

## **Winter Wonderland 2020**

### **Data Visualisation**

**Link to Dashboard:** [Winter Wonderland 2020](#)

#### **Description:**

The Tableau dashboard has visualizations based on the following variables: number of carnivals attended by each vendor, complaints received for each retail space, number of lobsterland passholders, estimated hourly volume, energy consumption and estimated revenue generated. These visualizations will help the Lobsterland Management select the most revenue generating and popular vendors for the Winter Wonderland 2020.

As seen from the visualisations on the number of carnivals attended, complaints received and estimated visitors, it can be seen that vendors despite having the maximum number of complaints had the maximum number of visitors too. At a first glance this can be seen as a problem but when we look at the visualization, the vendors that had the maximum number of complaints had more visitors - this is due to the fact that since more people are visiting that shop there are more complaints. For instance, the tourism department had 71 complaints because a lesser number of people visited it. Additionally, it can be seen that homemade holiday gifts have the maximum visitors and complaints followed by beverages. For this the Lobsterland Management should focus on improving their quality and reducing the complaints which will definitely increase the visitors.

Lobsterland's most visited revenue-generating themes are Hot Chocolate/Warm Treats, Local Artists, Fried Dough and Pizza, Homemade Holiday Gifts, Game of Chance and Canadian Snacks. The management should consider these in their selection as they attract maximum visitors. Another factor to better analyze the success of Winter Wonderland is location. As seen from the dashboard, Lobsterland's vendors are based in Maine and New Hampshire. Hence, the management should focus on attracting more vendors from these locations. Lastly, focusing on the energy consumption it can be seen that Hot Chocolate / Warm Treats have the highest energy consumption due to the high number of visitors they attract followed by Local Artists.

Concluding, it can be noted that most vendors have attended carnivals in the past. The management can use the historical data to improve the vendors' reach, work on reducing their complaints and improving the quality of their products as well as gain more visitors in other locations.