1ˢᵗ phase

Guest spending on food vendors Problem
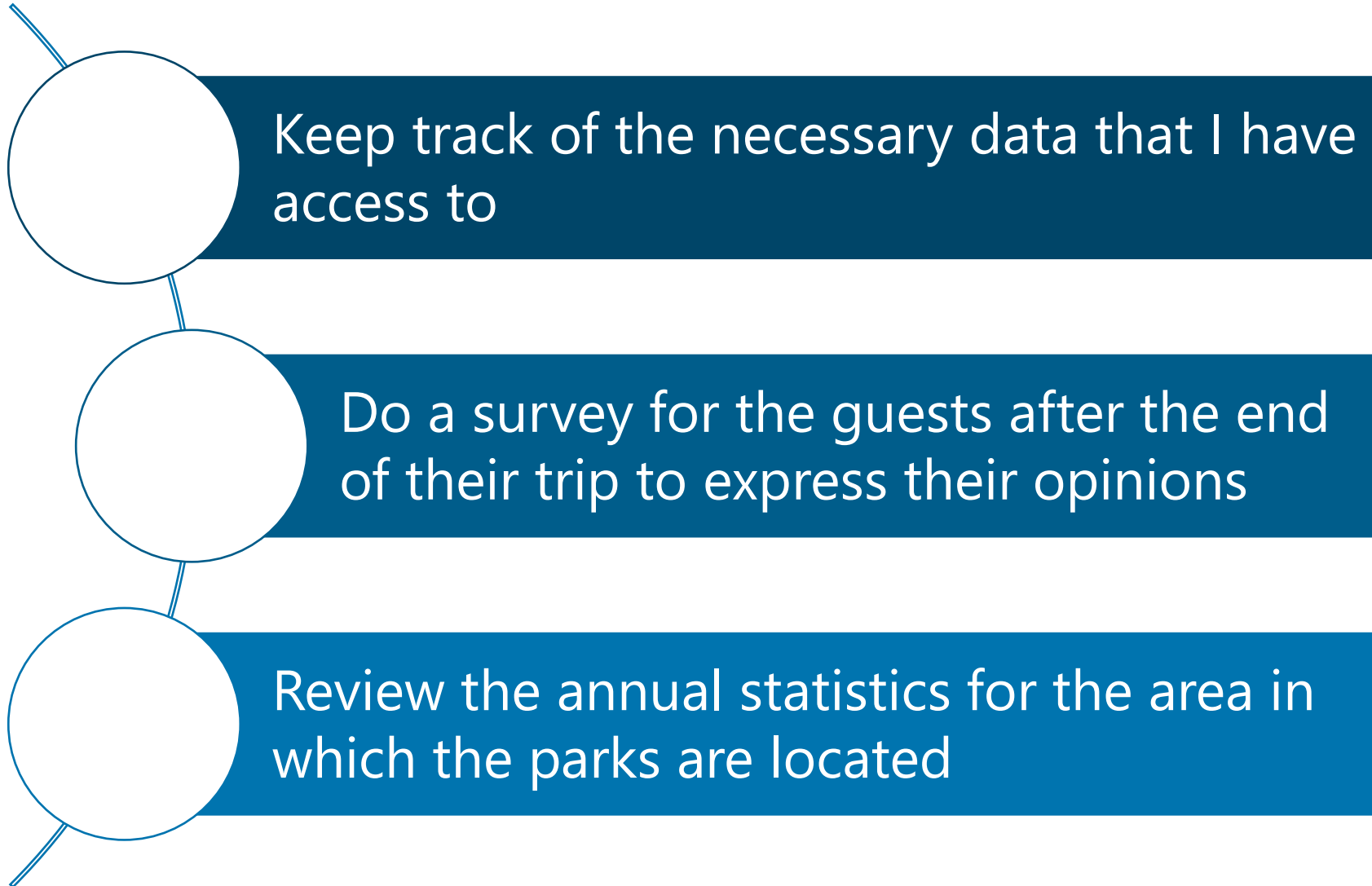
What Data is needed and why?

	Data is needed	Why?
Pricing	Average prices for the past 5 years	To find out if there are unsuitable prices and whether this is the reason
	What is the percentage increase or decrease in prices and the when that happen?	
	Compare our prices with competitors	
Food Types	What types of food do we offer?	To know how diverse our items are, and whether there are well-thought-out plans for new items, and the extent to which this affects the guests
	How much have the types and varieties changed over the past 5 years and why are they replaced?	
	How many categories are added annually and based on what is added?	
	What are the items offered by the competitor and which guests prefer over our items?	
Guest spend	How many guests visit the dining area without spending anything?	To know how much our guests spend and whether they return to spending and are there reasons that prevent them from spending as soon as they reach the food vendor
	What is the average expenditure per person per time visiting the dining area?	
	How many times does a person visit the dining area per day during his stay?	
other	How satisfied are the guests with customer service and sellers?	To see the extent of the ethics of our sellers and customer service, and whether the location of the region is appropriate, and are they considered among the reasons?
	Is the dining area strategically located and easily accessible?	
	Are there obstacles or closed paths leading to the area?	

Unnecessary data and why?

	Data is needed	Why?
Pricing	Food items prices for the past 5 years	The average general prices and the number of increases on items are sufficient, but the price of each item in detail is a waste of time
Guest spend	How much do guests spend per trip and yearly?	We care what a person spends on food now, so these are unnecessary details
other	How many vendors and customer service staff?	We care about the staff's treatment of guests more than their preparation because it is not the main problem we are looking for.

What data collection strategies and tools are needed

Keep track of the necessary data that I have access to

Do a survey for the guests after the end of their trip to express their opinions

Review the annual statistics for the area in which the parks are located

Analysis

We need start from now, to solve this problem!

2nd phase

Goal : Solve Guest spending on food vendors problem

Action Step	Responsible	Start Date	Milestone	Due Date	Resources	Desired Outcome
Collect the data identified in the previous project	business manager	08/03/2022	Identify sub-ideas from each task based on the questions that were asked earlier	09/01/2022	Analytics, statistics and data collected, data analysis tools in addition to the work team	Accurate data explaining the reasons and clarifying the required solutions and the required procedures
Classification of data according to its importance and its impact on the problem	marketing lead	09/03/2022		09/16/2022	Data classification tools, and divided team tasks to identify the data that each team needs in addition to a work team and a quality team to review the outputs before they are delivered to the teams	Classify the data needed for each work team to start their work plans
Reviewing the current price structure and re-pricing the items based on the data collected	children's programming manager	09/17/2022		09/30/2022	The necessary data, the work team, a sub-plan of work for their team to start work Contracts with new companies specialized in the field of the band	New pricing for guests
Review the items that are presented based on the data collected	food manager	09/17/2022		09/30/2022	The necessary data, the work team, a sub-plan of work for their team to start work Contracts with new companies specialized in the field of the band	New varieties preferred by guests and the evolution of food types and taste
Looking at the location of the area and studying the sites of other suitable areas	facility manager	09/17/2022		09/30/2022	The necessary data, the work team, a sub-plan of work for their team to start work Contracts with new companies specialized in the field of the band	Choosing a suitable and easy-to-reach place and removing any things that might hinder guests from accessing the area

3ʳᵈ phase

Ideas to Improve the productivity of the park

The park

The location of the park in a lowland wetland is a problem because it is needed large investments to support the reclamation system. But at the same time the presence of a large the amount of water and canals in the park can be a "highlight" of the place that the park can stand out from among hundreds of other Ukrainian or foreign parks. This requires more to establish work on the maintenance of hydraulic structures, but also to fill them with additional ones attractions. This approach will turn the disadvantage into an advantage. In addition, the expansion networks of reclamation canals and their constant support will take away the need for large backfill the amount of soil to maintain the microclimate of the territory.

My Suggestions:

1. Landscape area (area of quiet rest and walks)

Recommended: thinning of the territory (removal of diseased and damaged trees), mowing and clearing, backfilling, sowing grass, arranging existing and creation of existing reclamation canals, arrangement of paths with the use of wood, or soft backfill (fine gravel or screening), installation of garden and park sculptures, creation of places of rest.

Landscape area - the largest area of the park. These areas should be doing well arranged and well-groomed places. They can be used for individual leisure - walks, reading, meetings, nature observations. You need to take care of quality grass cover throughout the walking area the most efficient use of the territory. Such zones must have sound barriers, which will not let noise from the city center and street.

2. Ecological zone

Recommended: planting valuable species of trees and plants, increasing the forage base for birds, mowing and clearing, arrangement of paths with the use of natural materials, installation of pointers and information points.

3. Electrification and lighting of the park

Currently, only the Central Alley of the park is lit. In the future, the entire park,including landscaped areas, should be illuminated. First of all, light upparks have main main alleys, later - zones. Lighting should be exclusive from jamming of LED lamps. The system also needs a complete upgrade power supply. Now there are many private lines in the park that have been built by themselves entrepreneurs. A single project to electrify the park is to be developed lighting network, connection of entrepreneurs and facilities, access points for events.

We need start from now, to solve this problem!