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Company: Team 4

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Executive Summary

Overview

For this deliverable our team was tasked with compiling customer information that would allow our client to extract actionable insights regarding consumer behaviour. Some examples of this include client popularity by customer location, or how frequently a customer has stayed in a particular room.

Proposed Solution

In this project, our group implemented the requests outlined to query given information for a hotel system. For the first half, our group wrote queries to summarize different information within our data. In order to make the outputs more readable, we used aliases to rename certain columns to be more-inline with what we are trying to achieve. Once the initial queries had been written, the queries for the goals were written. The focus of the goal queries were to access information about rooms that hadn't been reserved often and to obtain the information on customers possessing mastercards who had only made a single reservation. These goals were achieved by making use of subqueries to select the specific room ids that matched the goal criteria. However, despite the room-ids being the correct room for the customer, they could not be used to pull the relevant customer identification information (information such as names, status, etc.) as that information was located on a different table. Thus, these room ids were then utilized in a main SELECT statement using JOINS to pull the relevant information about the customer from the correct table.

Final Thoughts and Implementation

These SQL queries allow for the user to easily access relevant information about their hotel. We also provided the hotel staff a way to find under utilized rooms and a way to properly identify customers for a special mastercard credit. This information is vital in enabling the hotel staff to potentially do better business by finding less used reservations and to correctly execute rewards programs. Overall, the implementation of these queries were straightforward. Using the tools we learned in class, our group was able to provide insights that will help both customer and consumer.