Team Name: Group Outland  
Team Members: Deana Akimov, Kypton Lantz, Nathan Maurer, Marlene Rodriguez  
Case Study: Outland Adventures

Reports:

**Sales Report for Equipment (Buy vs. Rent):**

* This report provides insights into whether enough customers are purchasing equipment to sustain the equipment sales aspect of the business. It should include the total number of items bought versus rented over a certain period and revenue generated from each category. This will help Blythe and Jim assess if the purchase option is profitable or if they need to rethink their inventory strategy.

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AI-generated content may be incorrect.**

**Booking Trends by Location (Africa, Asia, Southern Europe):**

* A report analyzing booking trends by location will highlight whether any of the regions (Africa, Asia, Southern Europe) are experiencing a downward trend in bookings. This could help identify which areas are performing poorly and may need a change in marketing strategy or be phased out in favor of more popular destinations.

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AI-generated content may be incorrect.**

**Customer Demographics Report:**

* This report will provide information on the demographics of customers who have participated in trips or purchased equipment. Understanding the age, gender, and location of their customers will help Blythe and Jim tailor their marketing strategies more effectively.

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**Inventory Age Report:**

* This report will help determine if inventory items are over five years old. Blythe and Jim may need to consider discounting or replacing older inventory to maintain a good customer experience and reduce the risk of offering outdated or worn-out equipment.

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