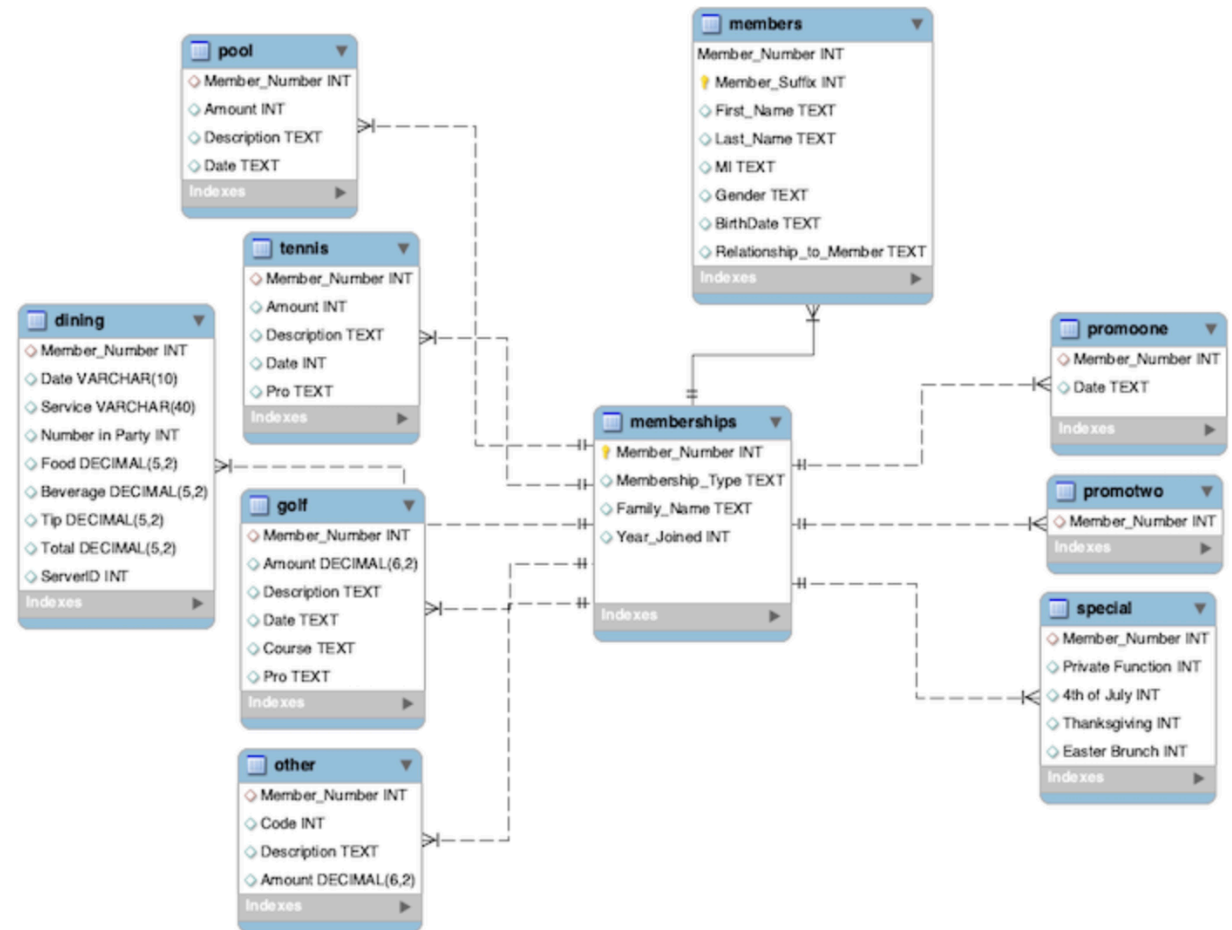


# Data Warehouse Design For Blue Hill Country Club

# Data Introduction

- Raw Data - the membership and transactional data from 10 tables related to one year of operations of Blue Hill Country Club.



EER diagram

# Data Warehousing via ETL Process

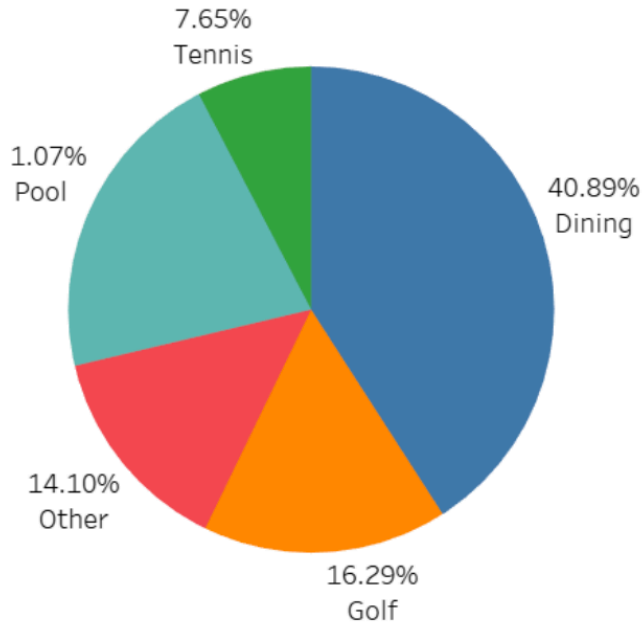
Design and build a data warehouse that includes the following information for future users to easily extract relevant data and facilitate data analysis and reporting

Membership unique identifier: Member ID

- Membership basic information: Membership Type, Years of Membership, Number of People, card holders' full name, card holders' birthday
- Revenue data: Category (Dining-brunch, lunch, dinner, special; Pool; Golf; Tennis; Other), Revenue Amount
- Promotion data: PromoOne, PromoTwo, Other Special Events

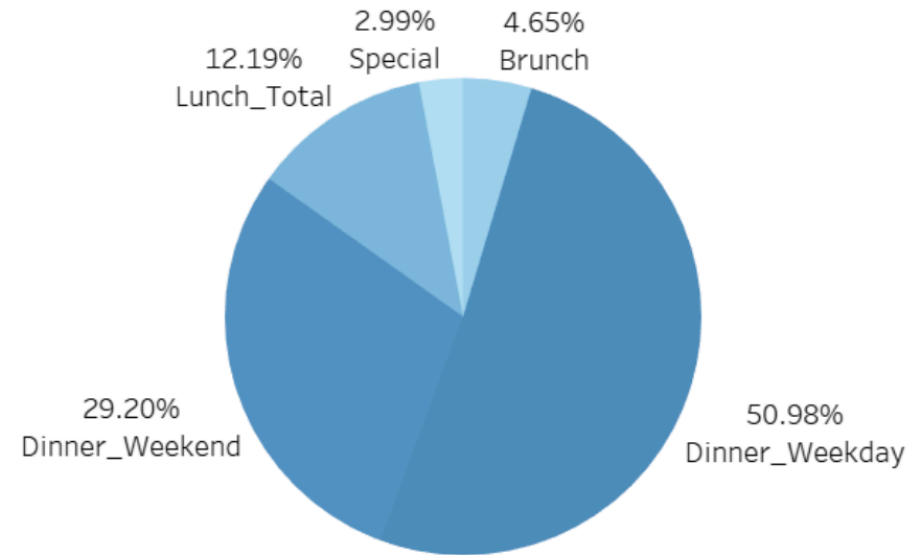
# Revenue Generated by Each Category

Categories



Dining contributed the most among all categories.

Sub Categories of Dining

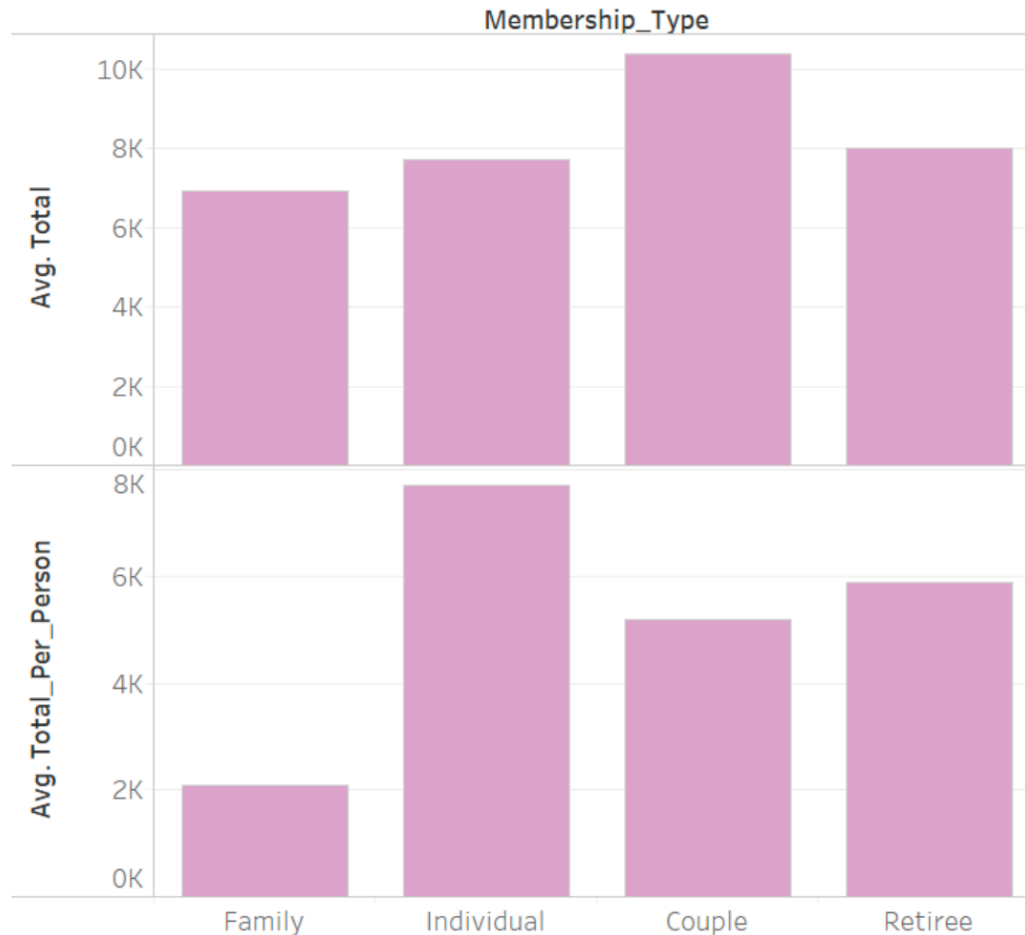


Within dining, dinner on weekday was the most contributing one.

# Purchase Patterns for Different Membership Type Groups

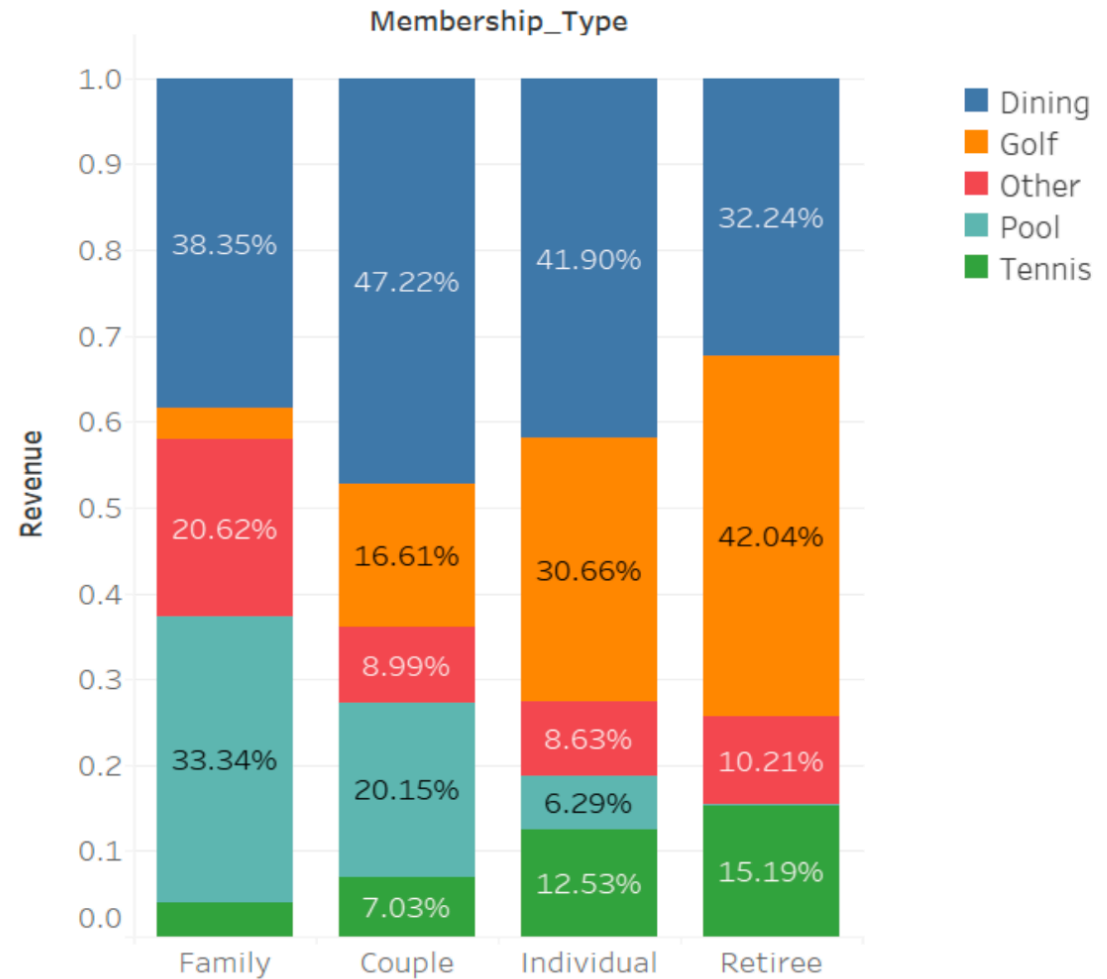
On average:

- From generated revenue per membership account perspective, couple spent most. While from generated revenue per person, individuals spent most.
- Both from total generated value and value per person perspectives, family spent least.



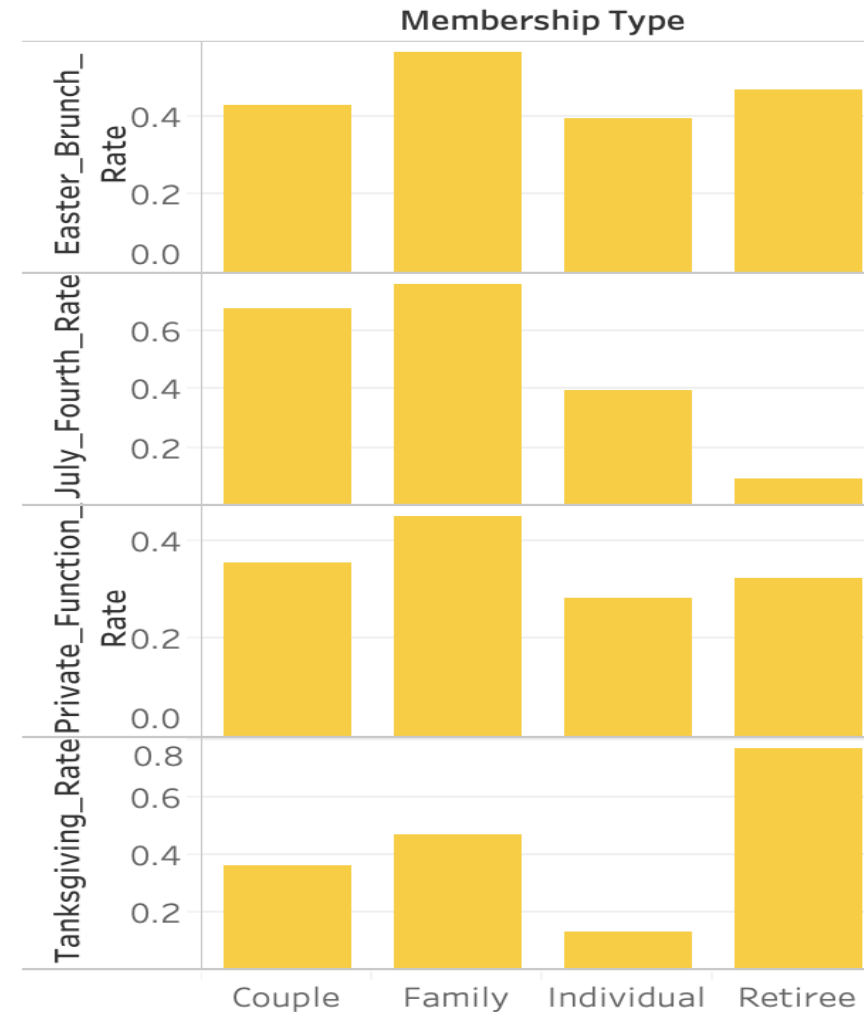
# Purchase Patterns for Different Membership Type Groups

- Family and couple spent their most money on dining and pool.
- Individual and retiree spent their most money on dining and golf.
- Individual and retiree were more willing to spend money on outside sports (golf and tennis).



# Purchase Patterns for Different Membership Type Groups

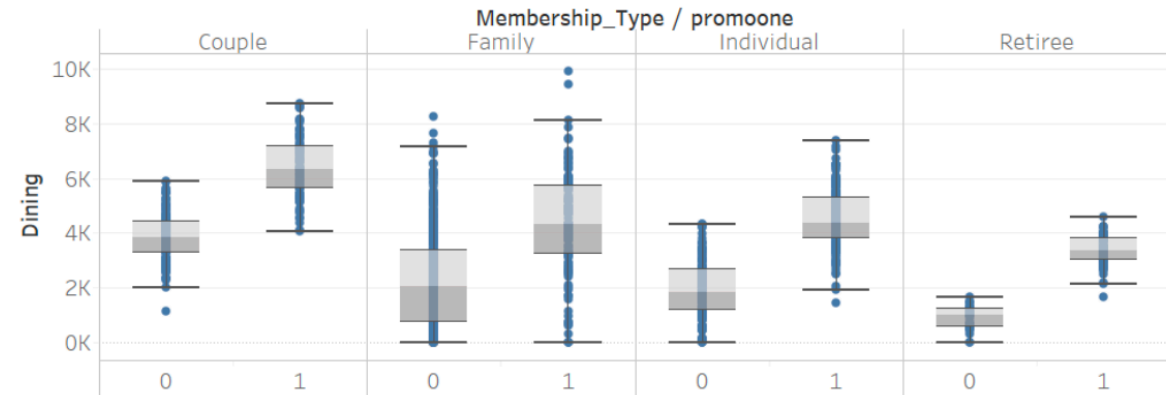
- Family's attendance rate for Easter Brunch, 4th of July and Private Function, were the highest among all groups.
- Retirees had the highest attendance rate for Thanksgiving.



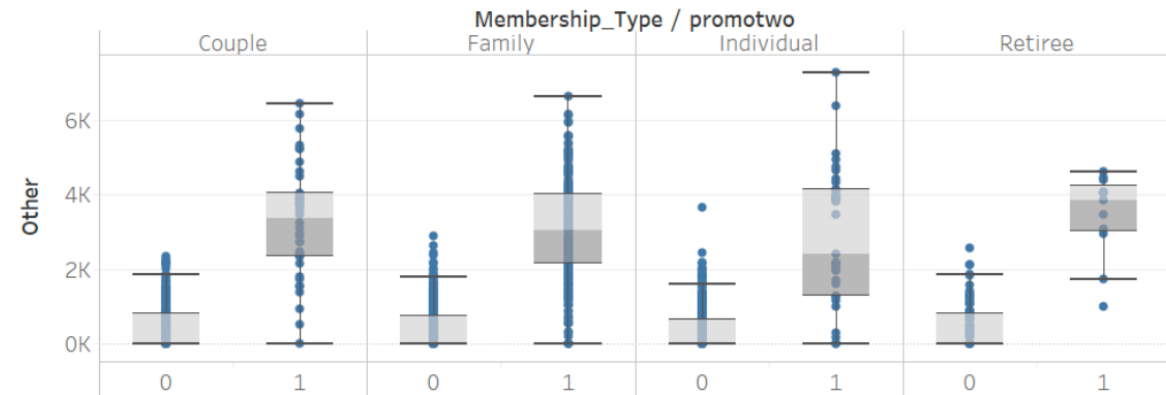
# Promotion Effectiveness

- Members who signed up for promo one have greatly increased dining revenue.
- Members who signed up for promo two have greatly increased other revenue.

Promo One



Promo Two





# Appendix-Description of Raw Data Tables

## Membership data tables:

- memberships – one record per membership
- members - one record per person (multiple family members can be included on the same membership account)

## Revenue data tables:

- dining – transaction records from dining room
- golf – transaction records from golf course
- pool – transaction records from pool
- tennis – transaction records from tennis courts
- other - transaction records from miscellaneous activities

## Other data tables:

- promoone – list of members who signed up for one of the club's promotional offers
- promotwo - list of members who signed up for the second of the club's promotional offers
- special - A series of Boolean variables indicating whether the member attended one of 4 special functions