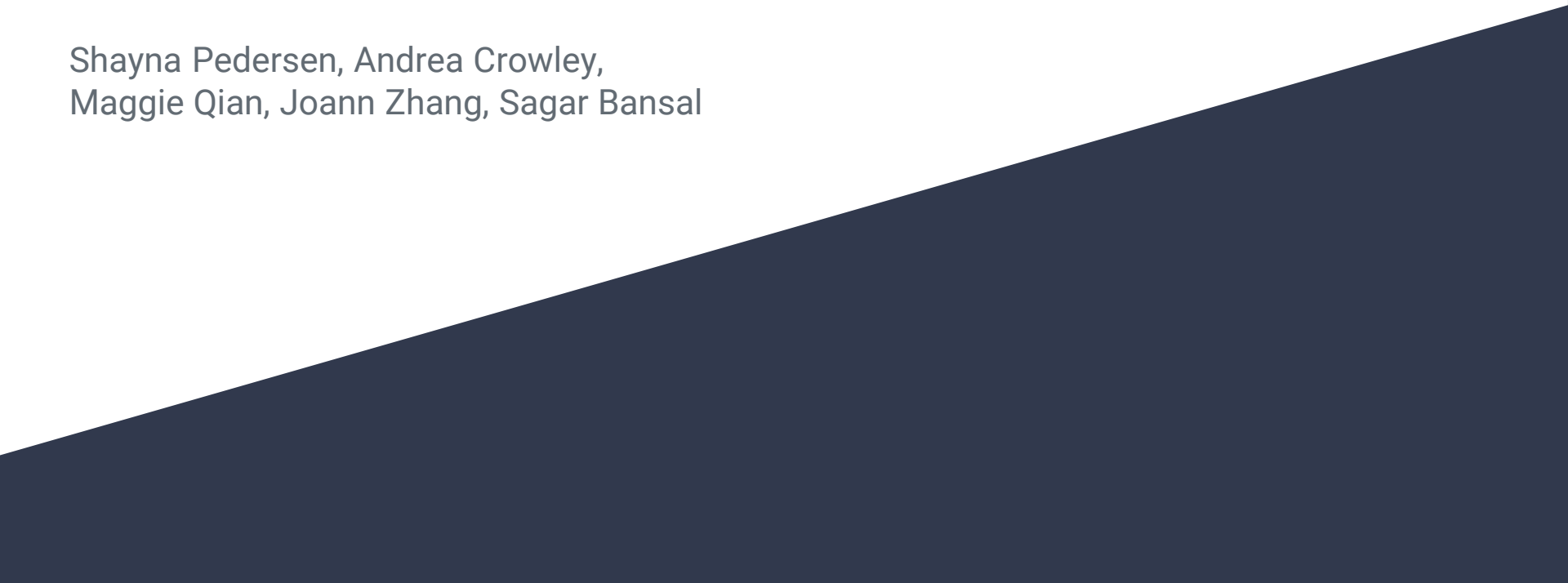
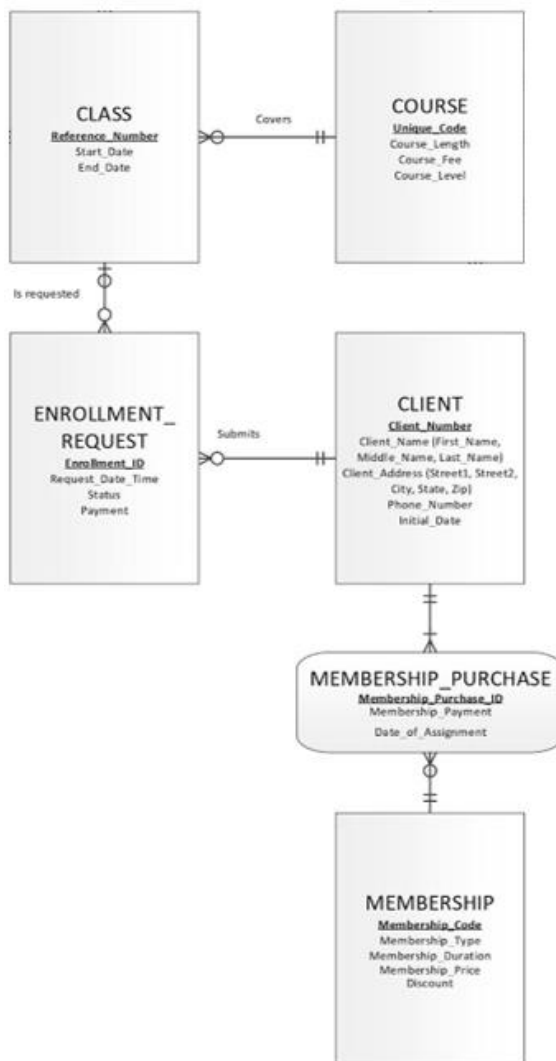


CS 605 Group 7E - Client

Shayna Pedersen, Andrea Crowley,
Maggie Qian, Joann Zhang, Sagar Bansal

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

ERD



Q1: Who is the most valuable client?

```
CREATE VIEW Q1A AS
SELECT DISTINCT membership_purchase.client_number,
       COUNT(membership_purchase_id) CountMemberships,
       SUM(membership_payment) SumMembershipPmts
FROM membership_purchase
GROUP BY membership_purchase.client_number
ORDER BY membership_purchase.client_number;
```

```
CREATE VIEW Q1B AS
SELECT DISTINCT enrollment_request.client_number,
       COUNT(reference_number) CoursesEnrolled,
       SUM(payment) CoursePayment
FROM enrollment_request
WHERE enrollment_request.status = 'e'
GROUP BY enrollment_request.client_number
ORDER BY enrollment_request.client_number;
```

Q1: Who is the most valuable client?

```
CREATE VIEW MOST_VALUABLE_CLIENT AS
SELECT DISTINCT
    CLIENT.client_number "Client Number",
    CLIENT.first_name "Client Name",
    COALESCE(Q1A.countmemberships, 0) "Membership Count",
    COALESCE(Q1A.summembershippmts, 0) "Total Membership Payments",
    COALESCE(Q1B.coursesenrolled, 0) "Total Courses Enrolled",
    COALESCE(Q1B.coursepayment, 0) "Total Enrollment Fees"
FROM CLIENT, Q1A, Q1B
WHERE
    Q1A.client_number (+) = CLIENT.client_number AND
    Q1B.client_number (+) = CLIENT.client_number
ORDER BY CLIENT.client_number;
```

MOST_VALUABLE_CLIENT view

Client Number	Client Name	Membership Count	Total Membership Payments	Total Courses Enrolled	Total Enrollment Fees
100001	Eric	1	250	1	100
100002	Brian	3	1050	2	300
100003	Lisa	1	250	2	400
100004	Thomas	2	800	2	250
100005	Kelley	1	450	2	350
100018	Jay	0	0	2	450
100019	Christian	1	450	2	450
100020	Ausin	1	450	1	150
100021	Barry	5	1850	7	1150
100022	Magy	4	600	3	500
100023	Ludwig	1	250	1	100
100024	Scott	1	450	1	200
100025	Bao	0	0	1	200
100026	John	3	950	0	0

Please note that this is a partial representation of the view output

Q2 : What membership type is related to the most profitable clients?

```
CREATE VIEW MembershipsForTopClients AS
SELECT
    first_name AS "Client Name",
    CLIENT.client_number AS "Client Number",
    membership_code AS "Membership Category",
    date_of_assignment AS "Membership Start Date",
    date_of_assignment+365 AS "Membership End Date"
FROM CLIENT, MEMBERSHIP_PURCHASE
WHERE CLIENT.client_number = MEMBERSHIP_PURCHASE.client_number AND
    CLIENT.client_number IN
    (SELECT "Client Number" FROM MOST_VALUABLE_CLIENT
    WHERE "Total Enrollment Fees" >
    (SELECT AVG("Total Enrollment Fees") FROM MOST_VALUABLE_CLIENT))
ORDER BY CLIENT.client_number;
```

MembershipsForTopClients View

Client Name	Client Number	Membership Category	Membership Start Date	Membership End Date
Hilbert	100006	G	19-MAY-13	19-MAY-14
Hilbert	100006	G	19-MAY-14	19-MAY-15
Hilbert	100006	G	19-MAY-15	18-MAY-16
Hilbert	100006	G	19-MAY-16	19-MAY-17
Hilbert	100006	G	19-MAY-19	18-MAY-20
Hilbert	100006	G	19-MAY-17	19-MAY-18
Hilbert	100006	S	19-MAY-12	19-MAY-13
Hilbert	100006	G	19-MAY-18	19-MAY-19
Hilbert	100006	B	19-MAY-10	19-MAY-11
Leonard	100008	B	15-MAY-14	15-MAY-15
Leonard	100008	B	15-MAY-15	14-MAY-16
Leonard	100008	G	15-MAY-16	15-MAY-17
Leonard	100008	S	15-MAY-19	14-MAY-20
Leonard	100008	S	15-MAY-18	15-MAY-19
Leonard	100008	S	15-MAY-17	15-MAY-18
Leonard	100008	B	15-MAY-13	15-MAY-14
James	100013	S	08-AUG-13	08-AUG-14
James	100013	S	08-AUG-14	08-AUG-15
James	100013	S	08-AUG-15	07-AUG-16
James	100013	G	08-AUG-16	08-AUG-17
James	100013	G	08-AUG-17	08-AUG-18

Please note that this is a partial representation of the view output

Q3: Is there a pattern in when people register for courses?

```
CREATE VIEW enrollmentpattern
AS
SELECT client_number, request_date_time, status
FROM enrollment_request;
```

CLIENT_NUMBER	REQUEST_DATE_TIME	STATUS
100033	01-MAR-18 03.53.00.000000000 PM e	
100032	02-MAR-18 12.03.00.000000000 PM e	
100016	03-MAR-18 01.45.00.000000000 PM e	
100015	05-MAR-18 01.45.00.000000000 PM e	
100014	06-MAR-18 01.45.00.000000000 PM e	
100023	07-MAR-18 01.45.00.000000000 PM e	
100024	08-MAR-18 01.45.00.000000000 PM e	
100025	09-MAR-18 01.45.00.000000000 PM e	
100008	10-MAR-18 01.45.00.000000000 PM e	
100005	11-MAR-18 01.45.00.000000000 PM e	
100007	12-MAR-18 01.45.00.000000000 PM w	
100026	13-MAR-18 01.45.00.000000000 PM w	
100027	14-MAR-18 01.45.00.000000000 PM w	

Please note that this is a partial representation of the view output

Q4: Which course has the most waitlisted clients and should we offer more sections?

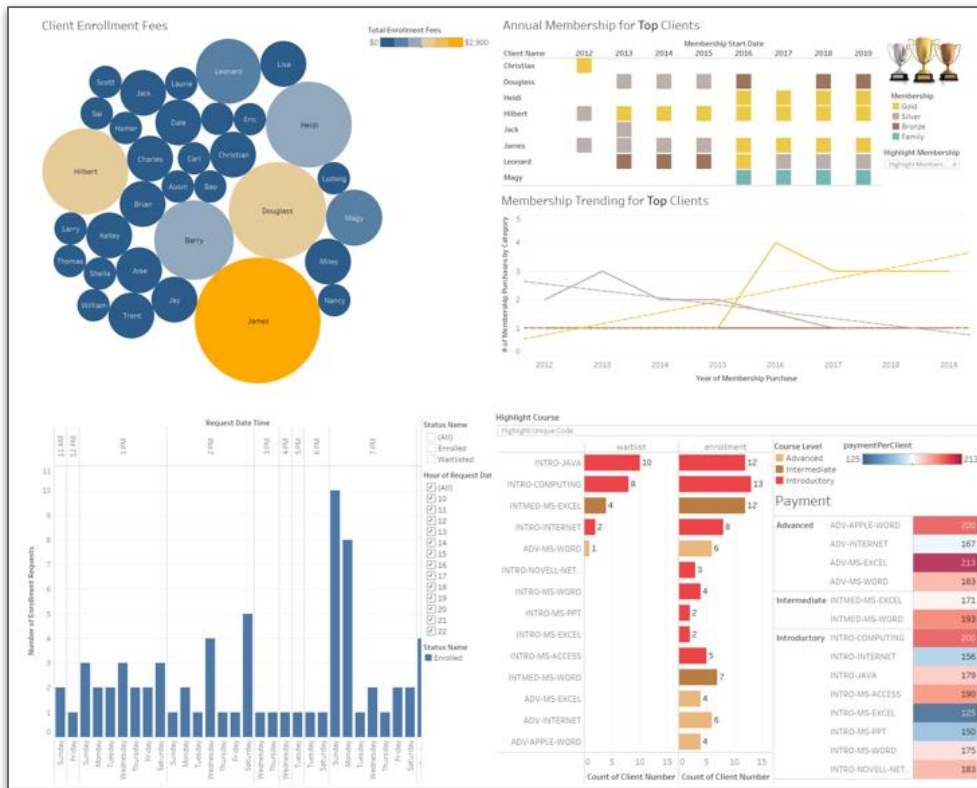
```
CREATE VIEW ques4_enroll_waitlst AS  
SELECT course.unique_code,  
        course.course_level,  
        enrollment_request.request_date_time,  
        enrollment_request.status,  
        enrollment_request.payment,  
        COUNT(enrollment_request.client_number) client_Number  
FROM class  
JOIN course ON class.unique_code = course.unique_code  
JOIN enrollment_request ON class.reference_number =  
                           enrollment_request.reference_number  
GROUP BY course.unique_code,  
          course.course_level,  
          enrollment_request.request_date_time,  
          enrollment_request.status,  
          enrollment_request.payment  
ORDER BY enrollment_request.status, COUNT(enrollment_request.client_number) DESC;
```

Ques4__enroll__waitlst View

UNIQUE_CODE	COURSE_LEVEL	REQUEST_DATE_TIME	STATUS	PAYMENT	CLIENT_NUMBER
ADV-MS-WORD	Advanced	09-MAR-18 01.45.00.000000000 PM e		200	1
ADV-MS-EXCEL	Advanced	19-MAR-18 01.45.00.000000000 PM e		200	1
INTRO-MS-EXCEL	Introductory	28-MAR-18 03.18.00.000000000 PM e		150	1
INTRO-INTERNET	Introductory	03-APR-18 01.04.44.000000000 PM e		200	1
ADV-APPLE-WORD	Advanced	29-APR-18 07.00.12.000000000 PM e		200	1
INTMED-MS-EXCEL	Intermediate	18-JUN-18 09.31.55.000000000 PM e		250	1
INTRO-COMPUTING	Introductory	22-JUN-17 08.26.55.000000000 PM e		200	1
INTRO-JAVA	Introductory	27-MAY-16 07.40.25.000000000 PM e		200	1
ADV-INTERNET	Advanced	05-MAR-18 01.45.00.000000000 PM e		100	1
ADV-MS-WORD	Advanced	08-MAR-18 01.45.00.000000000 PM e		200	1
INTMED-MS-WORD	Intermediate	24-MAR-18 02.12.00.000000000 PM e		100	1
INTRO-MS-WORD	Introductory	30-MAR-18 02.12.00.000000000 PM e		250	1
INTRO-MS-WORD	Introductory	31-MAR-18 02.12.12.000000000 PM e		200	1
INTRO-JAVA	Introductory	17-APR-18 08.31.23.000000000 PM e		100	1
INTMED-MS-WORD	Intermediate	13-MAY-18 07.16.25.000000000 PM e		200	1
INTRO-MS-ACCESS	Introductory	13-MAY-18 07.56.25.000000000 PM e		150	1
INTRO-INTERNET	Introductory	29-MAY-18 08.10.25.000000000 PM e		150	1
INTRO-JAVA	Introductory	18-MAR-18 07.55.17.000000000 PM e		150	1
INTRO-COMPUTING	Introductory	18-MAR-12 07.35.12.000000000 PM e		200	1
ADV-APPLE-WORD	Advanced	01-MAR-18 03.53.00.000000000 PM e		250	1
ADV-APPLE-WORD	Advanced	02-MAR-18 12.03.00.000000000 PM e		100	1
ADV-MS-WORD	Advanced	07-MAR-18 01.45.00.000000000 PM e		100	1
INTMED-MS-EXCEL	Intermediate	15-MAR-18 01.45.00.000000000 PM e		150	1

Please note that this is a partial representation of the view output

Our Tableau Storyboard



Our Suggestions

- **Recognize Valuable Clients to Conduct Targeted Marketing and Increase Sales:** Management should recognize their most valuable clients with discounts based on enrollment frequency or years of membership to encourage all clients to enroll in more classes and renew their memberships.
- **Drive Value through Promoting Membership Upgrades:** Management should leverage membership data to drive value creation for top clients who currently purchase lower tier memberships (e.g., silver, bronze). Management should demonstrate the opportunity for clients to realize enrollment fee savings with membership upgrades. Upgrades may impact enrollment revenue in the short-term, but will enhance long-term client retention.
- **Adjust Registration Time and Provide More Registration Support:** Management should open up the registration time in March, especially on Sundays around 7 pm. Do more promotions for the second highest period which is Monday at 7 pm so that people register more in advance. Management should also allocate more customer service representatives during these two periods to support registration needs.
- **Add New Sections to Meet the Demand and Drive Sales:** Management should add more sections for the two courses, intro-level JAVA and COMPUTING, to meet the demand and boost sales revenue, and take a further look at the demand of intermediate-EXCEL course to see whether there's need to offer more sections.

Thank you!

Any Questions?