Group 3 consists of Ivan Pryymak, Yohannes Ayele, Nilam Abdul-Haqq, and John Sullivan.

The business model of Outland Adventures is unique. The company facilitates hiking trips for individuals who are looking to travel to exotic and far away places. They also provide a guide and equipment that can be leased for the duration of the trip or bought outright. The business has been successful and is developing a new website which will aid in continued trip and equipment sales. They are also beginning to optimize the organization through more careful use of sales data. Our goal was to create a database that could answer some of the business questions they are facing.

Report #1

Equipment logistics and sales are an important revenue component for Outland Adventures. We added an Equipment table to our database that included the date of manufacture, and we were able to query any equipment greater than five years old. This will help alleviate the owner’s concerns about the age of certain inventory items.

One assumption that we made is that inventory may not be housed in a central location. As the trips take place on multiple continents, we made the assumption that backpacks, boots, etc. could potentially be stored near the trip location. Because of this reason, we made sure the database was structured so we can query the location of inventory through location ID.

Report #2

The case study also mentions that ownership is interested in knowing more about sales trends as they relate to trip locations. We made sure to link the Orders and the Location tables. As a result we are able to query how many trips were booked to each location over the last several years. This will let management know if there is a downward trend in booking for a particular location.

Report #3

The owners are interested in knowing whether enough customers buy equipment to continue to sell it, or if they should exclusively lease equipment. By using the count function and querying the Order\_Type field on the Orders table, we were able to determine how many customers buy equipment and how many rent.

Another discussion amongst our group was whether or not Outland Adventures would sell equipment independently of booking a trip. Ultimately, we made the assumption that equipment could only be purchased in addition to a hiking trip. If Outland Adventures were able to sell equipment independently of trip bookings, the database may need to be tweaked.