



DSMM – DISNEY WORLD (week 5)

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I. WEEK 5: DELIVERABLES

Your tasks this week include:

- 1.) You will pick one of the four Disney theme parks this week and study its layout.
- 2.) Are the parks organized to facilitate a specific experience, or is it random with the hopes that guests create their own meaningful experiences?
- 3.) What business decisions can you surmise based on your chosen park layout?
- 4.) Develop your map (hand drawn or digital) of one of the Disney World theme parks and write why you think Disney placed the attractions, shows, themes, etc...in the locations they did.
- 5.) You must be creative, proactive, forward-thinking, and innovative in completing this task.
- 6.) Compile the information you have gathered and interpreted to create a presentation in a format that shows your intern supervisor what you have accomplished to this point.
- 7.) Be sure to showcase the importance of the conclusions that you have drawn based on your findings.

II. WEEK 5: DELIVERABLES STATUS

- 1.) You will pick one of the four Disney theme parks this week and study its layout.

➤ Magic Kingdom

- 2.) Are the parks organized to facilitate a specific experience, or is it random with the hopes that guests create their own meaningful experiences?

➤ Yes, it was organized to facilitate a specific experience. The layout of a theme park like Walt Disney World affects many business decisions that are made to improve the experience of guests, make operations more efficient, and bring in more money. Based on how the park was laid out, the following business decisions can be made.

Putting well-known and popular attractions in different parts of the park helps spread out the crowds more evenly. The goal of this decision is to keep certain areas from getting crowded and make the overall flow of guests better.

Adding themed shops for goods and places to eat to each land makes the experience more immersive. This choice was probably made because they want to get guests to spend as much money as possible by giving them souvenirs and food options that fit with the theme of the area.

Putting a lot of emphasis on stories through theming and story-driven attractions is a choice made to get people emotionally involved. This method improves the overall experience of the guest, builds a relationship with the brand, and gets people to come back.

3.) What business decisions can you surmise based on your chosen park layout (The Magic Kingdom)?

The Magic Kingdom's design revolves around a hub-and-spoke layout with Cinderella Castle at the center, facilitating easy access to different areas. The iconic castle serves as a visual centerpiece, enhancing the park's branding. Themed lands, strategically placed attractions, and diverse merchandise and dining options cater to a broad audience. The emphasis on storytelling through theming aims to emotionally engage guests and encourage repeat visits. Crowd distribution, entertainment scheduling, transportation options, guest flow optimization, and seasonal events are all carefully planned to enhance the overall guest experience and maximize the park's appeal.

Deliverables 4, 5 and 6.

Before we begin analyzing the Magic Kingdom Map of Disney world, we manually created the dataset based on the Data that we gathered from their official website and other sites that we believe relevant, to be able to understand the park more. Here's the link of the dataset, we also screenshot so you can see the sample.

[DisneyDataset.xlsx](#)

Rides	Park	Ride Type	Age	Height	Length	Ave Wa	Time Interval	Early En	Extended Ho	Popularity	Lightning Lane
Let the Magic Begin	Main Street U.S.	Meet/Greet	All	0	5	0		1	0	0 Moderate to Heavy	0
Big Thunder Mountain Railroad	Frontierland	Thrill/Small Drops	Kids-Twe-Tee-A	1	3	38		0	0	1 Heavy to Very Heavy	1
Buzz Lightyear's Space Ranger Spin	Tomorrowland	Slow Spin	All	0	5	33.6		0	1	1 Moderate to Heavy	1
Disney Festival of Fantasy Parade	Fantasyland	Show	All	0	12	0		1	0	0 Very Heavy	1
Dumbo the Flying Elephant	Fantasyland	Slow Spin	All	0	1.3	18		0	1	1 Moderate to Heavy	1
Enchanted Tales with Belle	Fantasyland	Photopass	All	0	20	31.8		0	0	0 Moderate to Heavy	1
Haunted Mansion	Liberty Square	Slow Rides	All	0	7.3	41.2		0	0	1 Moderate to Heavy	1
it's a small world	Fantasyland	Slow Rides	All	0	15	20.9		0	1	1 Moderate	1
Jungle Cruise	Adventureland	Slow Rides	All	0	10	54.1		0	0	0 Moderate to Heavy	1
Mad Tea Party	Fantasyland	Spinning	All	0	1.5	12.8		0	0	1 Light	1
Mickey's PhilharMagic	Fantasyland	Show	All	0	12	14.7		0	1	0 Light to Moderate	1
Monsters Inc. Laugh Floor	Tomorrowland	Show	All	0	10	12.5		0	0	0 Light to Moderate	1
Peter Pan's Flight	Fantasyland	Slow Drops	All	0	3	61.4		0	1	0 Heavy to Very Heavy	1
Pirates of the Caribbean	Adventureland	Slow Drops	All	0	24	27.5		0	0	0 Moderate to Heavy	1
Seven Dwarfs Mine Train	Fantasyland	Thrill/Small Drops	Kids-Twe-Tee-A	1	3	74.4		0	1	0 Very Heavy	1
Space Mountain	Tomorrowland	Drill/Big Drops	Kids-Twe-Tee-A	1	2.3	50.8		0	1	0 Heavy to Very Heavy	1
The Barnstormer	Fantasyland	Small Drops	Kids-Pre	1	1	19.2		0	1	1 Moderate	1
The Magic Carpets of Aladdin	Adventureland	Slow Spin	All	0	1.3	16.9		0	0	0 Light	1
The Many Adventures of Winnie the Pooh	Fantasyland	Slow Rides	All	0	4	32		0	1	0 Moderate to Heavy	1
Tomorrowland Speedway	Tomorrowland	Drive	All	1	5	16.5		0	1	0 Moderate to Heavy	1
TRON Lightcycle / Run	Tomorrowland	Thrill/Big Drops	Kids-Tee-Adu	1	1	28.3		0	0	1 Very Heavy	1
Under the Sea - Journey of The Little Mermaid	Fantasyland	Slow Rides	All	0	6.15	20		0	1	0 Moderate	1
A Pirate's Adventure - Treasures of the Seven Seas	Adventureland	Show	All	0	20	0		0	0	0 Moderate	0
Astro Orbiter	Tomorrowland	Slow Spin	All	0	2	27.6		0	1	1 Moderate to Heavy	0
Casey Jr. Splash 'N' Soak Station	Fantasyland	Water Rides	Kids-Pre	0	0	0		0	0	0 Light	0
Casey's Corner Pianist	Main Street U.S.	Music	All	0	20	0		1	0	0 Moderate	0
Cinderella Castle	Fantasyland	Walkthrough	All	0	0	0		0	0	0 Moderate	0
Cinderella Castle Mural of Memories	Main Street U.S.	Walkthrough	All	0	0	0		0	0	0 Moderate	0
Disney Adventure Friends Cavalcade	Main Street U.S.	Show	All	0	0	0		1	0	0 Moderate to Heavy	0
Disney Enchantment at Disney After Hours at Magic Kingdom	Main Street U.S.	Show	All	0	15	0		1	0	0 Moderate	0
Frontierland Shootin' Arcade	Frontierland	Arcade	All	0	2	0		0	0	0 Light to Moderate	0
Happily Ever After	Main Street U.S.	Fireworks Show	All	0	18	0		1	0	0 Very Heavy	0
Liberty Square Riverboat	Liberty Square	Slow Rides	All	0	17	15.2		1	0	0 Light	0
Main Street Vehicles	Main Street U.S.	Slow Rides	All	0	3	0		0	0	0 Moderate to Heavy	0
Mickey's Magical Friendship Faire	Main Street U.S.	Show	All	0	20	0		1	0	0 Moderate to Heavy	0
Prince Charming Regal Carousel	Fantasyland	Slow Spin	All	0	2	10.47		0	1	0 Light	0
Swiss Family Treehouse	Adventureland	Walkthrough	All	0	13.5	5.6		0	0	0 Light	0
The Dapper Dans	Main Street U.S.	Show	All	0	20	0		1	0	0 Light to Moderate	0
The Hall of Presidents	Liberty Square	Show	All	0	25	12.6		0	0	0 Light	0
Tom Sawyer Island	Frontierland	Water Rides	All	0	15	5.3		0	0	0 Light	0
Tomorrowland Transit Authority PeopleMover	Tomorrowland	Slow Rides	All	0	10	13.3		0	1	0 Light to Moderate	0
Walt Disney World Railroad - Fantasyland	Fantasyland	Slow Rides	All	0	20	0		0	0	0 Moderate	0
Walt Disney World Railroad - Frontierland	Frontierland	Slow Rides	All	0	20	0		0	0	0 Moderate	0
Walt Disney World Railroad - Main Street, U.S.A.	Main Street U.S.	Slow Rides	All	0	20	0		0	0	0 Moderate	0
Walt Disney's Carousel of Progress	Tomorrowland	Slow Rides	All	1	21	5		0	1	0 Light	0
Walt Disney's Enchanted Tiki Room	Adventureland	Show	All	0	15.4	12.6		0	0	0 Light	0



We also saved a map of the magic kingdom and analyze it, here's our findings. Watch the video for more detailed explanations in Powerbi.

Disney isn't just magical for its rides and characters, but also for its clever park design that minimizes wait times and congestion. The park is divided into themed lands with major attractions drawing people away from the center, while popular rides are strategically placed at the far ends, encouraging exploration and even distribution. Main Street itself acts as a visual funnel, guiding guests away from entrances and towards the castle, preventing immediate crowding. Additionally, the loop design allows for efficient traffic flow, especially during shows when everyone moves in one direction.

Beyond park layout, Disney masters the art of queuing. Lines are designed to be visually engaging and interactive, making the wait seem shorter. The serpentine design creates an illusion of a shorter line, while minimizing downtime in ride loading keeps things moving smoothly. Haunted Mansion exemplifies this with its conveyor belt system, allowing thousands of guests through per hour. Finally, Single Rider lines fill empty seats, increasing capacity and offering faster ride options for those who don't mind riding alone. By combining these park and ride design hacks, Disney creates a smooth and enjoyable experience for all.

