



Optimizing Crowds with Predictive Analytics





George

Willow

Liz

Bobby

Mortimer



GEORGIA AQUARIUM

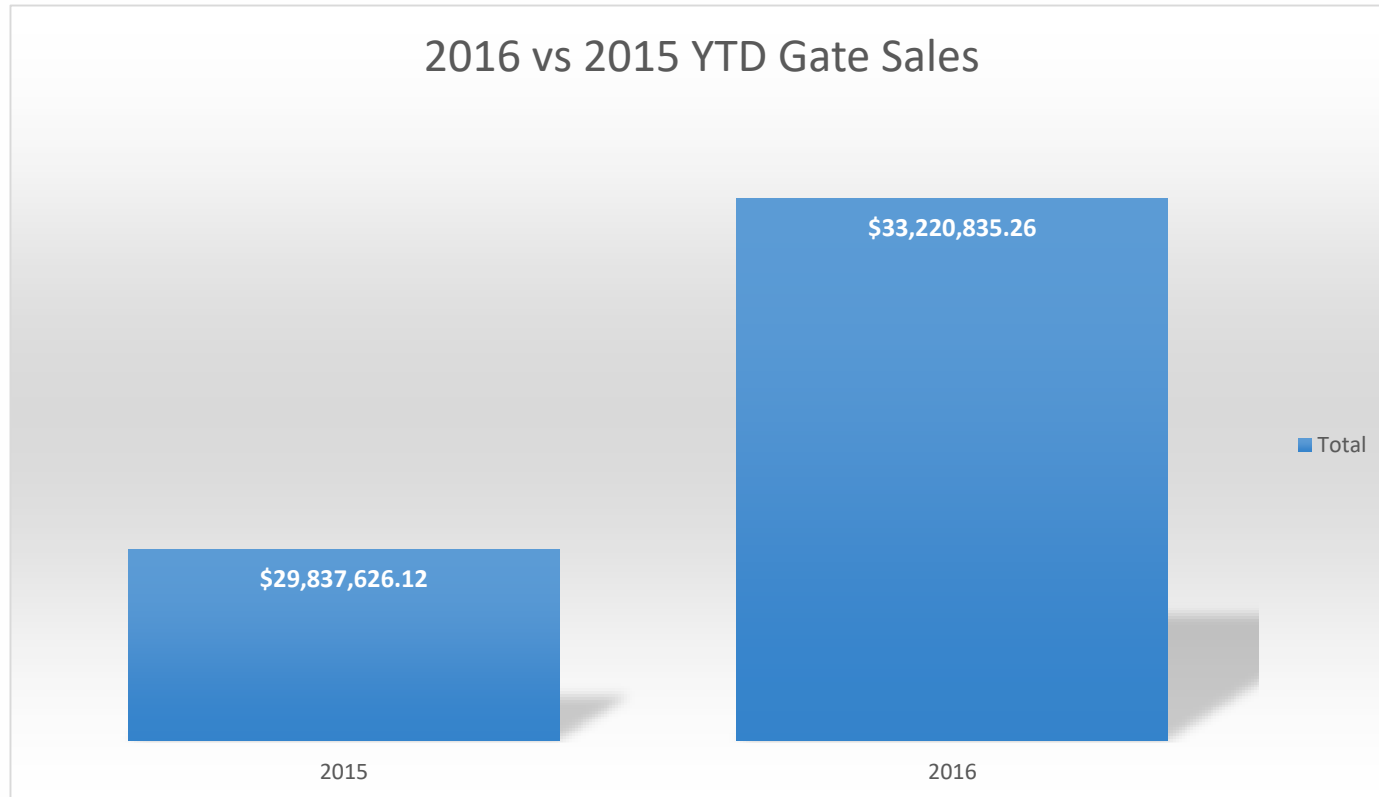
The Waddlesworths



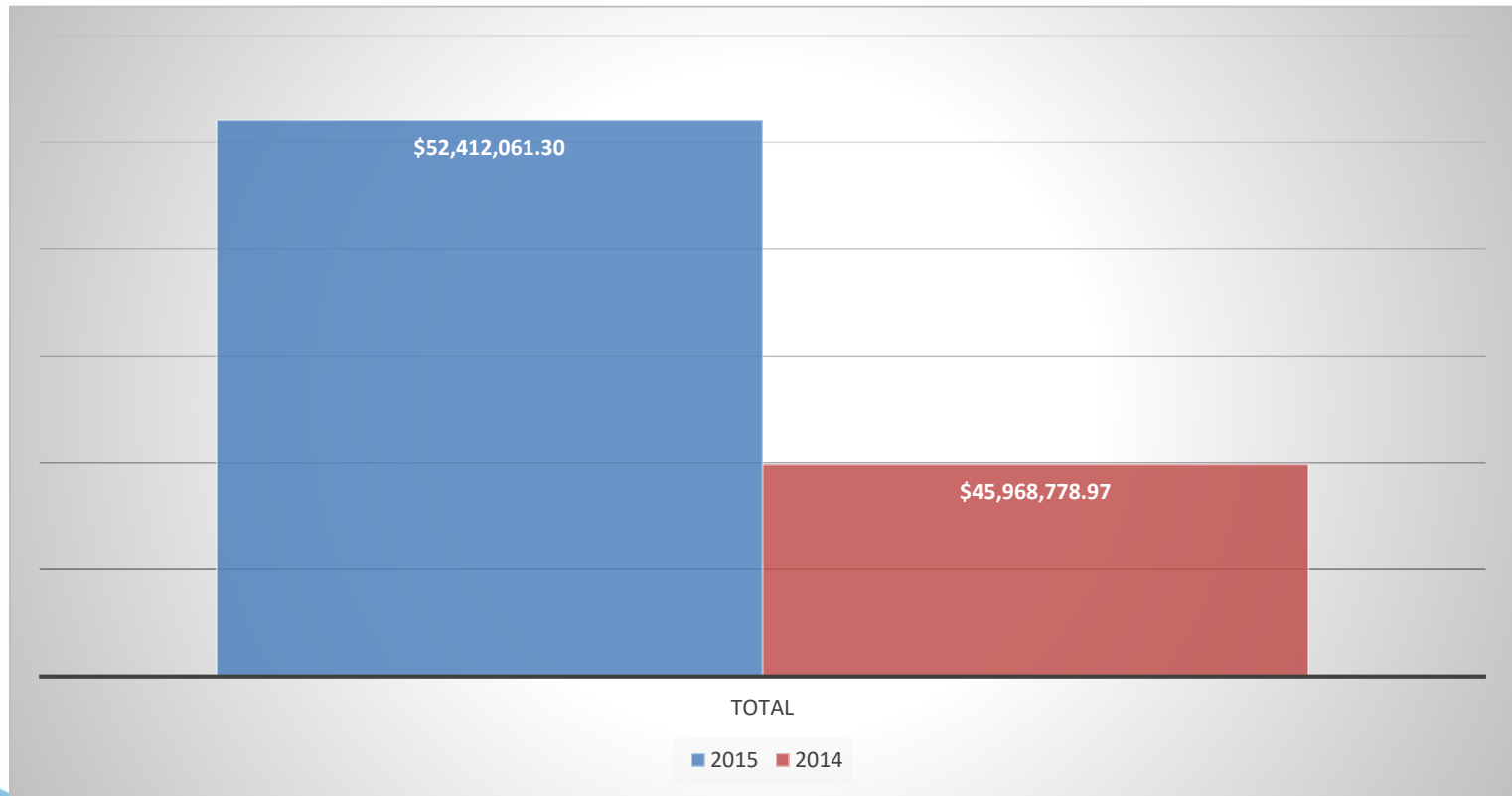
About Me



Georgia Aquarium – Key Financial Results



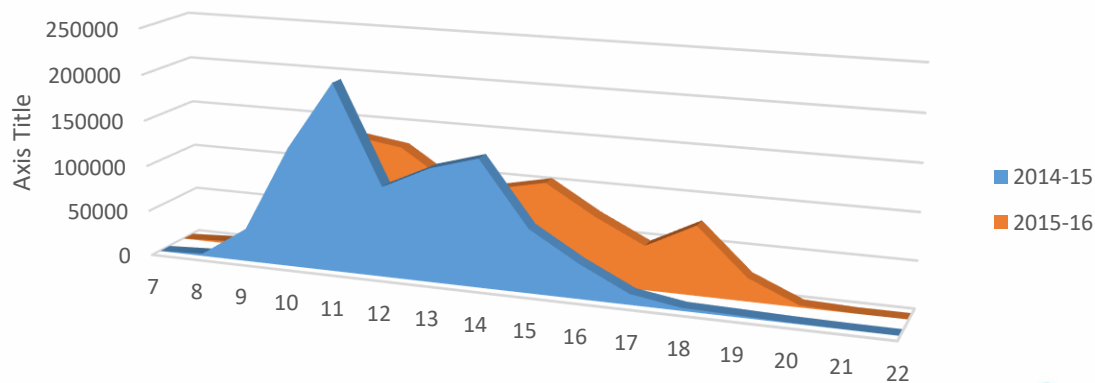
Georgia Aquarium – Key Financial Results



Why?

- Better crowd management
- Open longer hours
- Better Market Segmentation

Attendance by Hour
Nov.,Dec.,Jan.,Feb 2014-15 vs Nov.,Dec.,Jan.,Feb 2015-2016



Some Background





Photo Recognition



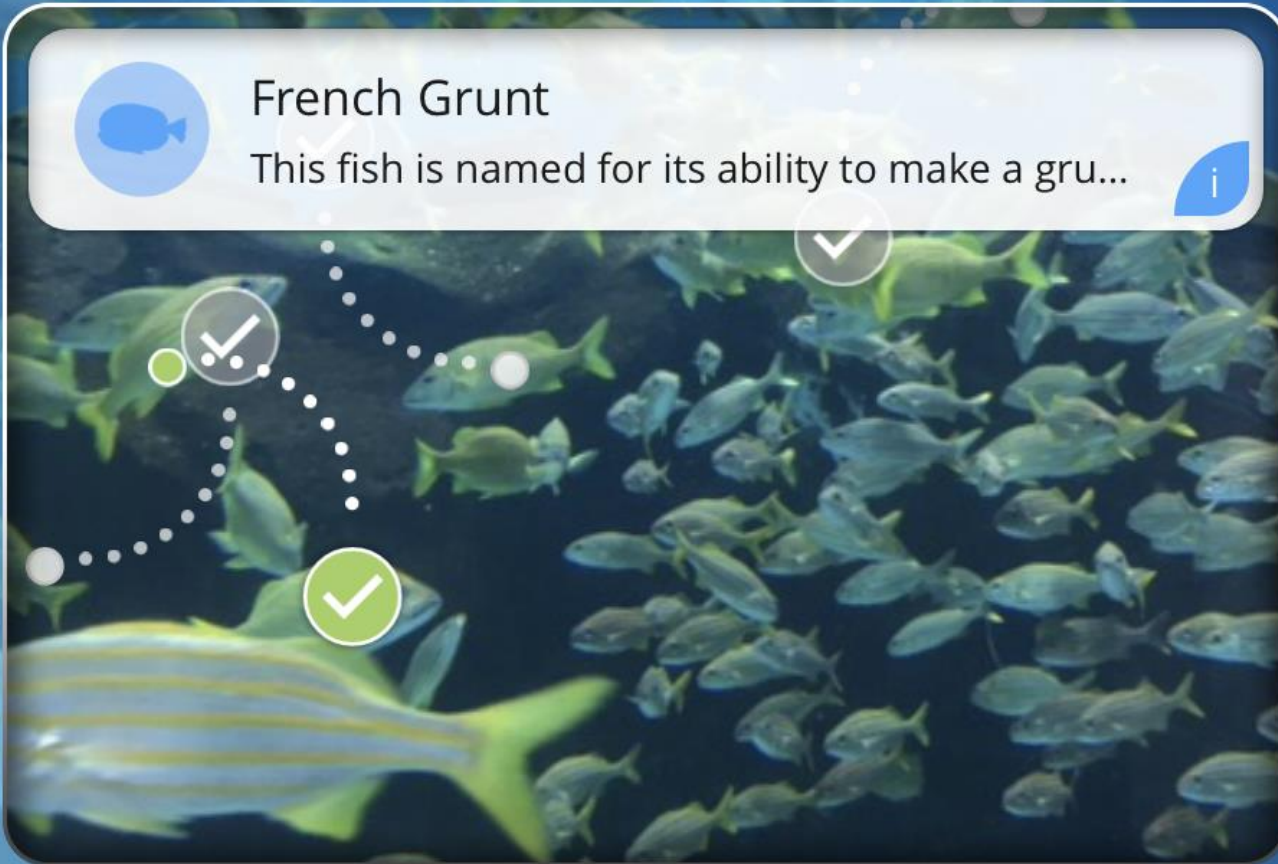


Animal Recognized



French Grunt

This fish is named for its ability to make a gru...



3 of 15
animals
found



4



4



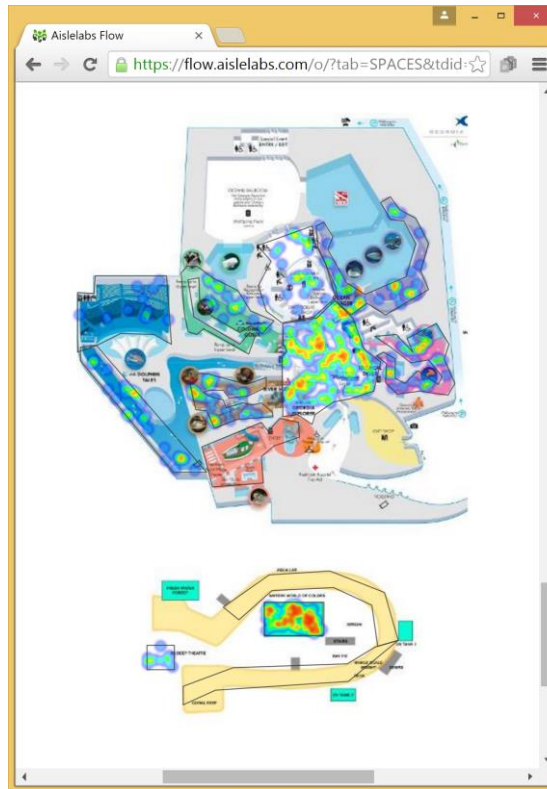
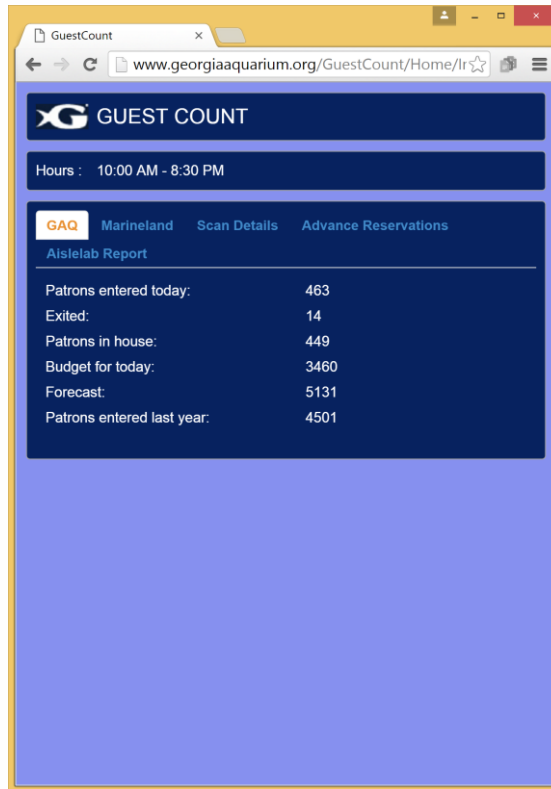
Predictive Analytics Projects



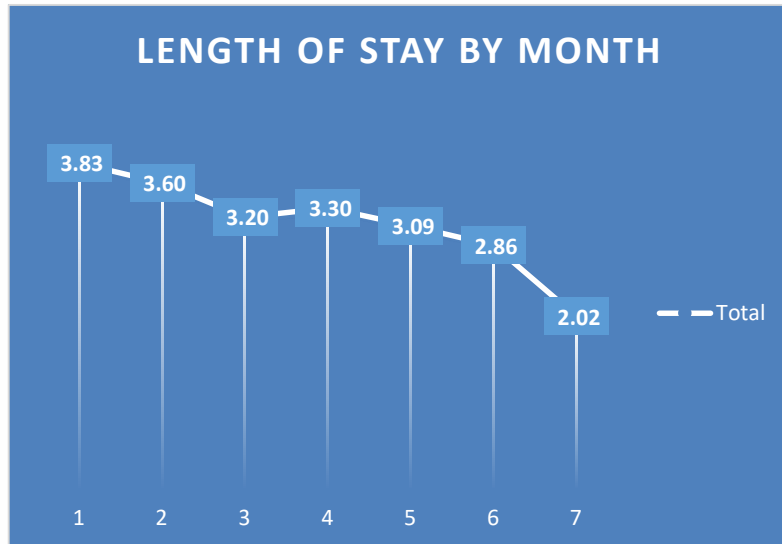
Crowd management



Crowd management



Crowd management

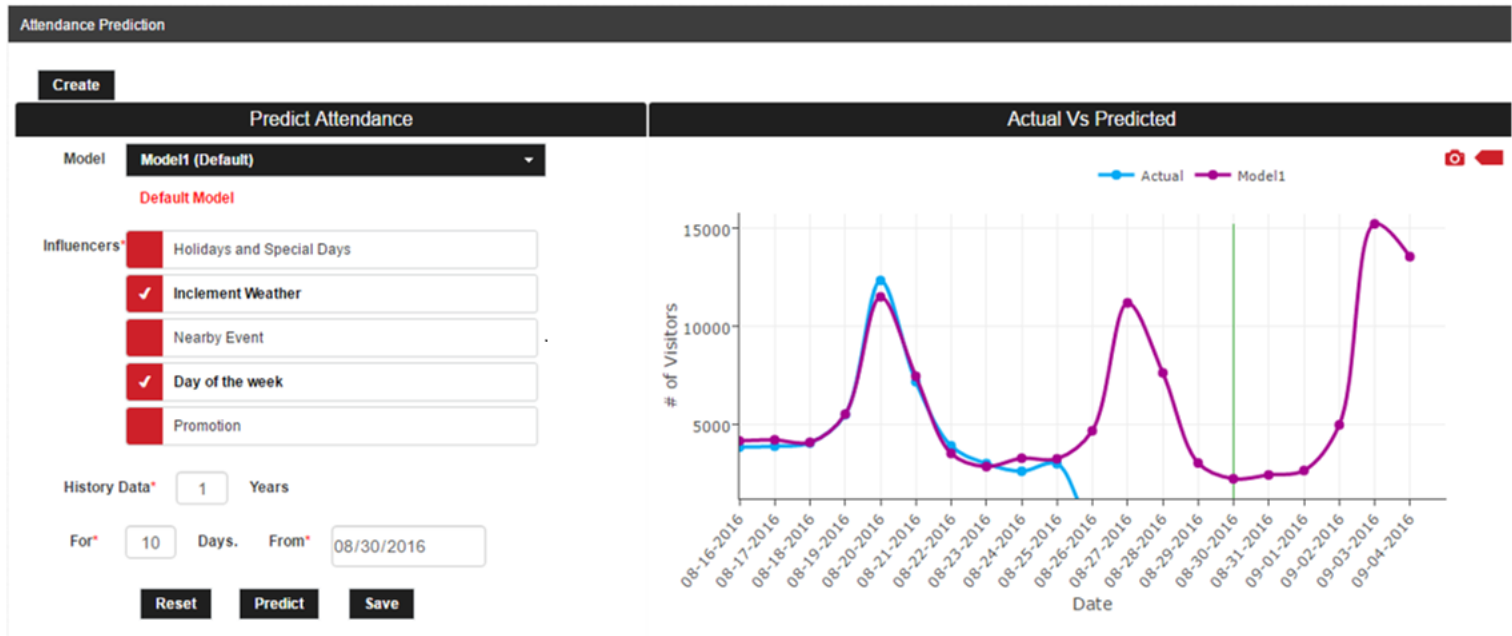


	8 - 9	9 - 10	10 - 11	11 - 12	12 - 1	1 - 2	2 - 3	3 - 4	4 - 5	5 - 6	6 - 7	7 - 8	Time
Entry Time													
8 - 9	2,000	1,800	1,350	0									3.0
9 - 10		2,000	1,800	1,350	0								3.0
10 - 11			1,200	1,080	810	0							3.0
11 - 12				1,800	1,620	1,215	0						3.0
12 - 1					1,800	1,620	1,215	0					3.0
1 - 2						1,500	1,350	1,013	0				3.0
2 - 3							1,800	1,620	1,215	0			3.0
3 - 4								1,700	1,530	1,148	0		3.0
4 - 5									1,500	1,350	1,013	0	3.0
5 - 6										1,800	1,620	1,215	3.0
6 - 7											1,700	1,530	2.0
Totals	2,000	3,800	4,350	4,230	4,230	4,335	4,365	4,333	4,245	4,298	4,333	2,745	
											Total	18,800	

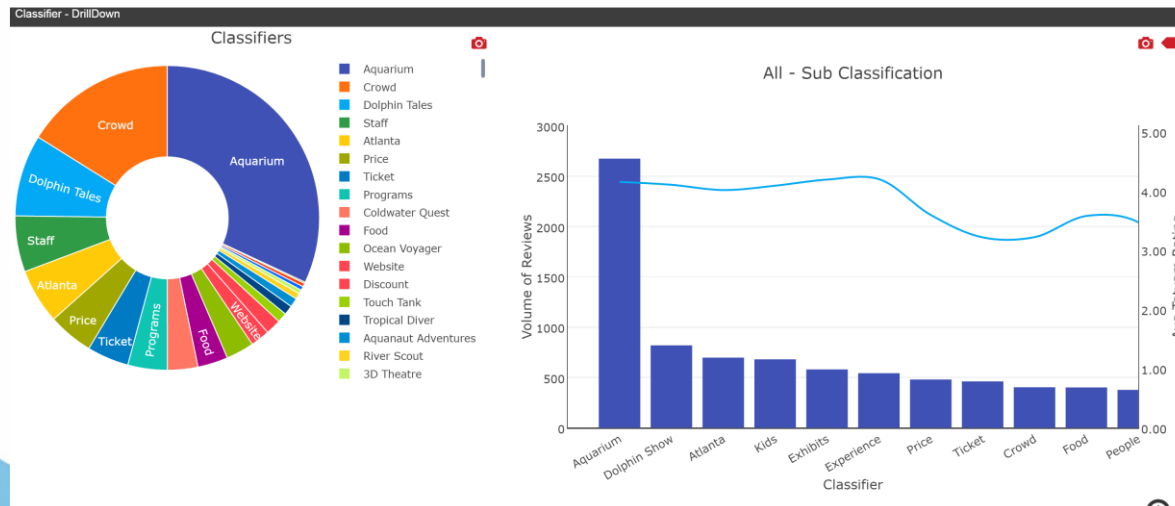
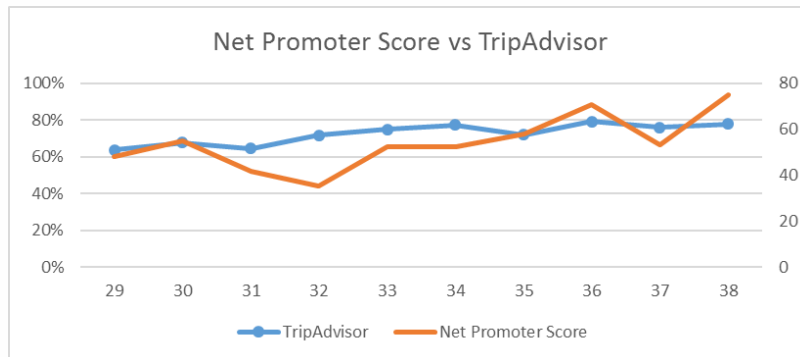
Regression			
Slope	0.965563825		0Intercept
Std Error of mean	0.00505602	#N/A	Std Error
r^2	0.988829461	694.3262536s(y)	
F	36470.73257		412Degrees of freedom
Regression SS	17582137044	198620646residual	



Attendance Forecasting



Guest Feedback



What's Next



