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02/25/2023

Milestone# 4

Group Name: Bravo

Case Study: Outland Adventures

**Group Introduction:**

Welcome to our SQL database report. Our group comprises Donovan Butcher, Tabark Kambal, Rachel Nelson, and Alex Vaccaro. We chose a case study on Outland Adventures and used our knowledge of creating and managing SQL databases. We hope our database reports effectively show our knowledge and skills and look forward to sharing them with you.

**Brief Description of Case Study:**

Outland Adventures is a tour company that takes their customers on camping and hiking trips around the world. The company owners would like to take a closer look at their last few years of data to ensure they are spending their time and energy in the most profitable way. The company provides rental equipment for a daily rate and provides new equipment for customers to purchase. They would like to analyze the number of equipment sales to determine if that portion of their business is worth retaining. Another aspect of their business they would like to examine is whether any of their destinations have had a downward trend in bookings. Finally, the company would like to make sure their equipment rentals are updated and replace any equipment that is older than five years.

**Finalized ERD:**

**Diagram

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**Reports:**

**Report One**

Do enough customers buy equipment to keep equipment sales?

Report One collects the data from Outland Adventure’s previous three years to determine if the total equipment sales for each year is significant enough to continue to sell equipment. The report shows the total amount of sales for each year has increased.

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**Report Two**

Does any location have a downward trend in bookings?

Report two collects the data from Outland Adventure’s trek bookings. The percentage of the trip booked is determined by collecting the total number of customers that booked the trip versus the number of openings for that trip. The report separates the percentage of how booked each trip was by year. The report displays a downward trend in trips to Mt. Kilimanjaro and Mt. Olokwe in Africa and Mt. Fiato in South Europe.

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**Report Three**

Are there inventory items that are over five years old?

Report three collects the data on equipment age in inventory and displays any equipment that has an age over 5 years. The equipment id, type of equipment, and the date purchased is displayed to determine which equipment needs to be replaced.

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