

# **Blue Hill Country Club**

## **Data Warehouse Design**

# Data Introduction

- Raw Database - contains the 10 tables, with transactional data (50,000+) related to one year of operations of Blue Hill Country Club.

members
Member_Number INT
Member_Suffix INT
First_Name TEXT
Last_Name TEXT
MI TEXT
Gender TEXT
BirthDate TEXT
Relationship_to_Member TEXT

memberships
Member_Number INT
Membership_Type TEXT
Family_Name TEXT
Year_Joined INT

dining
Member_Number INT
Date VARCHAR(10)
Service VARCHAR(40)
Number in Party INT
Food DECIMAL(5,2)
Beverage DECIMAL(5,2)
Tip DECIMAL(5,2)
Total DECIMAL(5,2)
ServerID INT

special
Member_Number INT
Private Function INT
4th of July INT
Thanksgiving INT
Easter Brunch INT

golf
Member_Number INT
Amount DECIMAL(6,2)
Description TEXT
Date TEXT
Course TEXT
Pro TEXT

tennis
Member_Number INT
Amount INT
Description TEXT
Date INT
Pro TEXT

pool
Member_Number INT
Amount INT
Description TEXT
Date TEXT

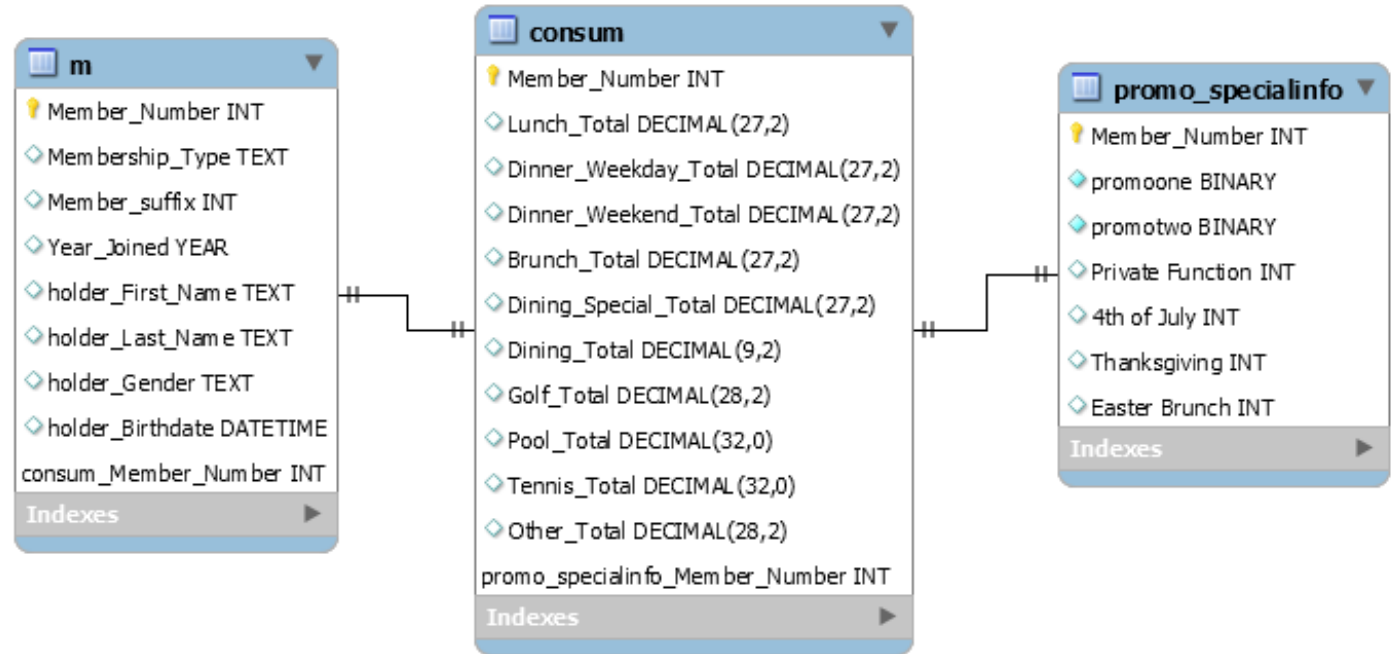
other
Member_Number INT
Code INT
Description TEXT
Amount DECIMAL(6,2)

promoone
Member_Number INT
Date TEXT

promotwo
Member_Number INT

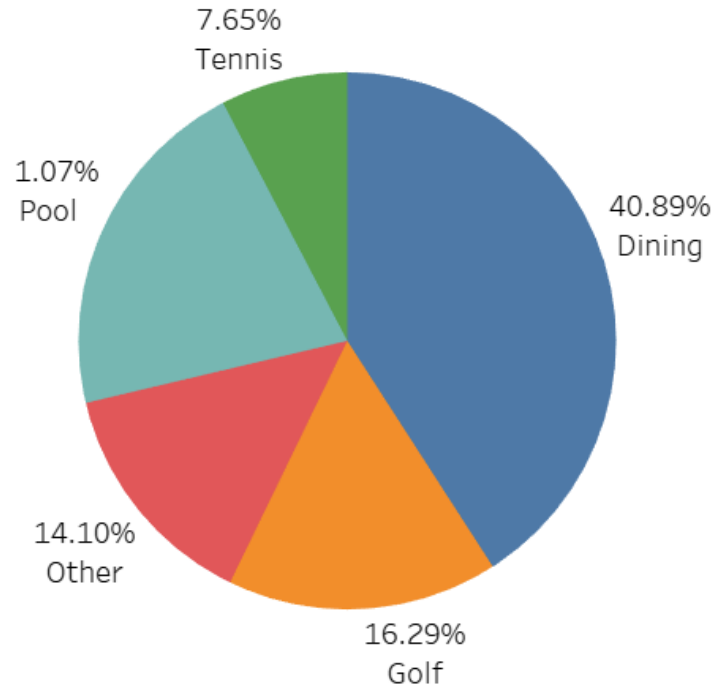
# Data Warehouse Design (through ETL process)

- Table m contains demographic information of members
- Table consum contains consumption data of each membership account
- Table promo\_specialinfo contains data of whether signed up for promotion and whether attended special functions in each membership account



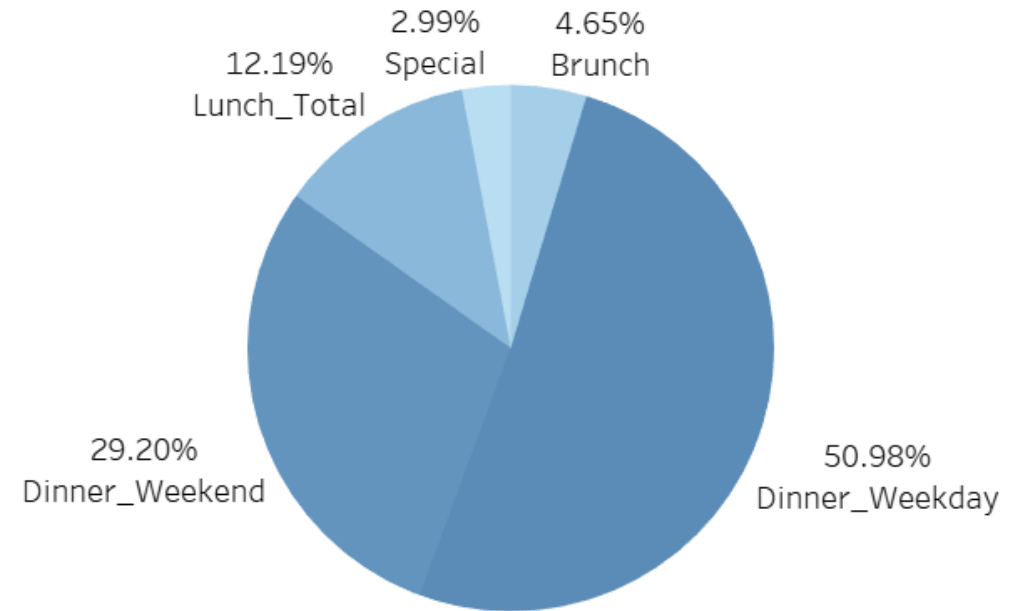
# Revenue Generated by Each Category

Categories



Dining contributes the most to the club.

Sub Categories of Dining

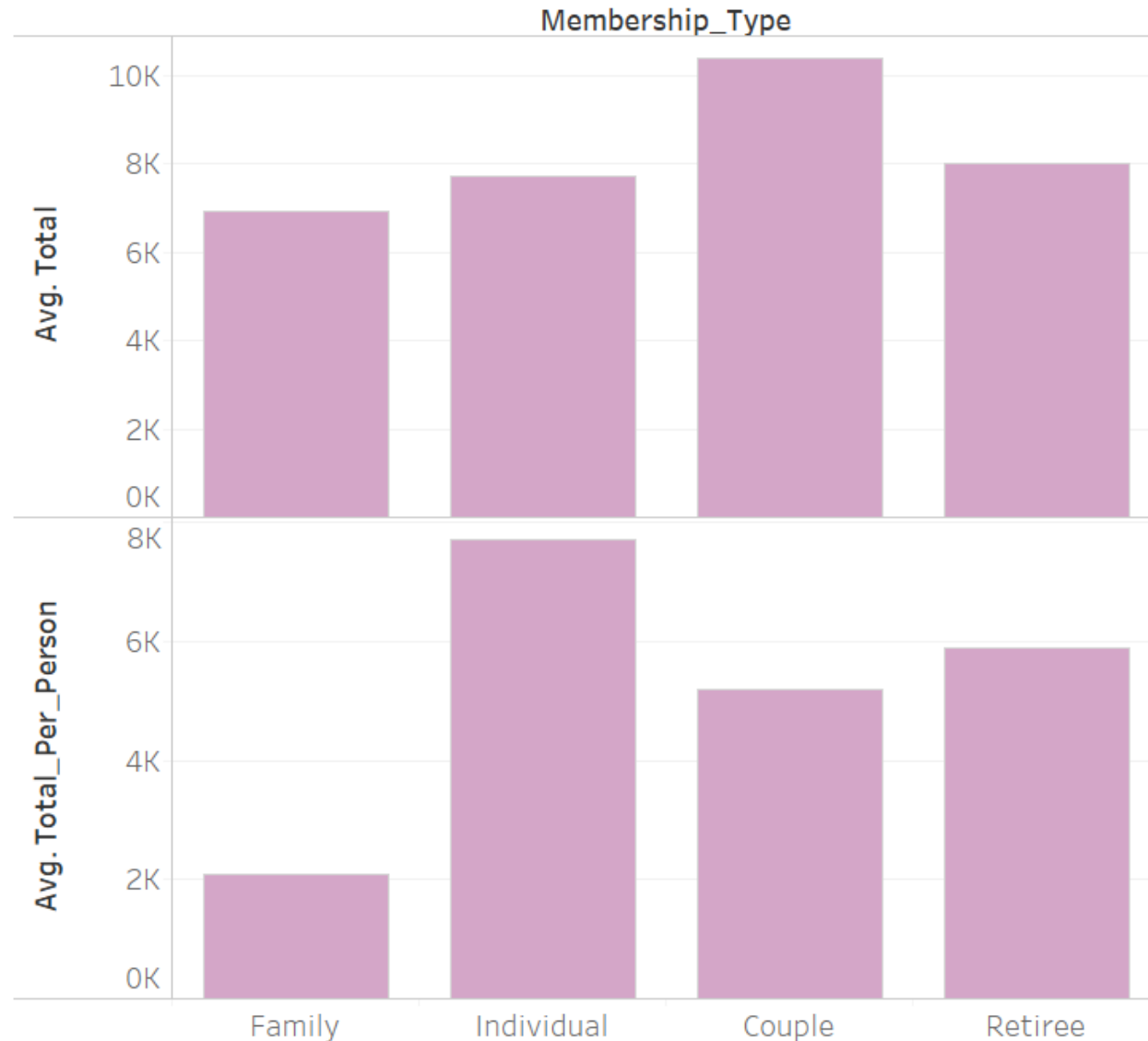


Within dining, dinner on weekday is the most contributing one.

# Consumption Amount of Different Types of Members

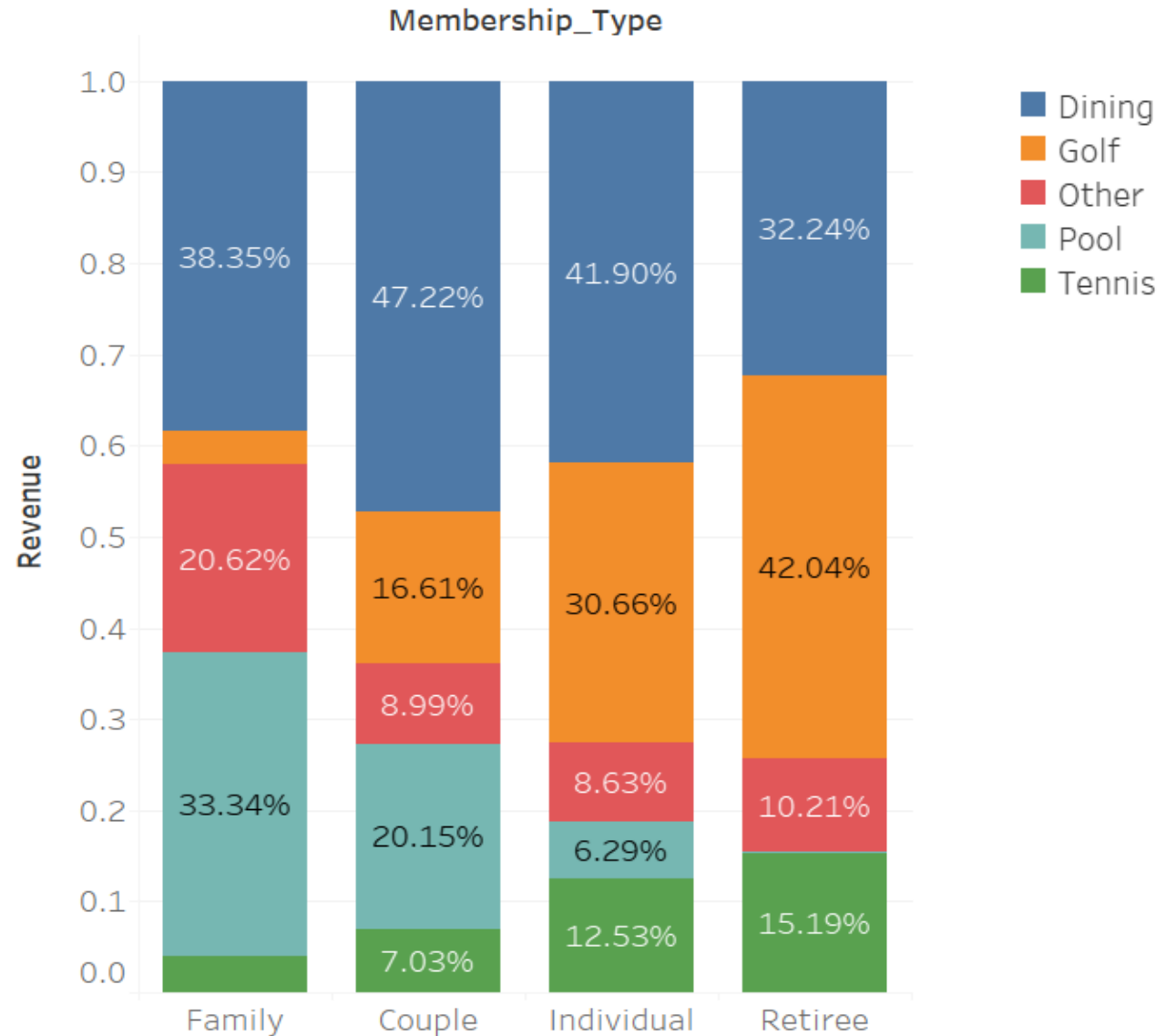
On average:

- For each membership account, couple spend most. While for each person, individuals spend most.
- Both from total generated value and value per person



# Consumption Preference of Different Types of Members

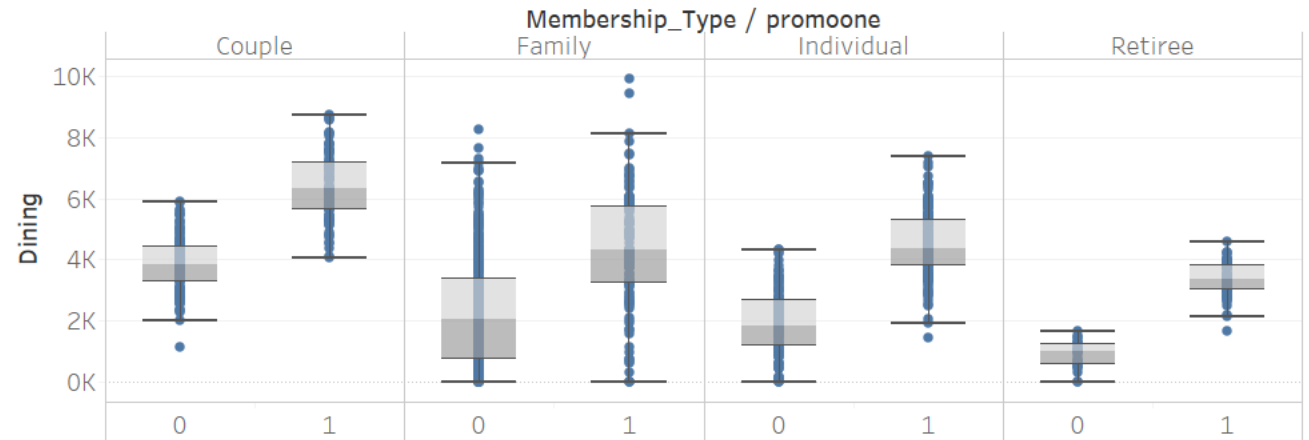
- Family and couple spend most money on dining and pool.
- Individual and retiree spend most money on dining and golf.
- Individual and retiree are more willing to spend money on outside sports (golf and tennis) more.



# Promotion Effectiveness

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

Promo One



Promo Two

