

## CONCLUSION

Our analysis shows how smart use of data can help Lobster Land make better decisions and create memorable experiences for visitors. For example, choosing the “Ice Slide” photo for marketing makes sense because it stood out in both engagement and conversion rates. Planning the Arundelle Ball with thoughtful options like the Classical Quartet and Ice Palace Elegance ensures a magical event that stays within budget. The dashboards also gave clear guidance on where to place booths and how to maximize revenue at the Winter Carnival.

But beyond the numbers, the real opportunity for Lobster Land is to keep learning from its visitors and adapting. Focusing on areas like improving indoor activities, targeting nearby high-potential markets, and creating unique, family-friendly experiences will keep the park exciting and fresh. By blending creativity with insights from data, Lobster Land can attract more visitors, keep them happy, and continue to grow for years to come.