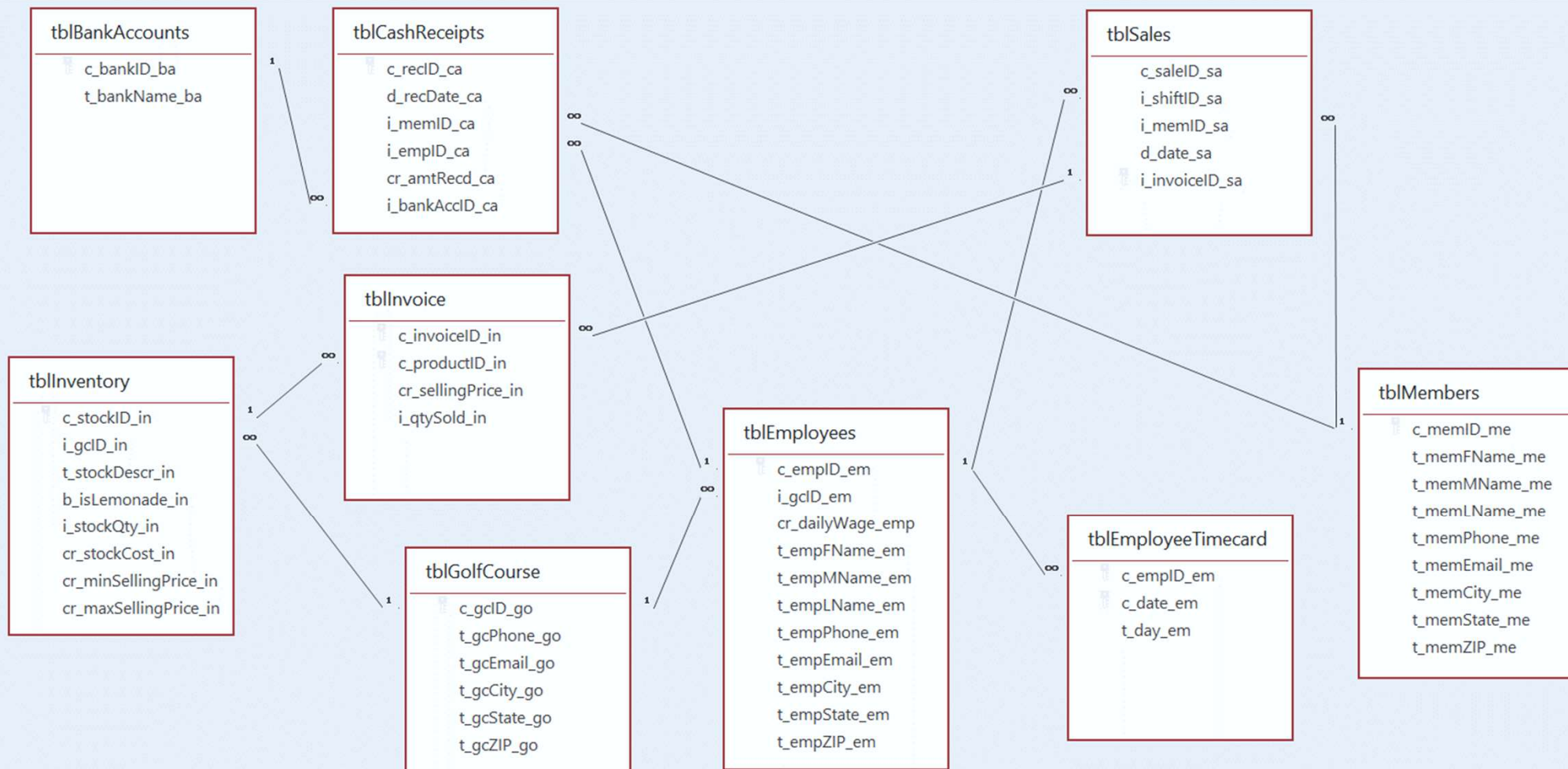


The Lemonade Stand – DBMS Project

Group 1 – K007, K035, K047, K070

Business Scenario Overview



Performance Analysis .

- How good are sales and cash receipts for 2013?
- Is the lemonade stand doing a good job collecting cash on their sales? Why is this an issue the lemonade stand needs to think about?
- Which lemonade flavors should the lemonade stand focus on in the future? Are there some flavors that maybe they shouldn't sell anymore?
- Which employees appear to generate the most sales? What about the least sales?
- What is the effect of weather on sales? How does understanding the effect of weather on sales improve our understanding of the business?
- Who are the lemonade stand's best customers? Who are the worst customers? How should the lemonade stand use this knowledge?
- Can you think of any IT security or control risks that exist in the database or the sales process? Would there be ways for employees to steal inventory using the database for example?

¹ - Sales and cash receipts for 2013

Total Sales in 2013

Quantity – 5265 units

Amount – \$ 13,283.00

Total Cash Receipts for 2013

\$ 13,123.00

Most Selling Flavour

Lemon – 2284 units

Least Selling Flavour

Strawberry – 12 units



Month-wise Analysis

2 - Cash Collection

Total Sales in 2013

\$ 13,283.00

**Total Cash Receipts for
2013**

\$ 13,123.00

Problem?

- Payment defaulters
- Computation of profits and losses

- Profits and losses could be computed on the basis of cash receipts
- Defaulter reports could be another report sent to the management
- Defaulters could be fined (new table need)

Solutions

3 - Flavour Analysis

Focus more

Lemon

May get rid of

Strawberry

Flavour-wise Sales Analysis

Description	Quantity Sold	Amount
Lemon	8334	\$ 16,668.00
Cherry	3025	\$ 9,075.00
Strawberry Banana	972	\$ 3,888.00
Fuzzy Navel	692	\$ 3,460.00
Green Apple	1301	\$ 2,602.00
Peach	1133	\$ 2,266.00
Blueberry	915	\$ 1,830.00
Orange Pineapple	300	\$ 1,500.00
Kiwi	498	\$ 1,494.00
Lemon Lime	692	\$ 1,384.00
Grape	394	\$ 1,182.00
Peppermint	291	\$ 1,164.00
Watermelon	300	\$ 900.00
Blackberry	212	\$ 424.00
Red Raspberry	100	\$ 400.00
Orange	96	\$ 384.00
Strawberry	48	\$ 96.00

4 - Employee Analysis

Generate Most Sales

Both employees together

Generate Least Sales

Joe Teenager

Total Sales Units and Amount

Name	Quantity Sold	Total Sales Amount
Chris Smiley	7493	\$ 18,912.00
Joe Teenager	3698	\$ 9,327.00
both Joe and Chris together	8112	\$ 20,478.00

5 - Effect of Weather on the Business

Effect of S-S

(The average sky cover between sunrise and sunset in tenths of sky covered)

Effect of Temperature

(The highest temperature for the day)

	<i>Price</i>	<i>S-S</i>	<i>MaxSPD</i>	<i>AvgSPD</i>	<i>WTR</i>	<i>DEP</i>	<i>MINTemp</i>	<i>MAXTEMP</i>	<i>AVGTemp</i>
Price	1.00								
S-S	-0.77	1.00							
MaxSPD	-0.11	0.17	1.00						
AvgSPD	-0.09	0.03	0.33	1.00					
WTR	-0.25	0.33	0.37	-0.02	1.00				
DEP	0.30	-0.26	0.12	-0.25	-0.02	1.00			
MINTemp	0.06	0.04	0.07	-0.18	0.00	0.72	1.00		
MAXTEMP	0.45	-0.46	0.08	-0.27	-0.10	0.83	0.57	1.00	
AVGTemp	0.31	-0.27	0.09	-0.26	-0.06	0.88	0.85	0.91	1.00

6 - Customer Analysis

Best Customer

Rick Gossen (Member ID 16)

- Provide them with discounts and perks so that they may spread a good word about us

Worst Customers

108 customers with no purchases

- We should try to understand why these members aren't interested in our business and then try to solve those problems if its within our power to do so
- We could also try to provide them with the product at subsidized rates

7 – Security Risks

Employee Access to Members' Personal Details

Employees selling lemonade at the golf course have absolutely no utility of the members' personal details such as address and ZIP codes. These details should be hidden away from them to maintain some sort of confidentiality.

Employee Control over entering the stock quantity and selling price

Both of these attributes can be accessed and updated by the employees and can be manipulated for personal, malicious gains.

Thanks!

Questions?