Project Proposal: Enhancing Customer Experiences at Disney World

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Problem Statement:

Could Maximo Vacations enhance customer experiences by offering personalized vacation plans that include itineraries designed to minimize wait times at Disney World attractions?

Context:

Maximo Vacations specializes in creating tailored theme-park itineraries for its customers. They would like to enhance customer experiences at Disney World by adding new features to their vacation packages. Surveys indicate that long wait times for rides were the main reason for dissatisfaction of their vacations by previous clients. To improve experiences, Maximo would like to include recommended days and times for when clients should visit the parks to minimize wait times for specific attractions.

Criteria for success:

A new feature will be added to vacation packages that provides itineraries with recommended days and times to visit Disney World attractions optimized to minimize wait times. This feature will be added to each Disney World vacation package by the closeout of third quarter CY2025.

Scope of solution space:

This feature will only be applied to vacation packages for Disney World in Orlando, Florida.

Constraints:

Datasets are provided in cooperation from touringplans.com; no other data sets are available. Customer surveys are not available for analysis.

Stakeholders:

- VP of Operations

- Marketing Director

- Senior Customer Service Agent

Key data sources:

The dataset for this project encompasses four years of wait time data for 14 attractions across the four Disney World theme parks in Orlando, Florida. Each attraction's dataset contains over 2,000 wait time observations. Additionally, the dataset includes a meta file that mirrors the observations for each attraction, providing further information for each day, such as weather data, pricing plans, extra magic hours, holidays, and competing events. These features can be used to derive repeatable predictions. The datasets are available at touringplans.com as follows:

Data Location	Description
https://cdn.touringplans.com/datasets/touringplans_data_dictionary.xlsx	data dictionary to accompany files
https://cdn.touringplans.com/datasets/metadata.csv	meta data that provides a wealth of features to accompany the wait times observations.
https://cdn.touringplans.com/datasets/entities.csv	attraction characteristics that includes how long the attraction has been open and the duration of the attraction.
https://cdn.touringplans.com/datasets/kilimanjaro_safaris.csv	attraction wait times
https://cdn.touringplans.com/datasets/expedition_everest.csv	attraction wait times
https://cdn.touringplans.com/datasets/dinosaur.csv	attraction wait times
https://cdn.touringplans.com/datasets/spaceship_earth.csv	attraction wait times
https://cdn.touringplans.com/datasets/soarin.csv	attraction wait times
https://cdn.touringplans.com/datasets/rock_n_rollercoaster.csv	attraction wait times
https://cdn.touringplans.com/datasets/toy_story_mania.csv	attraction wait times
https://cdn.touringplans.com/datasets/splash_mountain.csv	attraction wait times
https://cdn.touringplans.com/datasets/pirates_of_caribbean.csv	attraction wait times
https://cdn.touringplans.com/datasets/navi_river.csv	attraction wait times
https://cdn.touringplans.com/datasets/flight_of_passage.csv	attraction wait times
https://cdn.touringplans.com/datasets/slinky_dog.csv	attraction wait times
https://cdn.touringplans.com/datasets/alien_saucers.csv	attraction wait times
https://cdn.touringplans.com/datasets/7_dwarfs_train.csv	attraction wait times