

Group 4 Project: Milestone 1
Outland Adventures Case Study

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CSD 310: Database Development and Use

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December 1, 2023

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Equipment Sales Rule:

Assumption: Equipment sales are a significant revenue contributor.

If equipment sales contribute less than 40% of the total revenue for two consecutive quarters, reevaluate the marketing strategy, consider e-commerce expansion, or adjust inventory levels to optimize sales.

Booking Trends Rule for Locations:

Assumption: Monitoring booking trends helps in optimizing resources and identifying popular destinations.

If bookings for any specific location show a consistent downward trend over three consecutive quarters, conduct a detailed analysis to consider adjusting trip schedules, exploring new locations, or revising marketing strategies for those locations.

Inventory Age Rule:

Assumption: Maintaining updated inventory is crucial for quality and safety.

Conduct an annual inspection of inventory items, identifying and replacing items over five years old or those failing to meet safety standards, ensuring quality and customer safety.

E-commerce Expansion Rule:

Assumption: E-commerce expansion can enhance equipment sales and reach a broader audience.

Allocate a budget for e-commerce development and marketing efforts, ensuring scalability, security, and user-friendliness of the platform. Continuously evaluate the ROI and adjust the budget as needed.

Guides and Trip Expansion Rule:

Assumption: One guide to one trip limitation - hiring and training additional guides can increase revenue by expanding trip offerings.

Evaluate the potential increase in revenue by hiring and training additional guides to explore new locales, niche markets, or cater to increased demand during peak seasons.

Supplier Partnership Rule:

Assumption: Partnering with off property suppliers may lead to cost-saving opportunities.

Explore bulk purchase options or negotiate partnerships with off property equipment suppliers to obtain discounts, reducing equipment procurement costs.

Payment Status Rule:

Assumption: Tracking payment statuses ensures transparency in financial transactions.

Define payment statuses as "Confirmed" for completed payments and "Authorization Number" for payments in the authorization stage, refunds, insufficient funds... ensuring clarity in tracking transaction progress.

Visa and Inoculations Rule:

Assumption: Guide needs to easily view and update status and inform customers of deadlines.

Outland Adventures requires all customers to comply with visa and inoculation requirements for their chosen destinations. Customers must provide valid documentation for visas and proof of vaccination for required inoculations prior to departure that will be verified by guide.

FIGURE 1

Preliminary ERD with suggested relationships, entities, and general fields. Model may change to include other entities, fields, and relationships to explore Visas, Inoculations, Equipment Sales Vs Equipment in Use in Milestone 2.



