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## Getting Ready for Harry Potter

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### ABSTRACT

As Universal Orlando Resort plans its expansion and growth, it has become clear that we needed information. The need to understand our business at an enterprise level has never been more critical. The opening of new attractions is expected to change the flow of guest traffic at the park. Are we serving lunch items where most people find themselves at lunch time? New food items and new beverages would be part of the attraction at Harry Potter. This will require analysis, measuring, forecasting, and delivering the information to the decision makers at all levels; the answer—A Teradata Enterprise Active Data Warehouse. Come listen to our story on how we are making it happen!

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