Team Name: Group Outland  
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Case Study: Outland Adventures

Business Rules:

* Customers Table (customers)
* Each customer must have a unique ID.
* Customers must provide personal details (name, contact, email).
* Customers can book multiple trips, but each booking is linked to only one customer.
* Customers can rent or purchase equipment, with transactions recorded.
* Customers provide feedback after the trip for future consideration.
* Trips Table (trips)
* Each trip has a unique ID.
* Trips are associated with a specific region (Africa, Asia, Southern Europe).
* A trip must have at least one assigned guide.
* A trip must meet the minimum number of bookings for confirmation.
* The system tracks visa, vaccination, and airfare details for each trip.
* Booking trends should be analyzed to determine if a trip location should be continued or discontinued.
* Trip planning is the responsibility of the guides.
* Can not exceed a maximum number of bookings per trip.
* Bookings Table (bookings)
* Each booking has a unique ID.
* A booking is linked to one customer and one trip.
* A deposit is required at the time of booking, with full payment due before departure.
* Cancellation fees apply based on the date of cancellation.
* The system must track the number of bookings per trip.
* Guides Table (guides)
* Each guide has a unique ID and is assigned to multiple trips.
* Guides are responsible for trip planning, including logistics and safety.
* The system must ensure that each trip has an assigned guide.
* Equipment Table (equipment)
* Each equipment item has a unique ID and type (e.g., tent, backpack).
* Equipment can be rented or purchased by customers.
* The system tracks rental return dates and conditions.
* Equipment inventory is monitored to flag items older than five years and product with excess supply.
* Sales data should be analyzed to determine if equipment sales should continue.
* Transactions Table (transactions)
* Each transaction has a unique ID.
* Transactions are linked to either equipment purchases or rentals.
* Payment details (amount, date, payment method) are recorded.
* The system tracks revenue from bookings, equipment sales, and rentals separately.
* Marketing Table (marketing\_campaigns)
* Each campaign has a unique ID.
* The system tracks the effectiveness of different marketing strategies, including both online and offline channels.
* Customer reviews and feedback are stored and analyzed.
* The cost of each marketings strategy is stored.
* E-commerce table   (e\_commerce)
* Trip schedules are listed.
* Each page interface analyzed for traffic.
* Provides equipment and booking sales.

Assumptions:

* Customers, trips, and bookings have a one-to-many relationship (one customer can have multiple bookings, one trip can have multiple bookings).
* Trips and guides have a many-to-many relationship (a trip can have multiple guides, and a guide can lead multiple trips).
* Customers and equipment transactions have a one-to-many relationship (one customer can have multiple transactions).
* Equipment inventory is actively managed to track sales trends and rental conditions.
* The eCommerce site integrates with the database to allow real-time booking and purchasing.
* Revenue reports will differentiate between trip bookings, equipment rentals, and sales.

Initial ERD:

A computer screen shot of a chart

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