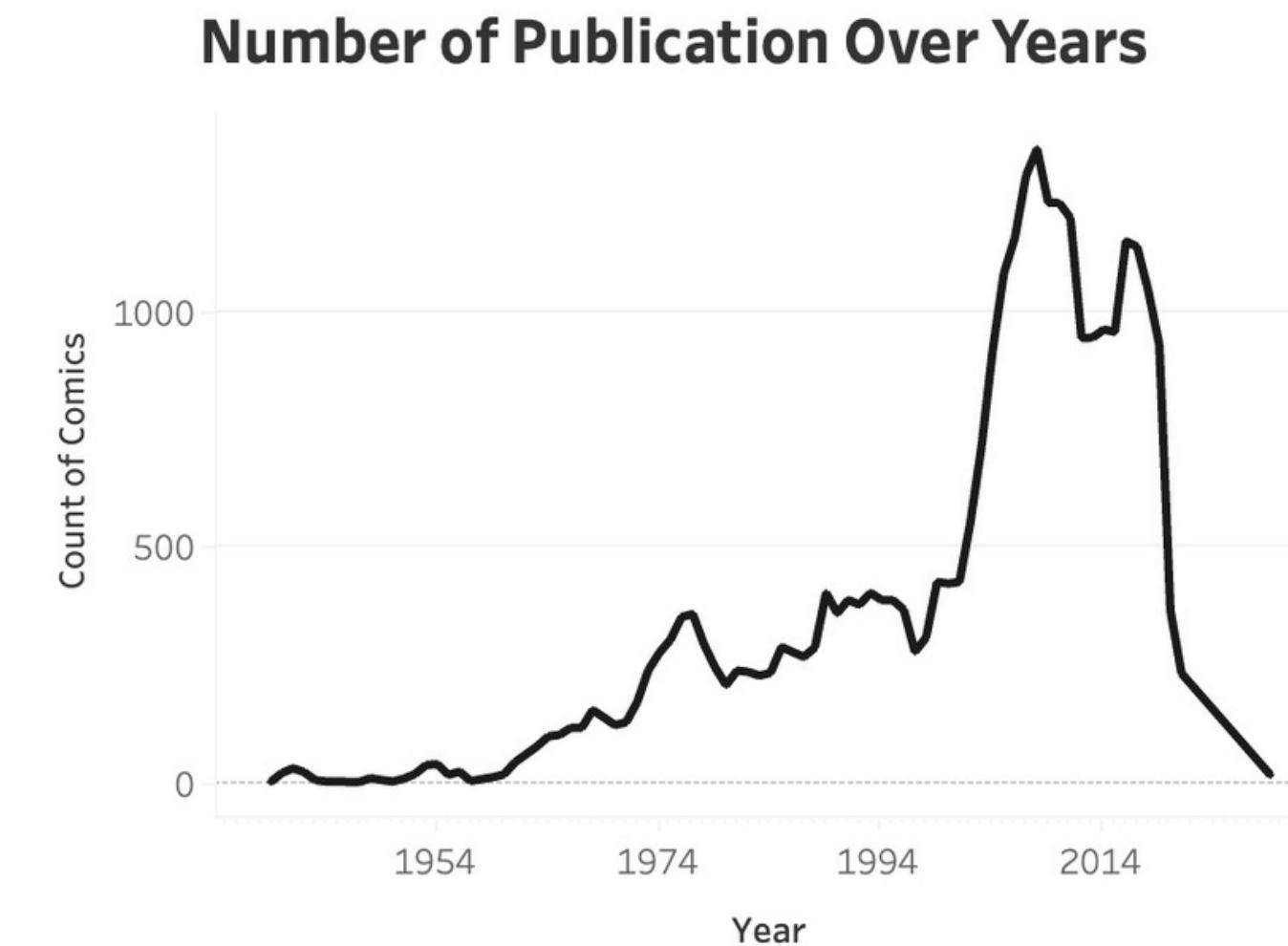
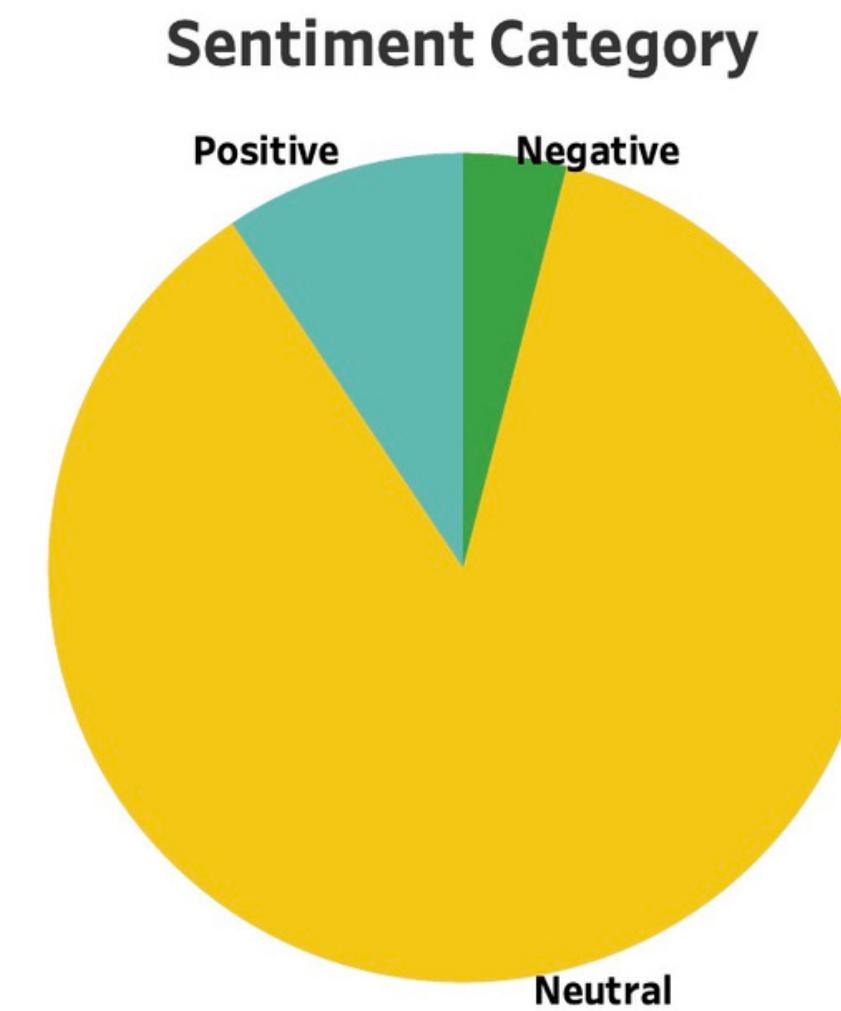
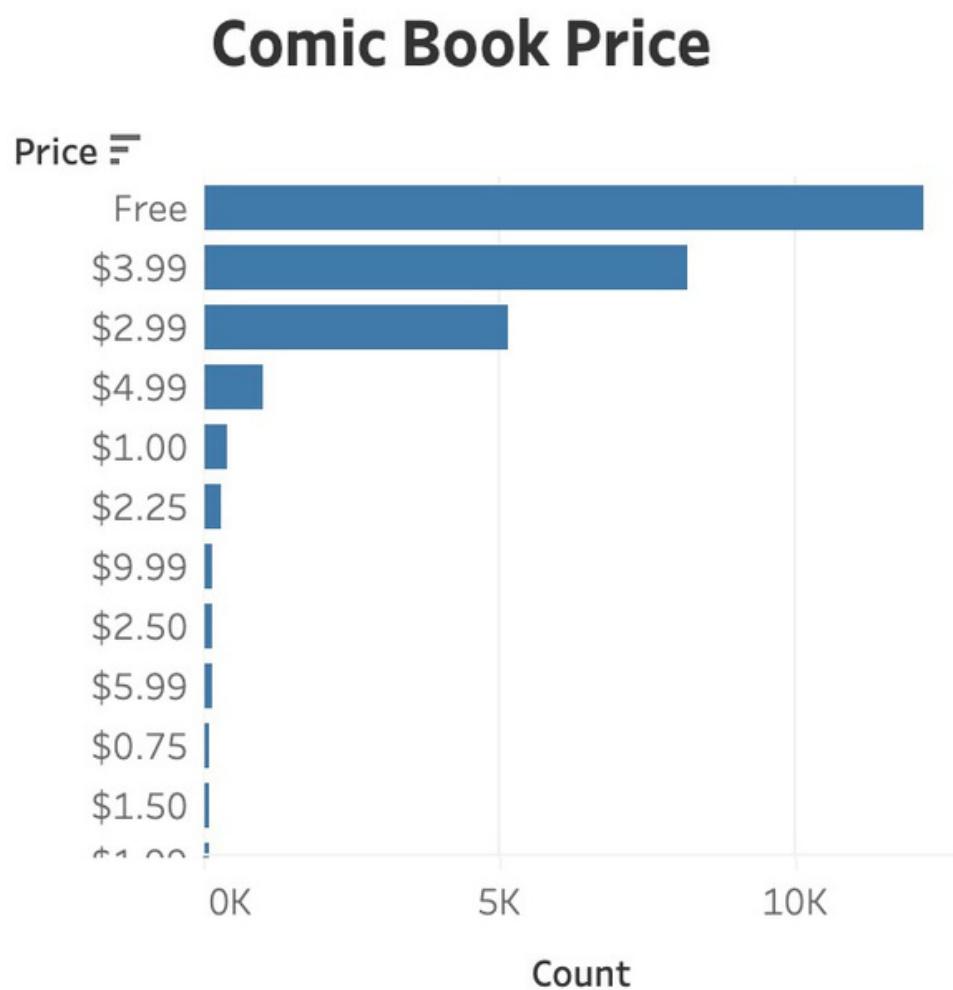
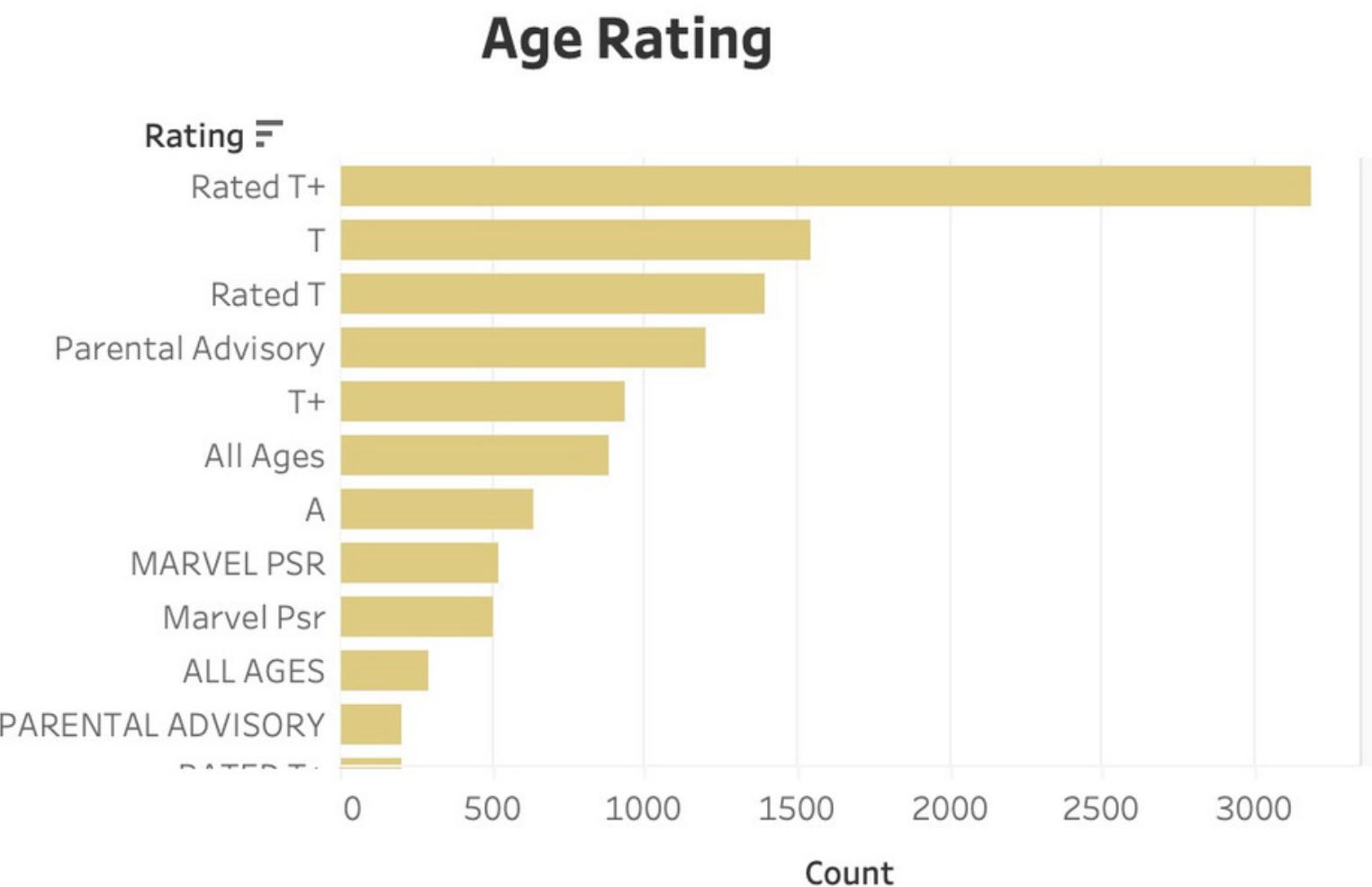


Performed a comprehensive analysis on the Marvel franchise to gain insight.

03

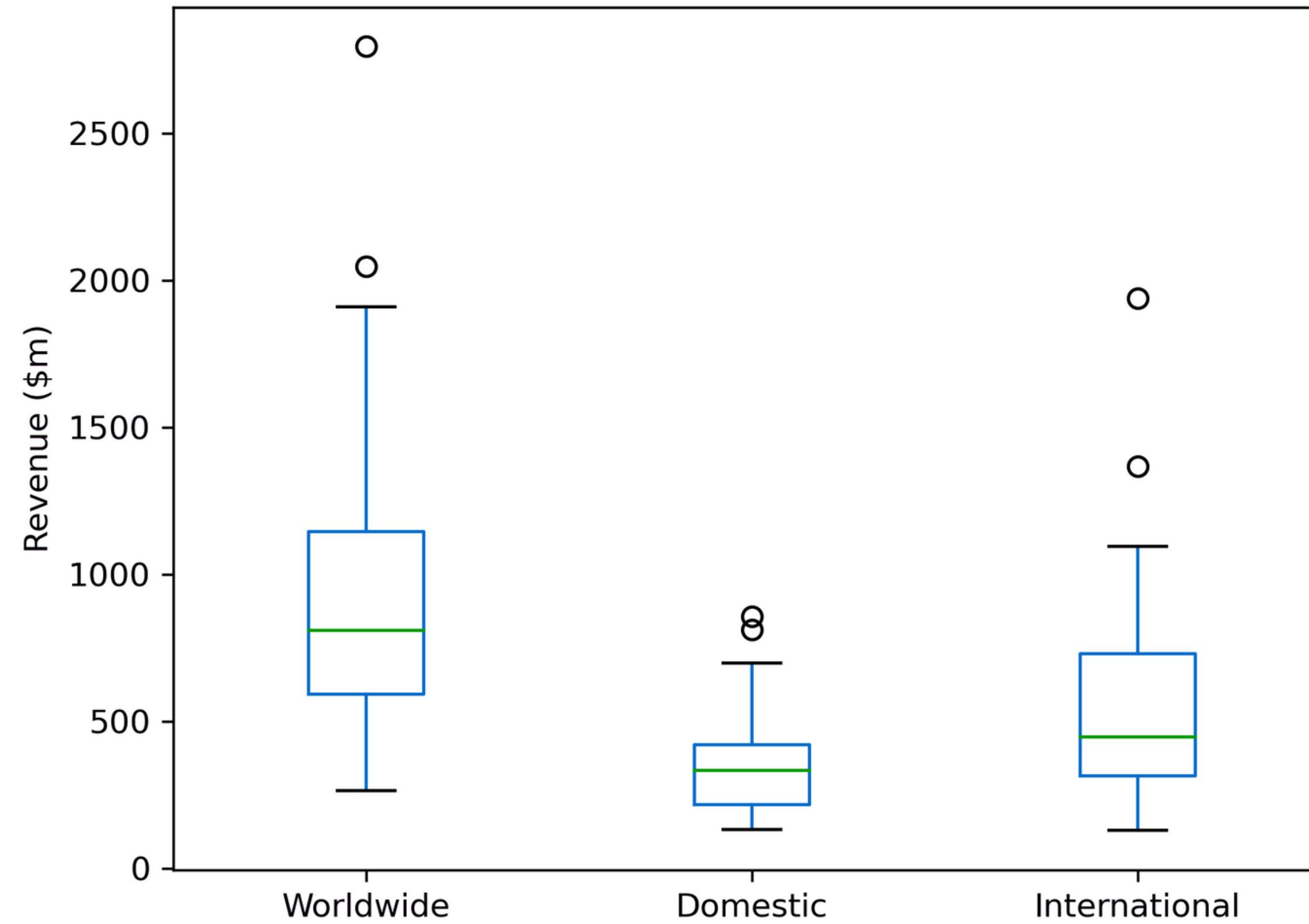


Evaluated Lobster Land's customer base to maximize revenue and attendee satisfaction.

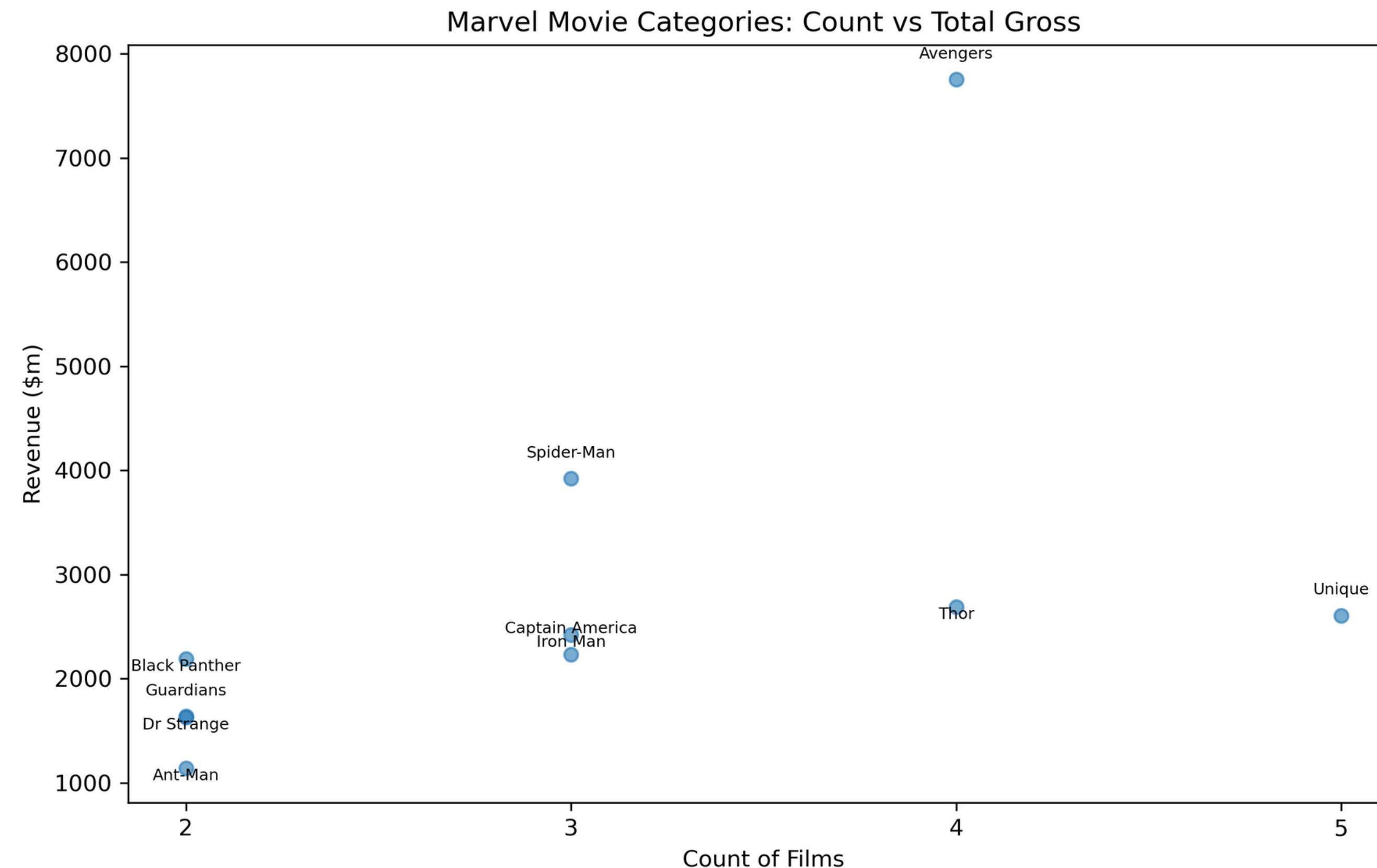


# Marvel's Revenue

Boxplot of Gross Revenue



# Marvel's Revenue



# Top 5 Audience Scores

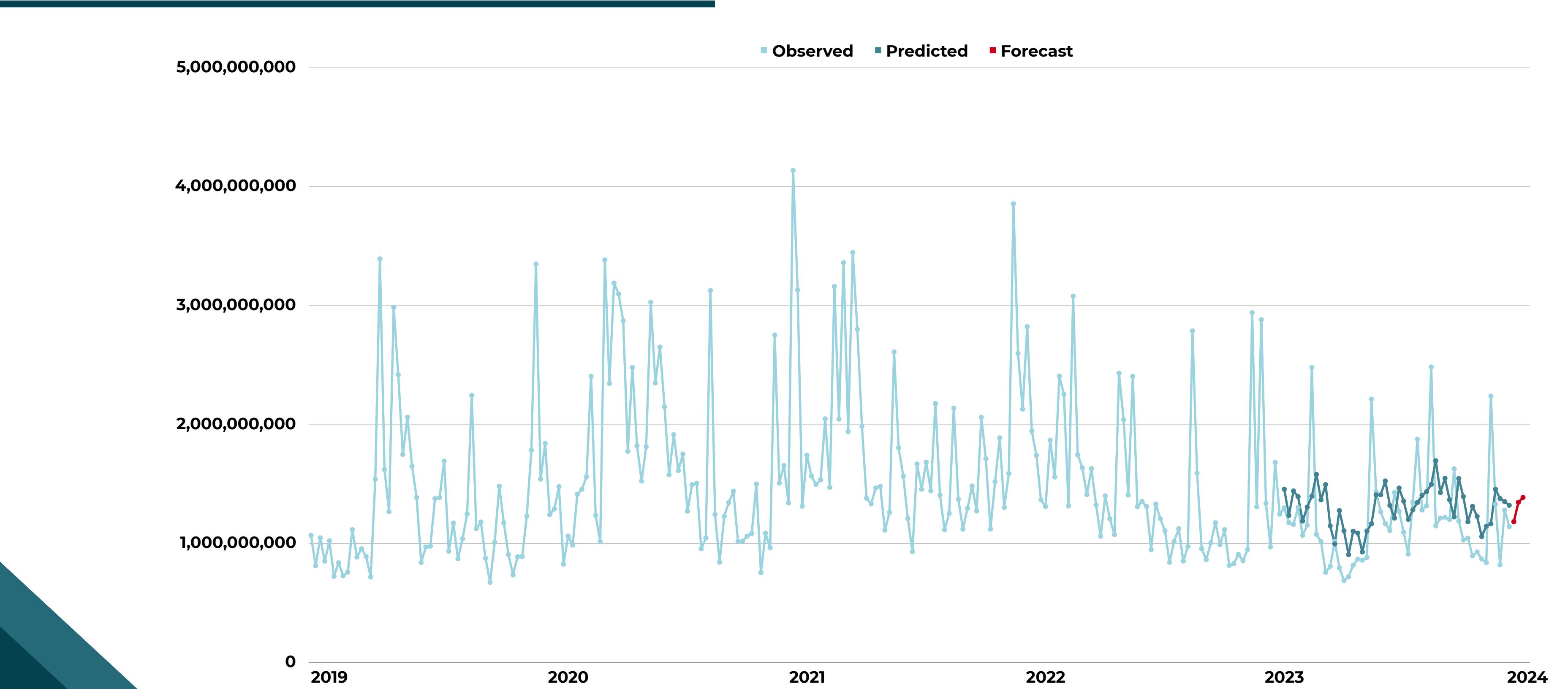
*Most well-received Marvel movie series.*

Movie Series	Audience Score	Avg. Gross Revenue (\$m)
Spider-Man	92.0	1307
Guardians	89.5	819
Avengers	88.5	1938
Black Panther	86.5	1095
Captain America	85.3	745
Eternals, Shang-Chi, Black Widow, Captain Marvel, The Incredible Hulk	85.33	521

# Forecasting

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A look into Disney's total gross revenue over time.



# SEGMENTATION

# Segmentation

*Targetting Portland households using k-means clustering.*

Cluster Names	Distance	Subscription	Leisure Exp.	Attendance	Youngest	Count
Youngsters	15.48	0.00	0.08	2.04	<b>21.38</b>	2706
Seniors	16.06	0.00	0.13	1.95	<b>65.05</b>	1894
Spenders	16.23	1.00	<b>0.23</b>	2.00	22.91	3252
Travelers	<b>72.45</b>	0.33	0.14	2.06	31.50	648

# Target Audience

## ***Youngsters***



## ***Seniors***



## ***Spenders***



## ***Travelers***



Leverage social media, introduce new rides. Collaborate with popular brands to expand outreach.

Enhance senior-friendly amenities: benches, transportation, rest areas.

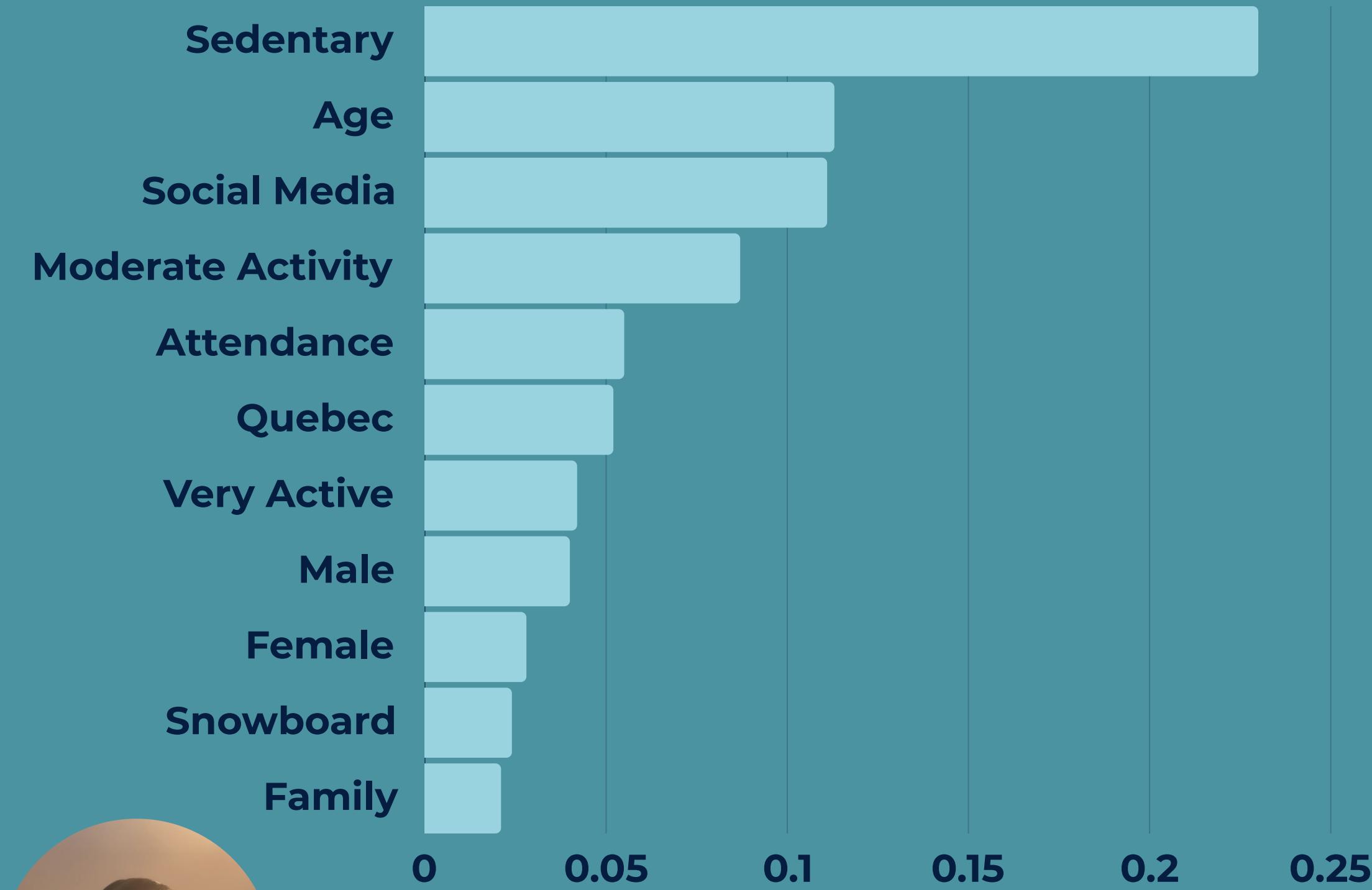
Implement VIP packages with exclusive benefits. Train staff to upsell services. Host exclusive events for premium clientele.

Partner with travel agencies for deals, leverage social media to highlight park views, promoting extended stays at Lobster Land!



# CUSTOMER PREFERENCE





## Feature Importance

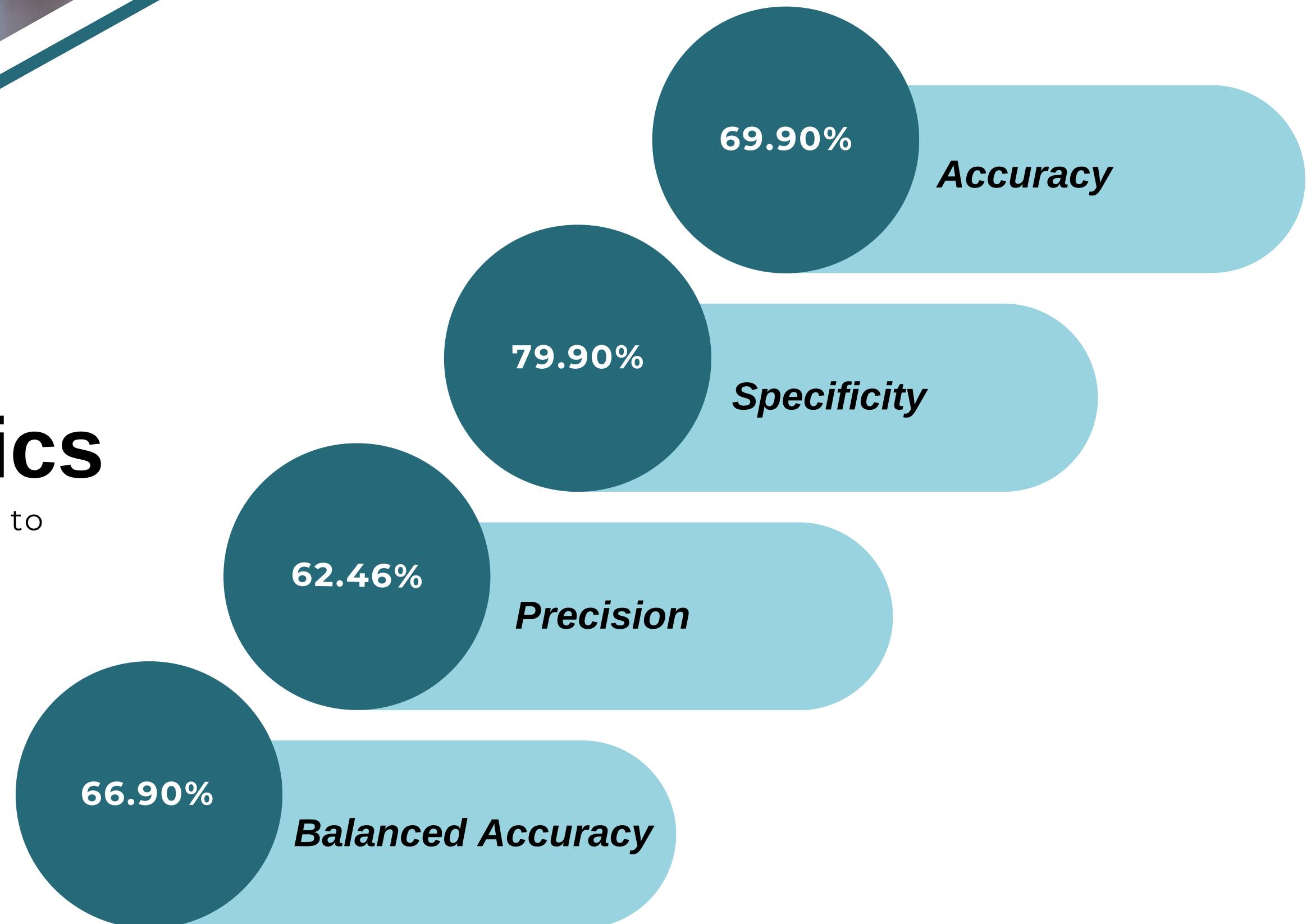
Lobster Land wants to better predict whether a particular household's primary goal for attending a winter carnival are the indoor or outdoor activities.

Activity Level	Age
Social Media	Previous Attendance



# Model Metrics

The model can also be used to predict future customer preferences.

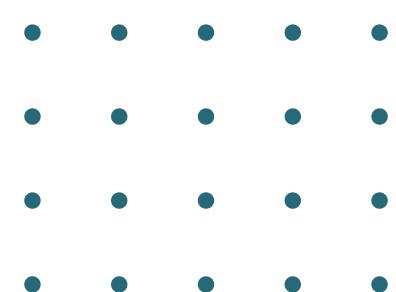




# Catering

Items selected based on customer ratings.

Category	Item	Coefficient	Cost-Per-Serving
Starters	Sticky Chicken Tenders	2.14	\$ 3.40
Salad/Soup	Chili	1.68	\$ 6.00
Main Dish 1	Grilled Sausages	1.72	\$ 5.60
Main Dish 2	Smoked Turkey Legs	-0.37	\$ 4.35
Side	Mac & Cheese	0.091	\$ 0.74
Dessert	S'mores	1.25	\$ 1.25



# Sample Menu



## STARTERS

STICKY CHICKEN TENDERS ..... \$3.40



## SOUP & SALAD

CHILI ..... \$6.00



## DESSERT

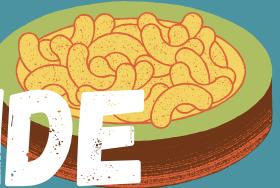
S'MORES ..... \$1.25



## MAIN COURSE

SMOKED TURKEY LEGS ..... \$4.35

GRILLED SAUSAGES ..... \$5.60



## SIDE

MAC & CHEESE ..... \$0.74

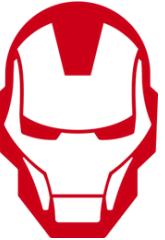


# REVENUE & ENGAGEMENT

A hand is shown holding a stack of US dollar bills, with fingers visible on the left and a thumb on the right. The bills are fanned out, showing various denominations, with a prominent \$100 bill at the top. The background is a solid teal color.



# REVENUE & ENGAGEMENT



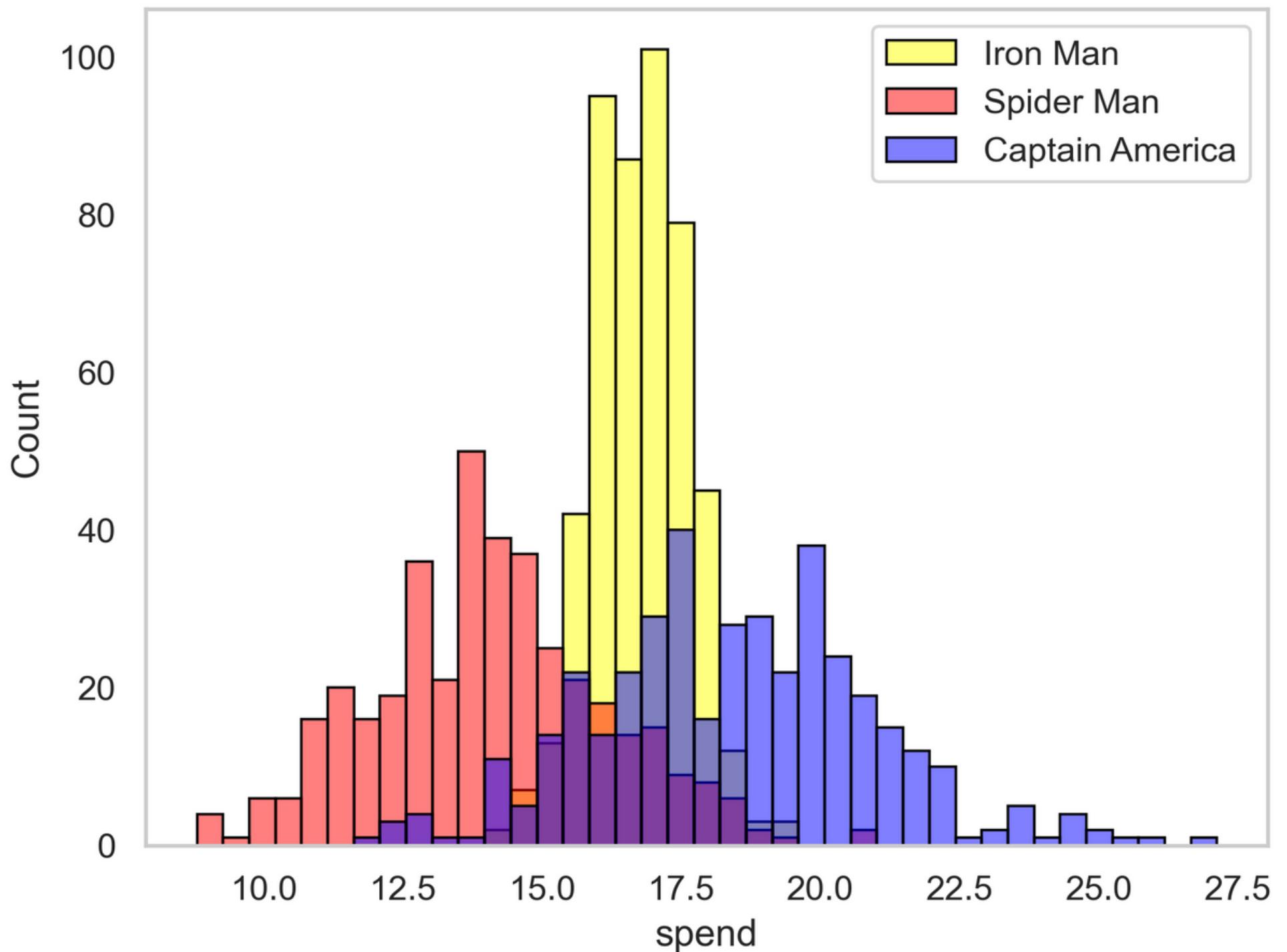
*Winter Wonder Land Registration*  
Ironman ice sculpture image  
sparks the most interest and  
motivates individuals to sign  
up for the 2023 Winter  
Wonderland event.

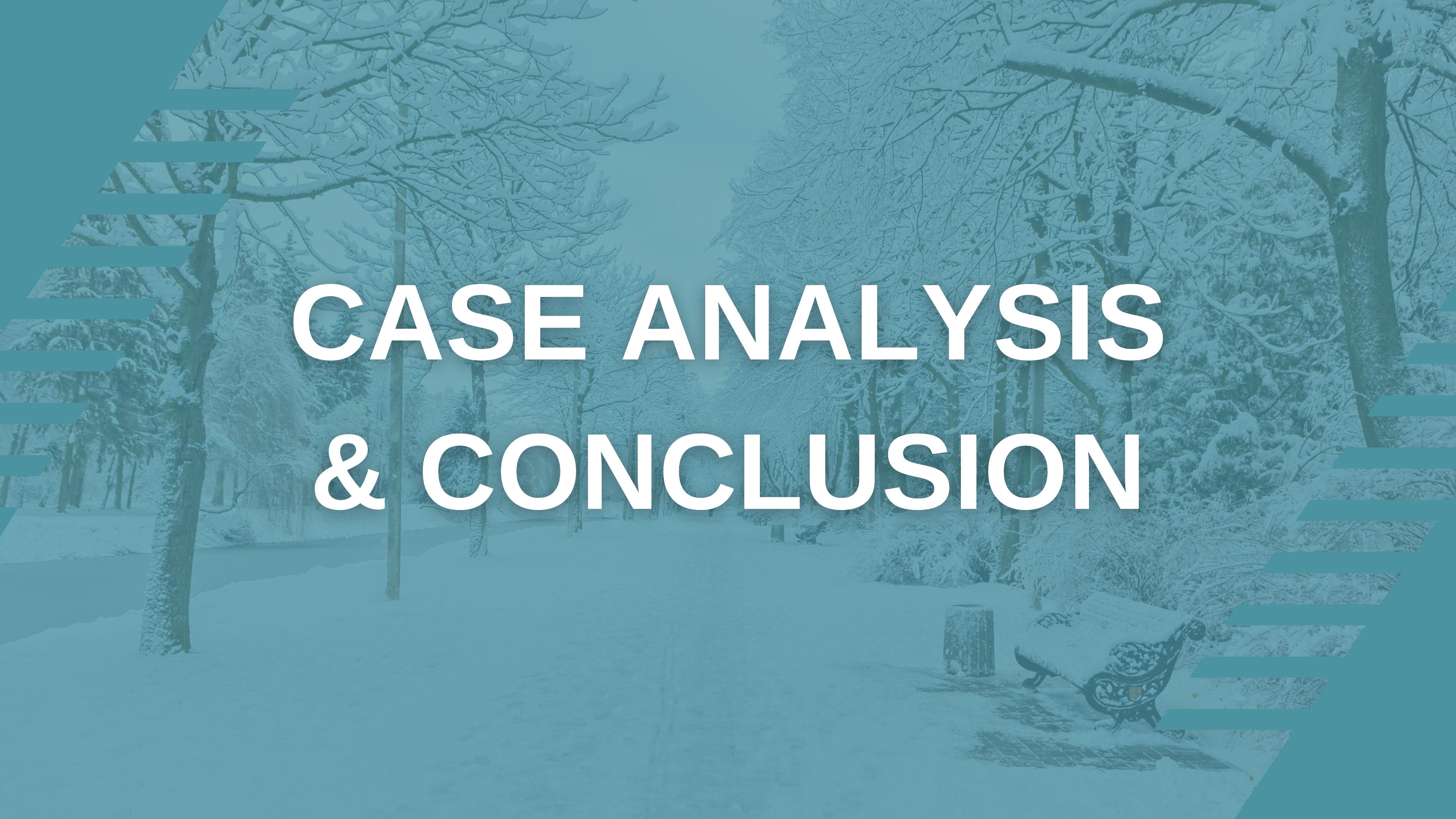
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## Website Revenue

The Captain America ice  
sculpture image motivates  
internet surfers to purchase  
merchandise on the Lobster  
Land website.





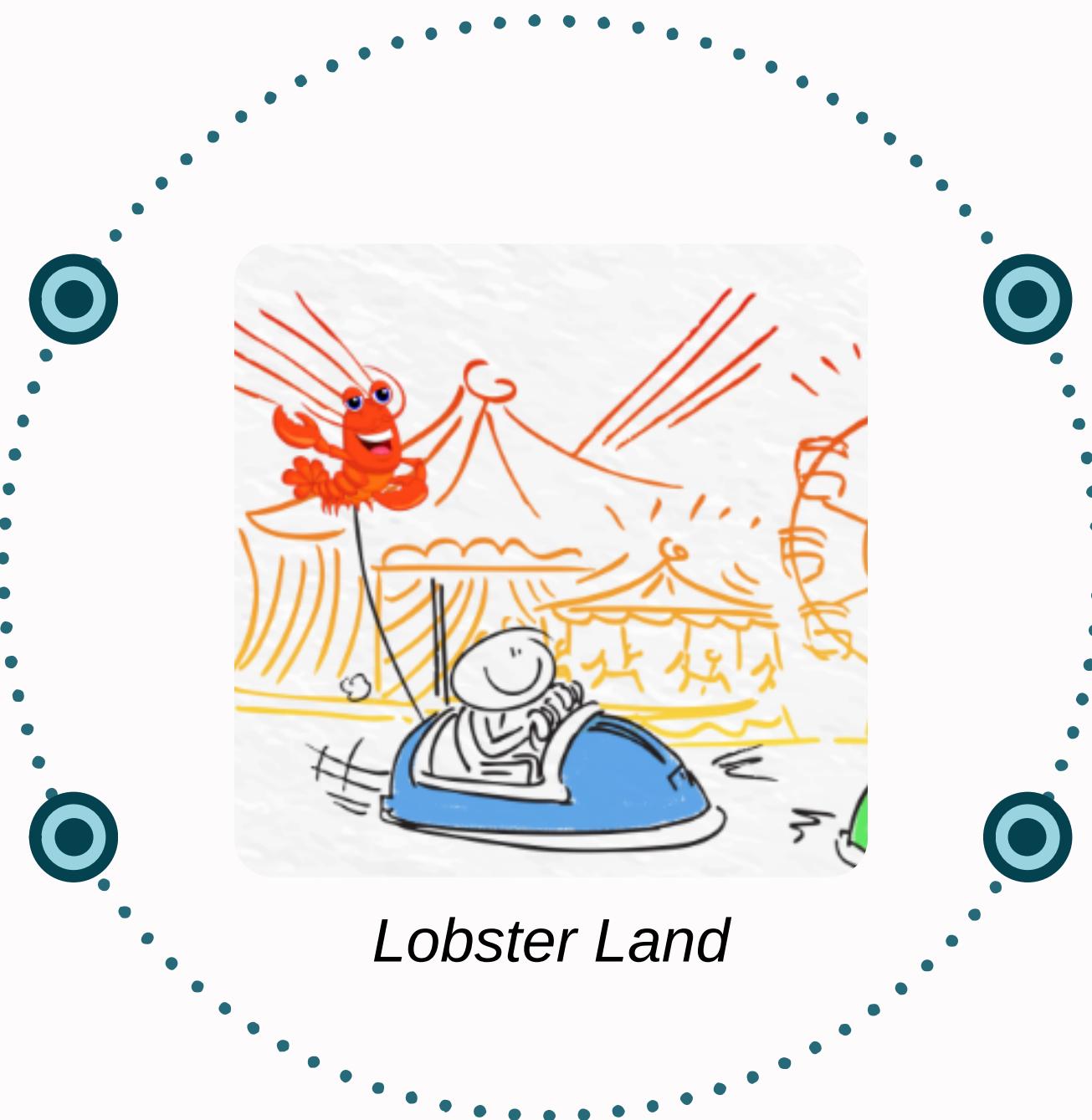
# CASE ANALYSIS & CONCLUSION

# Case Analysis

Revenue diversification and business improvements.

## ***Intellectual Property***

Develop new attractions and shows centered around Lobster Land's popular characters and stories.



## ***Merchandise***

Expand range of park-related merchandise: toys, clothing, etc.



## ***Seasonal Events***

Embrace the rich tapestry of global cultures: Oktoberfest, Lunar New Year, Diwali.



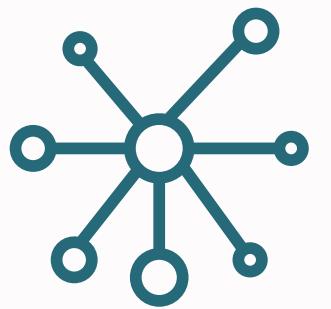
## ***Web Scraping***

Utilize advanced analytical techniques to gather overall consumer insights. This can help better the park in the long run, encouraging people to return.



**Lobster Land**

# Conclusion



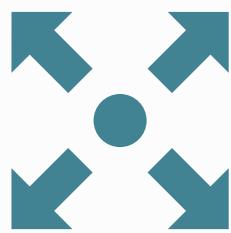
## *Optimized Clustering*

Find latent patterns in existing clientele and capitalize by targetting different segments.



## *Tailoring Solutions*

Evaluate customers' preference to offer the best experience and services.



## *Strategic Expansion*

Leverage past successes from Marvel's history for decision making and business model expansion.

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# Thank you

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December 15, 2023



AD654 Final Project

