

Module 10.1 Milestone #3 – Willson Financial Case Study

SPRING 2025 CSD310 DATABASE DEVELOPMENT AND USE

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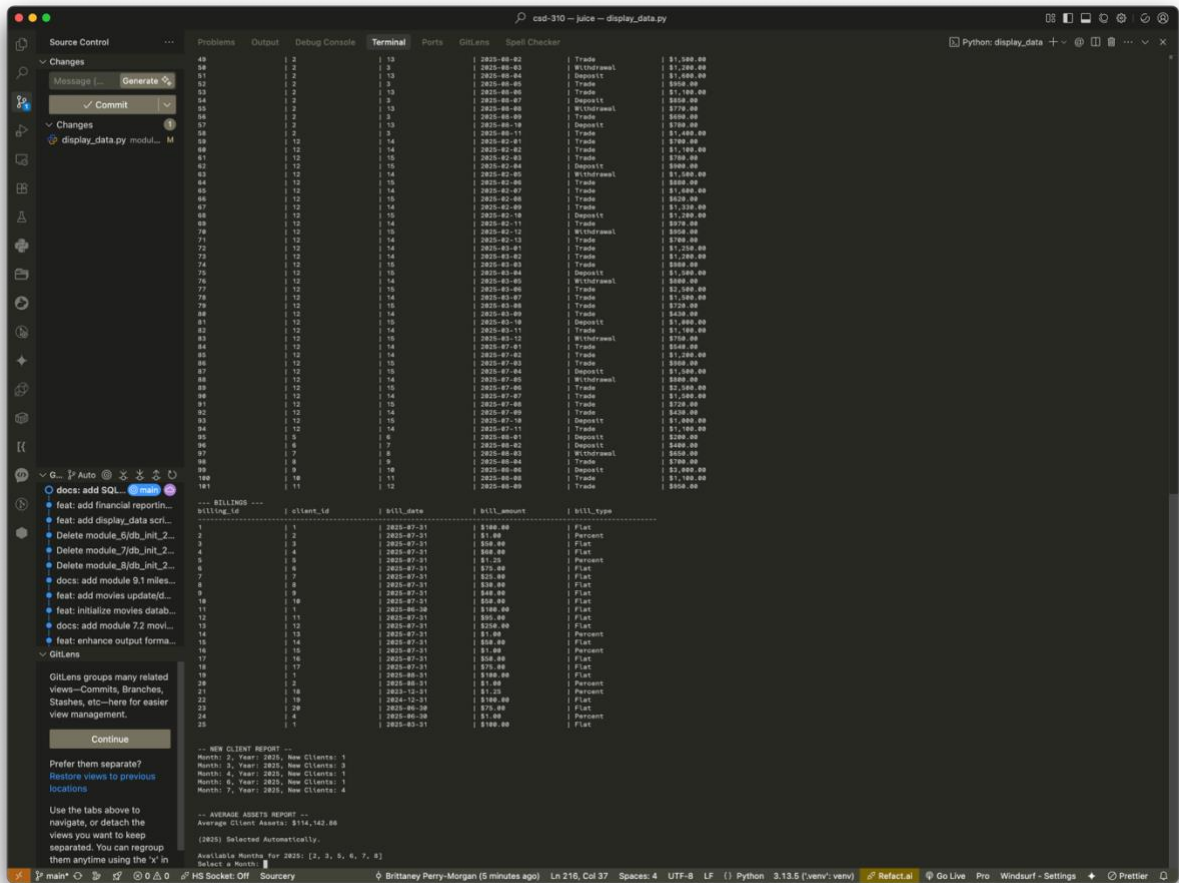
Date: Sunday, July 20th, 2025

Willson Financial Case Study

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-- CLIENTS --
client_id | name | email | phone | address | date_added
-----
1 | Alice Anderson | aliced@willson.com | 505-555-1234 | 123 Main St | 2024-03-20
2 | Bob Brown | bobbr@willson.com | 505-555-2345 | 456 Valley St | 2024-06-15
3 | Laura Lee | laurab@willson.com | 505-555-3456 | 1414 Elm St | 2024-08-10
4 | Carol Clark | carolc@willson.com | 505-555-3456 | 789 Sunset Dr | 2024-09-08
5 | Danielle Diaz | daniell@willson.com | 505-555-4567 | 1010 River Rd | 2024-12-18
6 | Evan Evans | evane@willson.com | 505-555-5678 | 2020 Santa Ln | 2025-07-05
7 | Frank Foster | frankf@willson.com | 505-555-6789 | 777 Sunrise Ave | 2024-02-12
8 | Gina Garcia | ginag@willson.com | 505-555-7890 | 8888 Ridge Rd | 2025-02-10
9 | Hank Hernandez | hankh@willson.com | 505-555-8901 | 9999 Mountain View | 2025-04-28
10 | Irene Ibarra | irenei@willson.com | 505-555-9012 | 1010 Oak St | 2025-07-12
11 | Julia Johnson | juliaj@willson.com | 505-555-0123 | 1212 Main St | 2025-06-05
12 | Kevin Kennedy | kevinke@willson.com | 505-555-1234 | 1234 Oak St | 2025-07-12
13 | Megan Miller | meganm@willson.com | 505-555-2323 | 201 Sargent Blvd | 2025-07-10
14 | Nancy Nelson | nancyn@willson.com | 505-555-3432 | 303 Ocean Blvd | 2025-07-17
15 | Oscar Ortiz | oscaro@willson.com | 505-555-4433 | 403 Loma Blvd | 2025-07-17
16 | Penny Perez | pennyp@willson.com | 505-555-5534 | 505 Ocean Blvd | 2025-07-16
17 | Quentin Quinn | quentinq@willson.com | 505-555-6677 | 605 Coast Blvd | 2025-07-18
18 | Robert Roede | robertro@willson.com | 505-555-7778 | 707 Cliff Blvd | 2025-07-16
19 | Samantha Smith | samanthas@willson.com | 505-555-8889 | 807 Vale Blvd | 2025-11-22
20 | Thomas Taylor | thomast@willson.com | 505-555-9990 | 909 University Blvd | 2024-02-16
21 | Ursula Underwood | ursulau@willson.com | 505-555-0011 | 1009 Carlisle Blvd | 2024-08-28
22 | Victor Vega | victorv@willson.com | 505-555-1122 | 1118 Wyoming Blvd | 2025-01-28

-- ASSETS --
asset_id | client_id | asset_type | asset_value | last_update
-----
1 | 1 | IRA | $100,000.00 | 2025-01-01
2 | 1 | Brokerage | $55,000.00 | 2025-02-01
3 | 2 | 401K | $75,000.00 | 2025-03-01
4 | 2 | Savings | $12,000.00 | 2025-04-01
5 | 3 | Mutual Fund | $60,000.00 | 2025-05-01
6 | 3 | CD | $15,000.00 | 2025-06-01
7 | 4 | IRA | $85,000.00 | 2025-07-01
8 | 4 | Stocks | $20,000.00 | 2025-07-01
9 | 5 | Bonds | $30,000.00 | 2025-07-01
10 | 5 | Real Estate | $180,000.00 | 2025-07-01
11 | 6 | Gold | $10,000.00 | 2025-07-01
12 | 6 | Stocks | $25,000.00 | 2025-07-20
13 | 7 | Stocks | $75,000.00 | 2025-07-01
14 | 7 | Brokerage | $220,000.00 | 2025-07-01
15 | 8 | Stocks | $10,000.00 | 2025-07-01
16 | 8 | 401K | $60,000.00 | 2025-07-15
17 | 8 | Savings | $45,000.00 | 2025-07-17
18 | 9 | CD | $112,000.00 | 2025-07-17
19 | 9 | Bonds | $78,000.00 | 2025-07-19
20 | 9 | Brokerage | $220,000.00 | 2025-07-16
21 | 10 | IRA | $95,000.00 | 2025-12-01
22 | 10 | Stocks | $10,000.00 | 2024-12-01
23 | 11 | Bonds | $110,000.00 | 2024-09-05
24 | 11 | 401K | $120,000.00 | 2025-01-25
25 | 12 | CD | $10,000.00 | 2024-04-01
26 | 12 | Stocks | $85,000.00 | 2024-07-19
27 | 13 | IRA | $80,000.00 | 2024-10-01
28 | 13 | Mutual Fund | $42,000.00 | 2025-08-01
29 | 14 | Bonds | $160,000.00 | 2025-07-25

-- TRANSACTIONS --
transaction_id | client_id | asset_id | txn_date | txn_type | amount
-----
1 | 1 | 1 | 2025-01-01 | Deposit | $100.00
2 | 1 | 2 | 2025-01-02 | Trade | $100.00
3 | 1 | 3 | 2025-01-03 | Withdrawal | $120.00
4 | 1 | 4 | 2025-01-04 | Deposit | $800.00
5 | 1 | 5 | 2025-01-05 | Trade | $100.00
6 | 1 | 6 | 2025-01-06 | Deposit | $800.00
7 | 1 | 7 | 2025-01-07 | Deposit | $100.00
8 | 1 | 8 | 2025-01-08 | Withdrawal | $100.00
9 | 1 | 9 | 2025-01-09 | Trade | $220.00
10 | 1 | 10 | 2025-01-10 | Trade | $700.00
11 | 1 | 11 | 2025-01-11 | Deposit | $100.00
12 | 1 | 12 | 2025-01-12 | Trade | $100.00
13 | 1 | 13 | 2025-01-13 | Deposit | $800.00
14 | 1 | 14 | 2025-01-14 | Trade | $800.00
15 | 1 | 15 | 2025-01-15 | Trade | $100.00
16 | 1 | 16 | 2025-01-16 | Trade | $100.00
17 | 1 | 17 | 2025-01-17 | Trade | $100.00
18 | 1 | 18 | 2025-01-18 | Trade | $100.00
19 | 1 | 19 | 2025-01-19 | Withdrawal | $100.00
20 | 1 | 20 | 2025-01-20 | Trade | $100.00
21 | 1 | 21 | 2025-01-21 | Trade | $100.00
22 | 1 | 22 | 2025-01-22 | Trade | $100.00
23 | 1 | 23 | 2025-01-23 | Trade | $100.00
24 | 1 | 24 | 2025-01-24 | Trade | $100.00
25 | 1 | 25 | 2025-01-25 | Trade | $100.00
26 | 1 | 26 | 2025-01-26 | Trade | $100.00
27 | 1 | 27 | 2025-01-27 | Trade | $100.00
28 | 1 | 28 | 2025-01-28 | Trade | $100.00
29 | 1 | 29 | 2025-01-29 | Trade | $100.00
30 | 1 | 30 | 2025-01-30 | Trade | $100.00
```



Report 1: New Client Growth

This report addresses the business need to track the number of new clients added per month over the last six months, which is essential for measuring growth.

1	1	2025-07-31	\$100.00	Flat
2	2	2025-07-31	\$1.00	Percent
3	3	2025-07-31	\$50.00	Flat
4	4	2025-07-31	\$60.00	Flat
5	5	2025-07-31	\$1.25	Percent
6	6	2025-07-31	\$75.00	Flat
7	7	2025-07-31	\$25.00	Flat
8	8	2025-07-31	\$30.00	Flat
9	9	2025-07-31	\$40.00	Flat
10	10	2025-07-31	\$50.00	Flat
11	1	2025-06-30	\$100.00	Flat
12	11	2025-07-31	\$95.00	Flat
13	12	2025-07-31	\$250.00	Flat
14	13	2025-07-31	\$1.00	Percent
15	14	2025-07-31	\$50.00	Flat
16	15	2025-07-31	\$1.00	Percent
17	16	2025-07-31	\$50.00	Flat
18	17	2025-07-31	\$75.00	Flat
19	1	2025-08-31	\$100.00	Flat
20	2	2025-08-31	\$1.00	Percent
21	18	2023-12-31	\$1.25	Percent
22	19	2024-12-31	\$100.00	Flat
23	20	2025-06-30	\$75.00	Flat
24	4	2025-06-30	\$1.00	Percent
25	1	2025-03-31	\$100.00	Flat

-- NEW CLIENT REPORT --
Month: 2, Year: 2025, New Clients: 1
Month: 3, Year: 2025, New Clients: 3
Month: 4, Year: 2025, New Clients: 1
Month: 6, Year: 2025, New Clients: 1
Month: 7, Year: 2025, New Clients: 4

Report 2: Average Assets Per Client

This report calculates each client's average total asset value, providing a key performance indicator for the firm's management portfolio.

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-- AVERAGE ASSETS REPORT --
Average Client Assets: $114,142.86

(2025) Selected Automatically.

Available Months for 2025: [2, 3, 5, 6, 7, 8]
Select a Month: 1
***Invalid Month. Please Select from the Available Options.

Available Months for 2025: [2, 3, 5, 6, 7, 8]
Select a Month:
***Invalid Input. Please Enter a Number.

Available Months for 2025: [2, 3, 5, 6, 7, 8]
Select a Month: 2
```

Report 3: High-Transaction Clients

This report identifies highly active clients with over 10 transactions in the current month. This is vital for analyzing whether the current billing structure suits these "power users."

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-- HIGH TRANSACTION CLIENTS REPORT FOR 2025-02 --
Client          | Transaction Count
-----
Kevin Kennedy   | 13
```