



# Group 4 Milestone 4:

## Outland Adventure Case Study

---

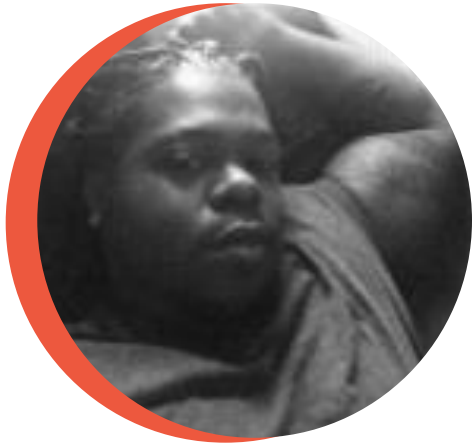
GROUP MEMBERS:

KEVIN MEZA,  
DOMINIQUE MONROE,  
SHANE TINSLEY

CSD 310 - Dr. Issa  
Dec. 8, 2023

# Group Introduction and Project Takeaways

---



THIS PROJECT CONFIRMED HOW VALUABLE PLANNING, TIME MANAGEMENT, AND COMMUNICATION ARE AND HOW THEY CAN AFFECT A PROJECT. LEARNING HOW TO INTERPRET WHAT IS NEEDED FROM A REMOTE STANCE RATHER THAN HAVING A GROUP WORK ON-SITE WITH ONE ANOTHER IS AN EYE-OPENING EXPERIENCE - DOMINIQUE MONROE,



"GROUP PROJECTS ARE HARD AND I'D SAY THAT'S A UNIVERSAL TRUTH. ORGANIZING WORK SCHEDULES TO SEE WHO IS AVAILABLE WAS THE HARDEST PART AND I CAN ONLY HOPE FOR A TIME WHEN WE'RE ALL HARMONIOUSLY IN SYNC. - KEVIN MEZA



"A TESTAMENT TO THE SYMPHONY OF METICULOUS PLANNING AND STRICT TIME MANAGEMENT, THIS PROJECT SERVED AS A RESOUNDING REMINDER OF THEIR CRUCIAL ROLE IN ORCHESTRATING SUCCESSFUL DELIVERY UNDER STRICT TIME CONSTRAINTS." - SHANE TINSLEY

# Outland Adventures Case Study:

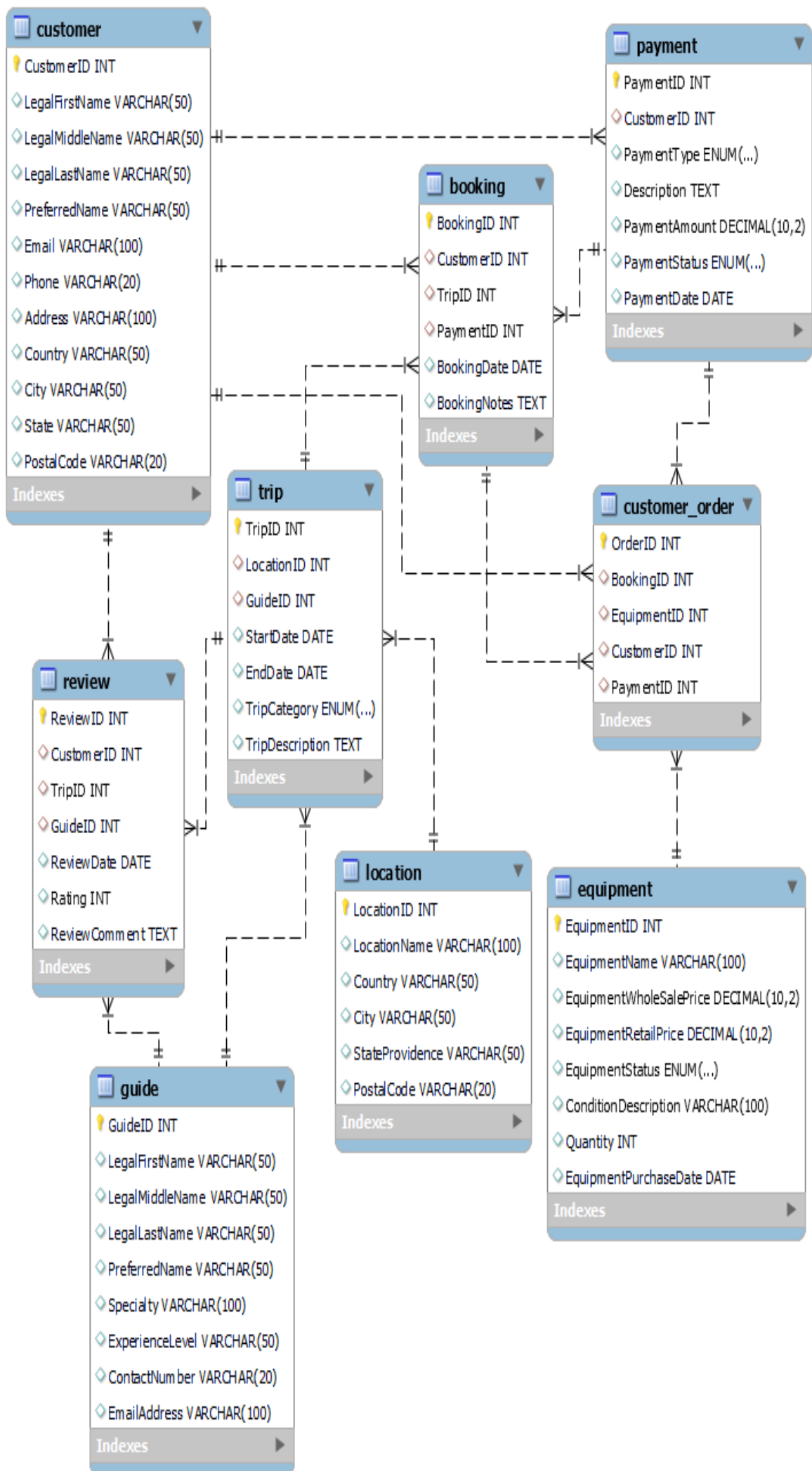
---

Outland Adventures, founded by outdoor enthusiasts Blythe Timmerson and Jim Ford, offers guided hiking and camping trips to far-off locations. Initially a side project, its success led them to quit their full-time jobs and invest fully. The team of Mac, Duke, Anita, and Dimitrios handles trip organization, marketing, equipment rental and purchase, and inventory management.

**Outland Adventures seeks to answer key questions:**

- Equipment Sales: Do equipment sales justify the effort and resources?
- Trip Trends: Are there specific regions experiencing declining bookings?
- Inventory Age: Are there inventory items exceeding five years old and potentially needing replacement?

Goal: Optimize operations for continued growth and success in the guided adventure travel market.



# Report 1 – Equipment Sales Report:

---

Based on the Equipment Sales Rule-

*Assumption: Equipment sales are a significant revenue contributor.*

*Rule: If equipment sales contribute less than 40% of the total revenue for two consecutive quarters, reevaluate the marketing strategy, consider e-commerce expansion, or adjust inventory levels to optimize sales.*

|                           |            |
|---------------------------|------------|
| Total Payments Collected  | Total      |
| Total payments collected: | \$61933.84 |

| Quarter        | Total Equipment Sales | Equipment Sales Percentage |
|----------------|-----------------------|----------------------------|
| First Quarter  | \$7323.00             | 11.82%                     |
| Second Quarter | \$6643.00             | 10.73%                     |

#### Recommendation:

| Recommendations   |
|---|
| Equipment sales contribute less than 40% for two consecutive quarters.                    |
| Reevaluate marketing strategy, consider e-commerce expansion, or adjust inventory levels. |

# Report 2 – Booking Trends:

---

Based on the Booking Trends - Locations Rule

*Assumption: Monitoring booking trends helps in optimizing resources and identifying popular destinations.*

*Rule: If bookings for any specific location show a consistent downward trend over three consecutive quarters, conduct a detailed analysis to consider adjusting trip schedules, exploring new locations, or revising marketing strategies for those locations.*

Booking Data by Continent:

| BookingYear | BookingQuarter | Continent | TotalBookings |
|-------------|----------------|-----------|---------------|
| 2022        | 1              | Africa    | 47            |
| 2022        | 2              | Africa    | 45            |
| 2022        | 3              | Africa    | 34            |
| 2022        | 4              | Africa    | 62            |
| 2022        | 1              | Asia      | 55            |
| 2022        | 2              | Asia      | 28            |
| 2022        | 3              | Asia      | 56            |
| 2022        | 4              | Asia      | 61            |
| 2022        | 1              | Europe    | 50            |
| 2022        | 2              | Europe    | 48            |
| 2022        | 3              | Europe    | 57            |
| 2022        | 4              | Europe    | 65            |

Analyzing Downward Trend for Each Continent:

| Continent | Downward Trend |
|-----------|----------------|
| Africa    | No             |
| Asia      | No             |
| Europe    | No             |



# Report 3 – Equipment Condition Report:

---

Based on the Inventory Age Rule:

*Assumption: Maintaining updated inventory is crucial for quality and safety.*

*Rule: Conduct an annual inspection of inventory items, identifying and replacing items over five years old or those failing to meet safety standards, ensuring quality and customer safety.*

Report: Outdated and defective items identified:

| Equipment ID | Equipment Name | Wholesale Price | Equipment Status | Condition Description | Equipment Purchase Date |
|--------------|----------------|-----------------|------------------|-----------------------|-------------------------|
| 3            | Sleeping Bag   | 50.00           | Available        | Excellent condition   | 1995-01-05              |
| 9            | Cookware Set   | 55.00           | Out of Order     | Slight scratches      | 2000-01-05              |
| 10           | First Aid Kit  | 20.00           | Out of Order     | Sealed, unopened      | 2023-01-05              |
| 13           | Tarpaulin      | 20.00           | Available        | Minor tears, usable   | 2023-01-05              |
| 24           | Bear Canister  | 40.00           | Available        | Scratched, functional | 2023-01-05              |
| 28           | Sleeping Bag   | 50.00           | Available        | Excellent condition   | 1995-01-05              |
| 34           | Cookware Set   | 55.00           | Out of Order     | Slight scratches      | 2000-01-05              |
| 35           | First Aid Kit  | 20.00           | Out of Order     | Sealed, unopened      | 2023-01-05              |
| 38           | Tarpaulin      | 20.00           | Available        | Minor tears, usable   | 2023-01-05              |
| 49           | Bear Canister  | 40.00           | Available        | Scratched, functional | 2023-01-05              |
| 53           | Sleeping Bag   | 50.00           | Available        | Excellent condition   | 1995-01-05              |
| 59           | Cookware Set   | 55.00           | Out of Order     | Slight scratches      | 2000-01-05              |
| 60           | First Aid Kit  | 20.00           | Out of Order     | Sealed, unopened      | 2023-01-05              |
| 63           | Tarpaulin      | 20.00           | Available        | Minor tears, usable   | 2023-01-05              |
| 74           | Bear Canister  | 40.00           | Available        | Scratched, functional | 2023-01-05              |
| 78           | Sleeping Bag   | 50.00           | Available        | Excellent condition   | 1995-01-05              |
| 84           | Cookware Set   | 55.00           | Out of Order     | Slight scratches      | 2000-01-05              |
| 85           | First Aid Kit  | 20.00           | Out of Order     | Sealed, unopened      | 2023-01-05              |
| 88           | Tarpaulin      | 20.00           | Available        | Minor tears, usable   | 2023-01-05              |
| 99           | Bear Canister  | 40.00           | Available        | Scratched, functional | 2023-01-05              |

'Equipment Status' has been \*AUTOMATICALLY UPDATED\* to 'Out of Order'... Report DOES NOT reflect changes.

# Conclusion:

---

For this project, we were under time constraints and needed to create a temporary solution to be built upon in the future.

The primary concerns of the client were:

- Equipment Sales: Do equipment sales justify the effort and resources?
- Trip Trends: Are there specific regions experiencing declining bookings?
- Inventory Age: Are there inventory items exceeding five years old and potentially needing replacement?

Therefore, we focused on creating a database and queries to answer their immediate questions. We assumed the client would want organized output and automation features built into the Python code to help them make and execute critical business decisions. We targeted each continent instead of a specific city or country for location analysis. In addition, we assumed that the client would want a function built into the 'Equipment Condition Report' that would look for 'Out of Order' in the 'Equipment Status' AND include specified keywords in the 'Equipment Condition' AND identify any 'Equipment Purchase Date' older than five years to update the database automatically.