GROUP OUTLAND

Outland Adventures Case Study

THE TEAM

Deana Akimov, Kypton Lantz, Nathan Maurer, and Marlene

Rodriguez

Bellevue University

CSD310-O307 Database Development and Use (2253-DD)

Darren Osier

February 25, 2025

CASE STUDY OVERVIEW

- Blythe Timmerson and Jim Ford founded Outland Adventures as a side business for outdoor enthusiasts, eventually committing to it full-time after recognizing a strong market demand.

- They built a team to handle guided trips, marketing, inventory, and e-commerce but now seek to optimize by evaluating sales, booking trends in different regions, and effectively replacing aging or worn inventory.

DATABASE DESIGN ANALYSIS

STAFF

Any successful business needs to be able to manage its staff and their responsibilities

TRIPS

The lifeblood of Outland's business model is the trips they offer, managed by their experienced guides

MARKETING

Outreach is essential. Bringing in customers and providing them with well-trending destination options

CUSTOMERS

Furthermore, they need to be able to track customers, their reviews, and transactions
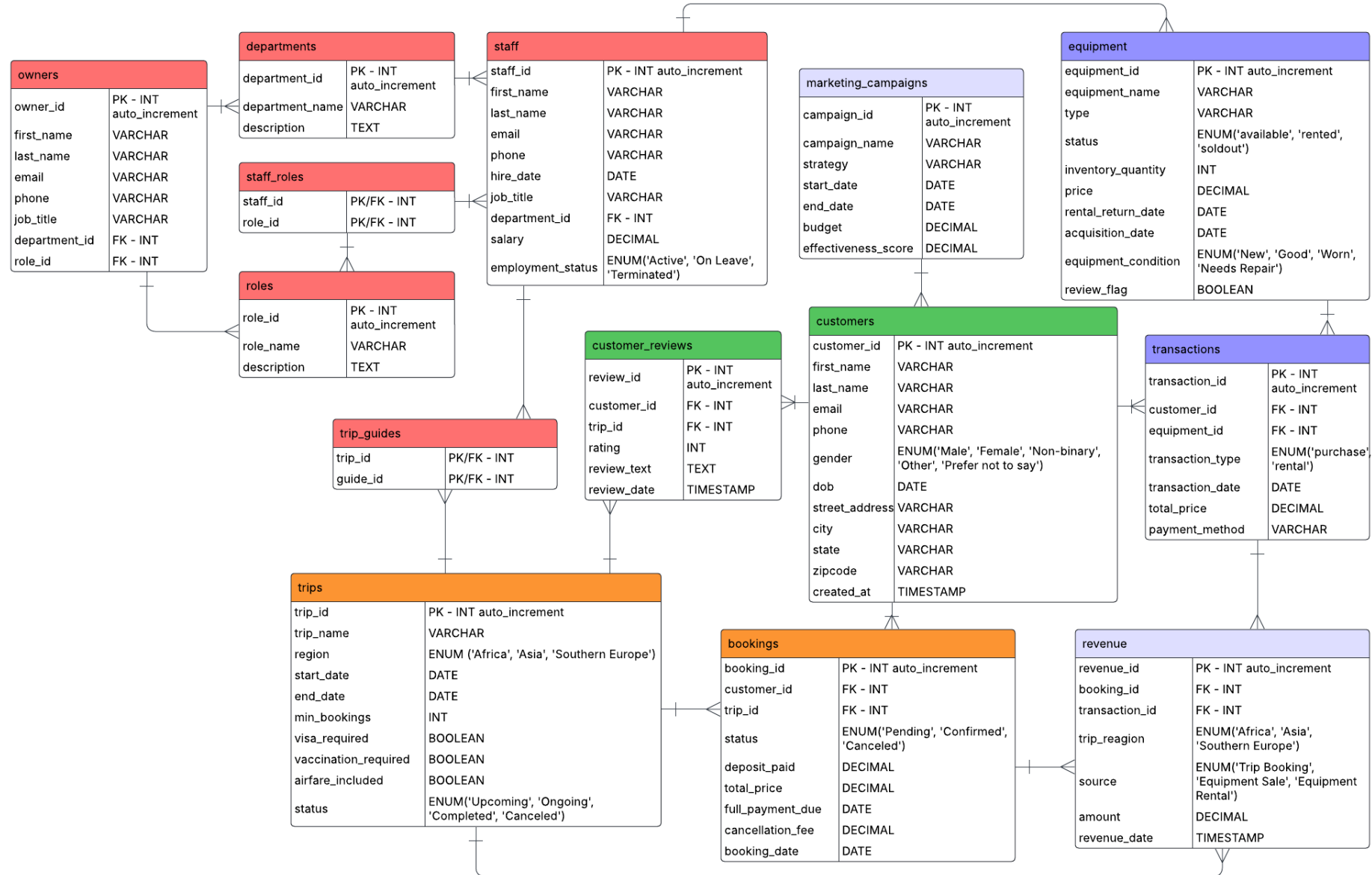
EQUIPMENT

Whether rented or purchased, no destination experience is possible without proper, functioning equipment

To effectively manage the company and accomplish their goals, Outland Adventures required a focus on certain groupings of data

THE DATABASE MODEL

REPORTS:

Buy vs. Rent Report:

Provide insights into whether enough customers purchase equipment to sustain equipment sales aspect of the business.

Regional Booking Trends Report:

Analyze booking trends by location to highlight whether any of the regions are experiencing a downward trend in bookings. This could help identify which areas may need a change in marketing strategy or be replaced with more favorable location destinations.

Customer Demographics Report:

Provide information on the demographics of customers who have participated in trips or purchased equipment. Understanding the age, gender, and location of their customers will help tailor their marketing strategies more effectively.

Inventory Age Report:

Determine if any inventory items are older than five years and should be considered for discounted pricing or replacement.

BUY VS RENT REPORT RESULTS

The results of this report show that customers predominantly rent their equipment for trips.

- The only outliers being bags and footwear, where customers preferred to purchase these types of equipment.
- Tents broke even between purchasing and renting.

```
--- Sales Report for Equipment (Buy vs. Rent) ---
product_type    | transaction_type | total_sales
------------------------------------------------------
Accessory       | Purchase         | 0.00
Accessory       | Rental           | 71.98
Bag             | Purchase         | 169.98
Bag             | Rental           | 0.00
Footwear        | Purchase         | 59.97
Footwear        | Rental           | 0.00
Stove           | Purchase         | 0.00
Stove           | Rental           | 359.96
Tent            | Purchase         | 249.99
Tent            | Rental           | 249.99
Transportation  | Purchase         | 0.00
Transportation  | Rental           | 1200.99
```

REGIONAL BOOKING TRENDS REPORT RESULTS

This report shows that all three regions have had recent bookings, but that Africa has had the most interest.

- There does not appear to be any reason to change out any of the current destinations.

- But there could be customer interest in adding trips in Africa or new regions with similar features.

```
--- Booking Trends by Location (Africa, Asia, Southern Europe) ---
region            | total_bookings | most_recent_booking_date
----------------------------------------------------------------
Africa            | 3              | 2024-08-05
Asia              | 2              | 2024-06-20
Southern Europe   | 2              | 2024-08-01
```

CUSTOMER DEMOGRAPHICS REPORT RESULTS

The results of this report show that customers fall between the ages of 25 and 44. Half of the customer base are women, and they make up over half of the bookings and transactions.

- Looking toward Outland Adventure's future growth, marketing may focus on expanding these demographics or marketing specifically to the demographics with out-standing interest.

- Currently, half of the customer base lives in the middle section of America, with only a couple on the West coast and one on the East.

```
--- Customer Demographics Report ---
demographic | total_customers | total_bookings | total_transactions
-------------------------------------------------------------------------

Male         | 2               | 3              | 2
Female       | 3               | 4              | 5
Non-Binary   | 1               | 1              | 2
25-34        | 3               | 3              | 6
35-44        | 3               | 5              | 3
CA           | 1               | 1              | 3
CO           | 1               | 1              | 1
IL           | 1               | 2              | 1
NY           | 1               | 2              | 1
TX           | 1               | 1              | 2
WA           | 1               | 1              | 1
```

INVENTORY AGE REPORT RESULTS

This report looks to fix, replace, or heavily discount items of inventory that are older than 5 years old or have been worn out or damaged when rented for previous trips.

- Looking at these results, the kayak is in good condition but was purchased over 5 years ago, so it is a good candidate for a discount.

- However, the flashlight and backpack are either broken or worn out, so they should likely be replaced.

```
--- Inventory Age Report ---
equipment_id | name      | type           | acquisition_date | equipment_condition | age_in_years
-------------------------------------------------------------------------------------------------
7            | Kayak     | Transportation | 2020-01-01       | Good                | 5.1616
5            | Flashlight| Accessory      | 2022-01-20       | Needs Repair        | 3.1068
3            | Backpack  | Bag            | 2022-08-01       | Worn                | 2.5781
```

ASSUMPTIONS MADE DURING DESIGN

- Equipment inventory is actively managed to track sales trends and rental conditions.

- The eCommerce site integrates with the database to allow real-time booking and purchasing.

- Revenue reports will differentiate between trip bookings, equipment rentals, and sales.