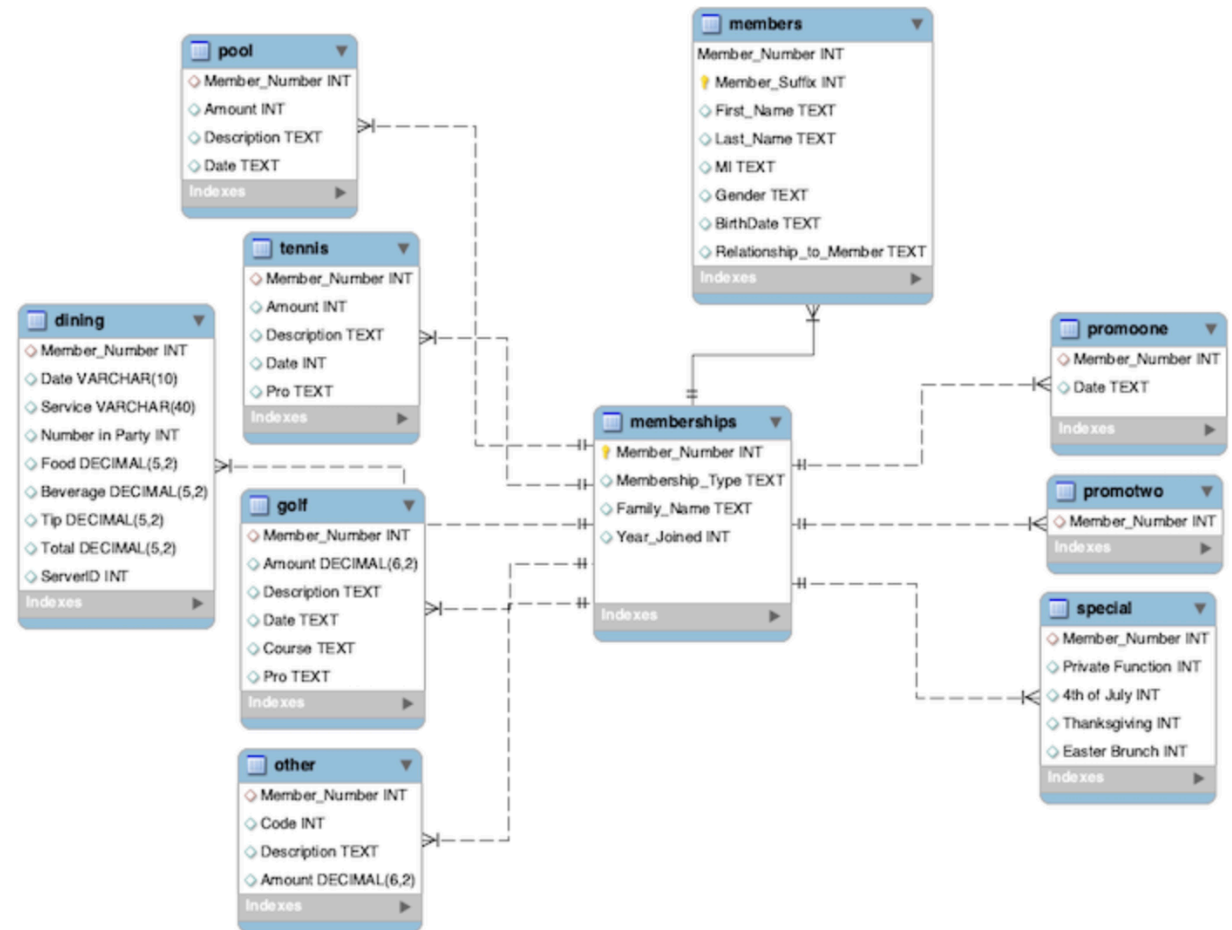


Data Warehouse Design For Blue Hill Country Club

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

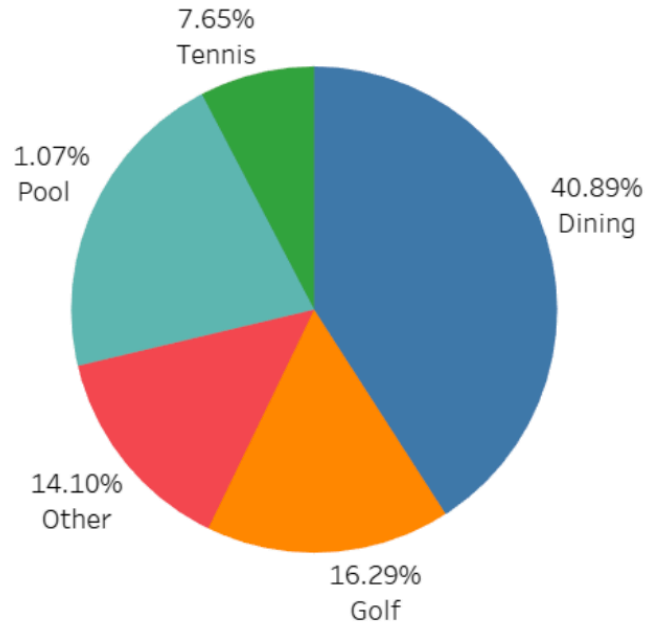
Design and build a data warehouse that includes the following information for future users to easily extract relevant data and facilitate data analysis and reporting

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

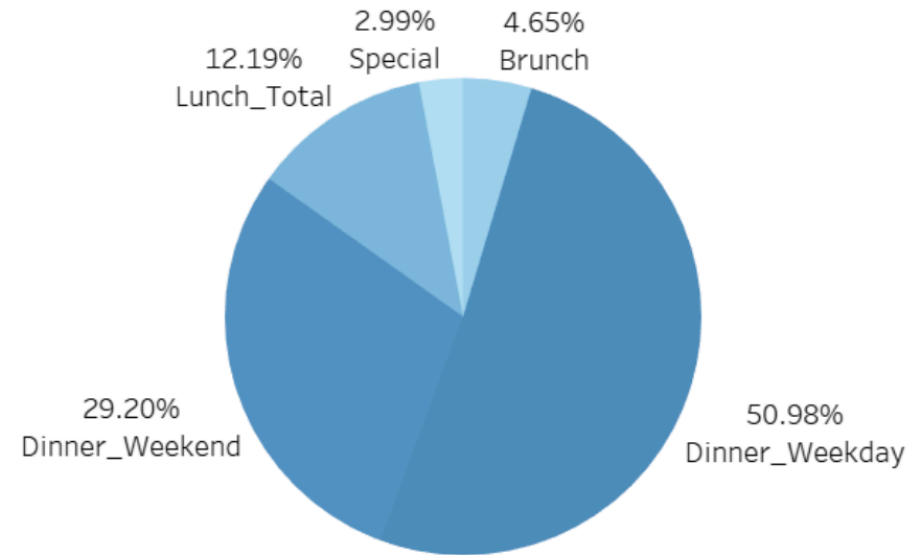
Revenue Generated by Each Category

Categories



Dining contributed the most among all categories.

Sub Categories of Dining

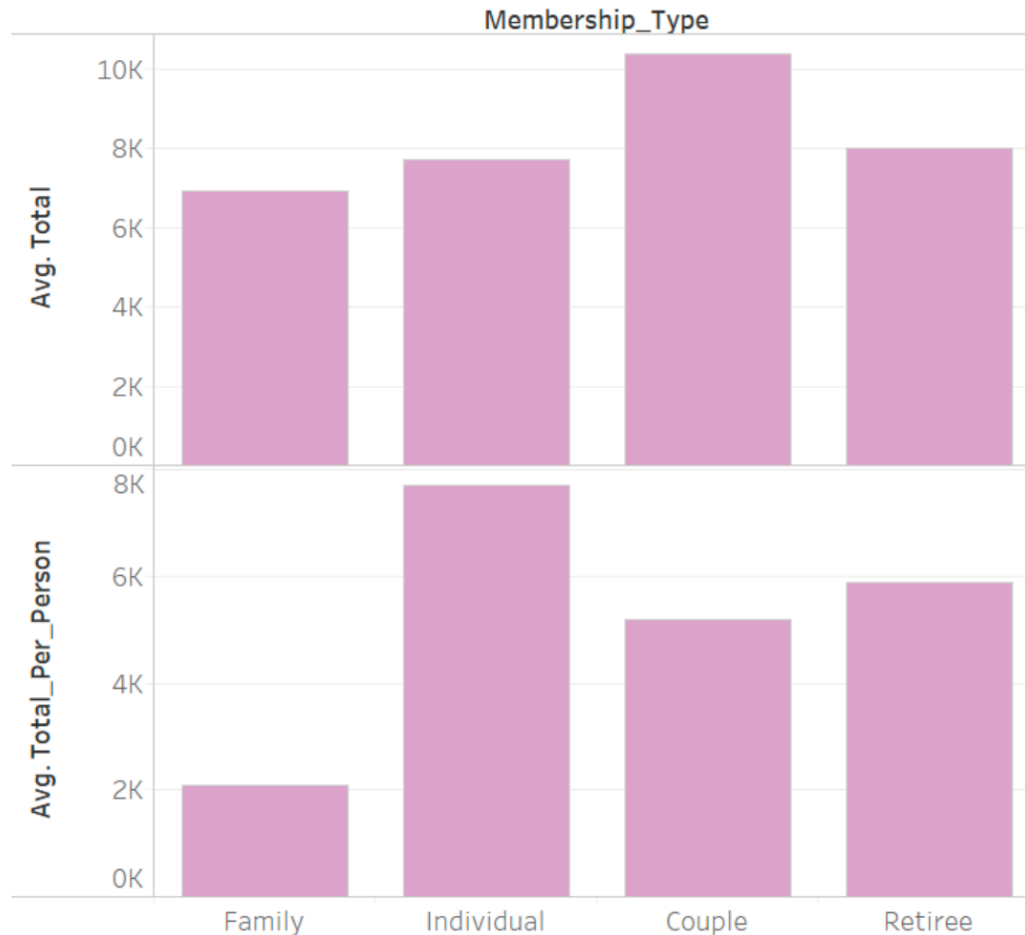


Within dining, dinner on weekday was the most contributing one.

Purchase Patterns for Different Membership Type Groups

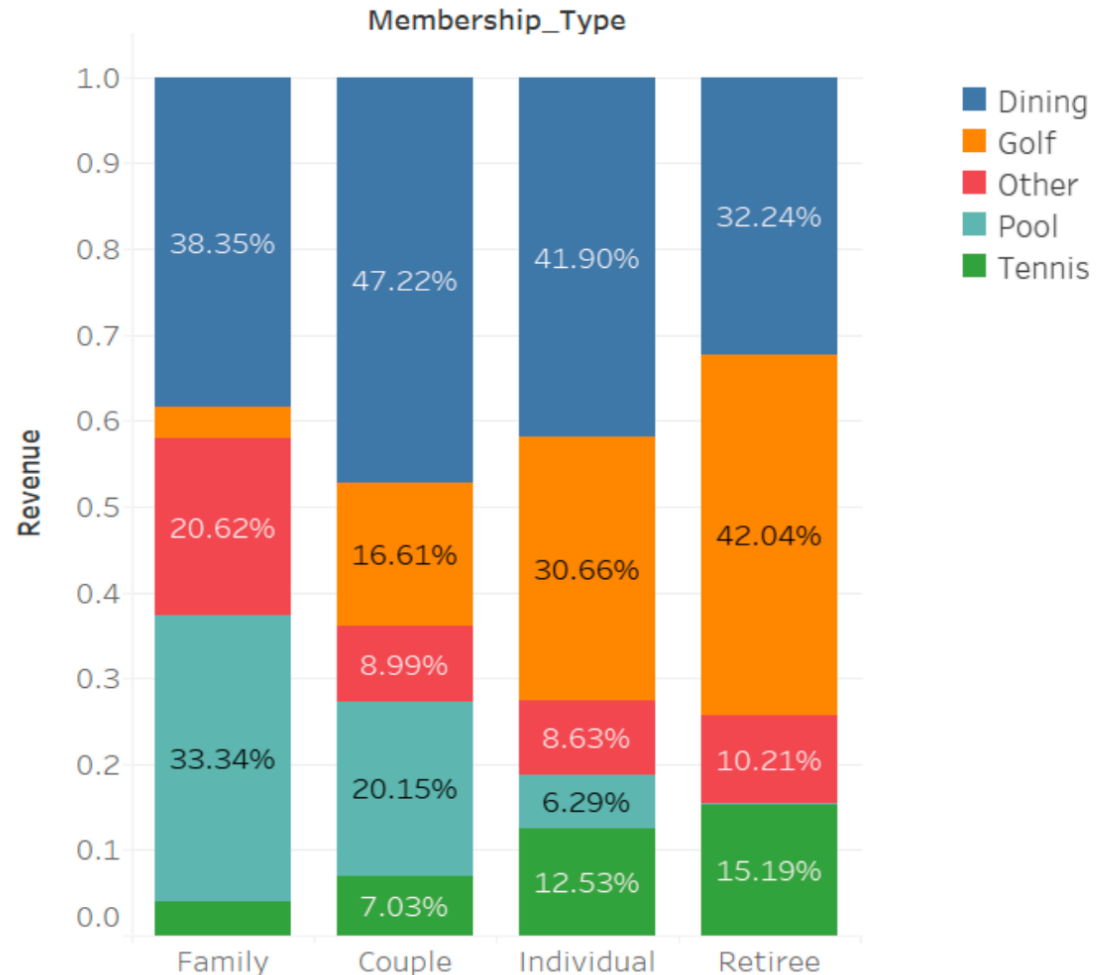
On average:

- 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.



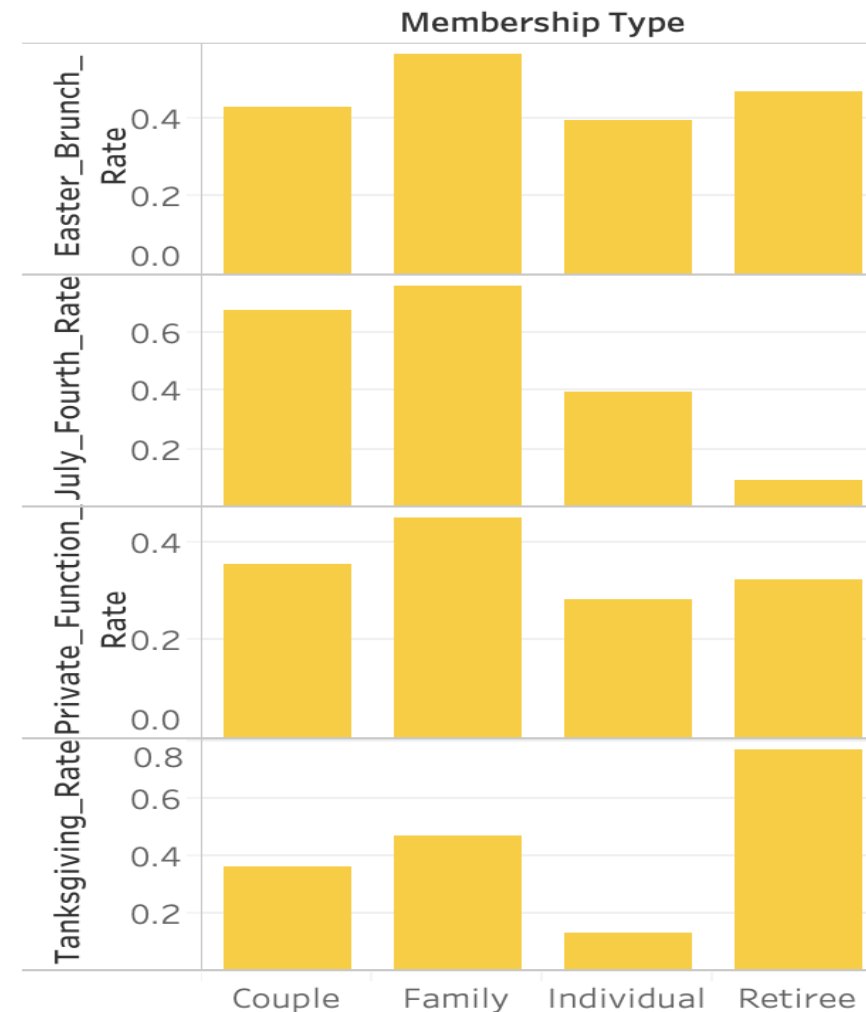
Purchase Patterns for Different Membership Type Groups

- 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

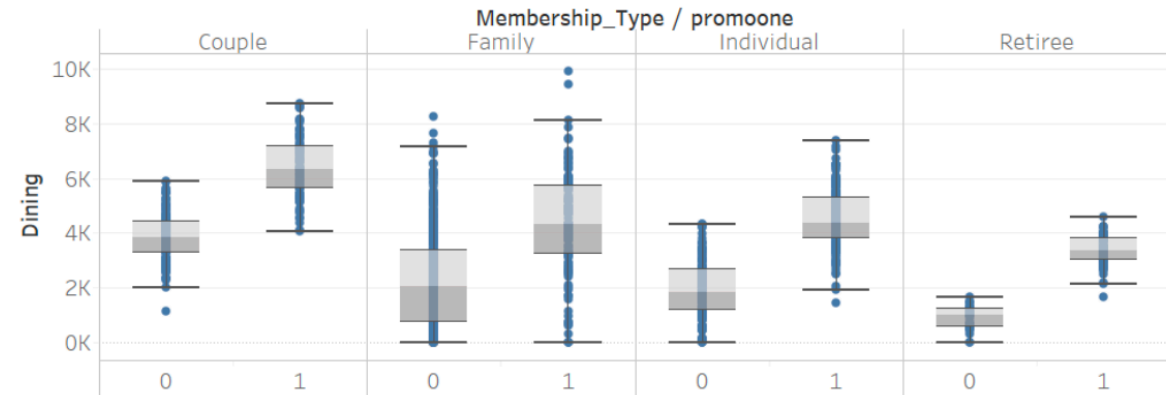
- Family's attendance rate for Easter Brunch, 4th of July and Private Function, were the highest among all groups.
- Retirees had the highest attendance rate for Thanksgiving.



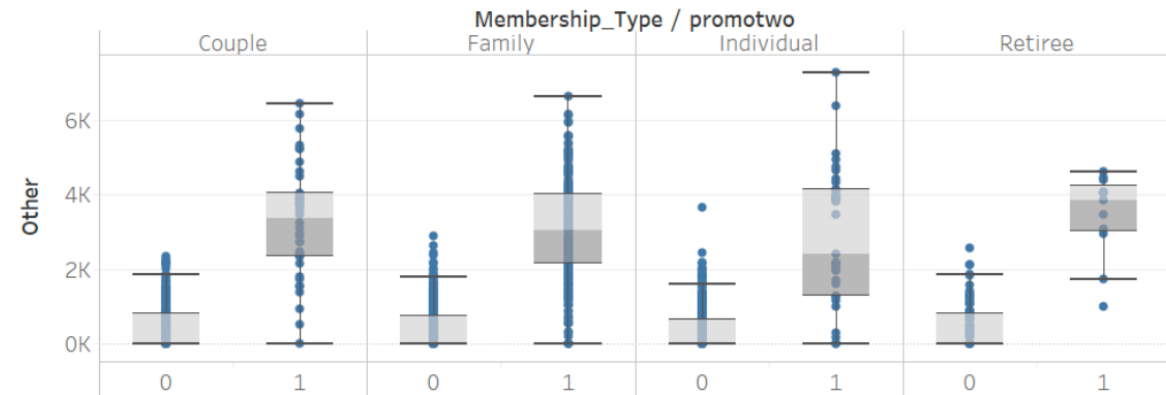
Promotion Effectiveness

- 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