Kaizen A-to-Zen:

BETTER DECISIONS, POWERED BY *KAIZENDATALABS*

KaizenAnalytix.
November 2018
Avinash Rajaraman

It is often said that ***knowledge is power***. To increase our clients' ***analytical horsepower*** and help them make the ***best business decisions***, Kaizen Analytix has been exploring various data sources that we could assemble and put in the hands of our clients to ***improve their knowledge of their customers and markets***. We introduce ***KaizenDataLabs***.

What is KaizenDataLabs?

Kaizen Analytix has established ***KaizenDataLabs***, a new offering specific to this goal of ***increasing our clients' analytical horsepower***. The mission of *KaizenDataLabs* is to turn curated, meaningful data from various sources into better business decisions. Four components form the foundation of our *KaizenDataLabs* offering:

1. We ***acquire data*** from a ***variety of trusted sources*** "beyond the four walls" of our clients' businesses
2. We ensure the data stays ***refreshed***, ***relevant***, and at the ***right level of granularity***
3. We develop innovative, insightful ***indices and metrics*** through combinations of KaizenDataLabs data sources (see ***HolidayIndex*** example below)
4. We work with companies to ***leverage KaizenDataLabs data*** within their analytics infrastructures with the goal of making better, more timely, and more profitable ***business decisions***

In developing KaizenDataLabs, we have capitalized on our abilities and experience to ***successfully wrangle massive, complex data sets***, and to address typical data problems in the process. For instance, data points may be distributed over time with natural timing gaps in between them, making it difficult to detect seasonality patterns. In this case, it is of utmost importance to ensure that the source being used is verifiable. We employ the most modern methods to source and curate data from verifiable sources such as government entities and other long-established, trusted sources.

Example #1: HolidayIndex and DemandIndex

One of the most innovative forms of data we have curated in *KaizenDataLabs* is our ***HolidayIndex***. This Index combines data and calendar views to provide a comprehensive yet geographical view of holidays – such as government holidays, national and state holidays, and public and private school holidays – by locale. We then feed the *HolidayIndex* into generation of an overall ***DemandIndex*** for our Entertainment Operator* clients. The Kaizen *DemandIndex* helps our Entertainment Operator clients quickly and easily understand the impacts of these holidays on their attendance volumes – by day and by location. Decisions such as pricing of admission

tickets or even promotions on admission or concessions can be adjusted accordingly in order to shape demand, improve guest experience, and increase revenue and per caps.

Example #2: Demographic Data

KaizenDataLabs demographic data can be used by businesses to drive targeted, incremental demand. By leveraging our public and private school calendar data, a company seeking to attract families to their establishment can create and offer discounts or promotions during a school holiday period.

Example #3: Weather Data

KaizenDataLabs also captures historical and forecasted weather data at a ZIP code level. This allows our clients to understand, for example, the impact of temperature and humidity on demand patterns. With decades of experience in a wide range of industries, we have learned that, depending on the type of business, weather plays very different roles. *KaizenDataLabs* ***WeatherIndex*** is generated specifically for each kind of business.

* *We define "Entertainment Operators" to be companies such as amusement/theme parks, family entertainment centers, attractions, etc.*