USING DISNEY WORLD WAIT TIME DATA IN INTRO ANALYTICS CLASSES

Concetta DePaolo, Scott College of Business, Indiana State University, 30 N 7th St, Terre Haute, IN 47809, 812-237-2283, Concetta.DePaolo@indstate.edu
Aimee Jacobs, Craig School of Business, CSU Fresno, 5245 N Backer Ave, Fresno, CA 93740, 559-278-4967, ajacobs@mail.fresnostate.edu
Yertai Tanai, Craig School of Business, CSU Fresno, 5245 N Backer Ave, Fresno, CA 93740, 559-278-2217, ytanai@mail.fresnostate.edu

ABSTRACT
In this session, we discuss an approach for teaching data mining in an introductory business analytics course. We used publicly available data describing wait times for 11 different rides at Disney World and developed a case study. Students were required to clean, organize and analyze data using methods learned in class in order to answer case questions. We provide tips for instructors wishing to implement similar projects and present student feedback about the case.

Keywords: Data Analytics, Data Mining, Data Cleansing, Business Applications