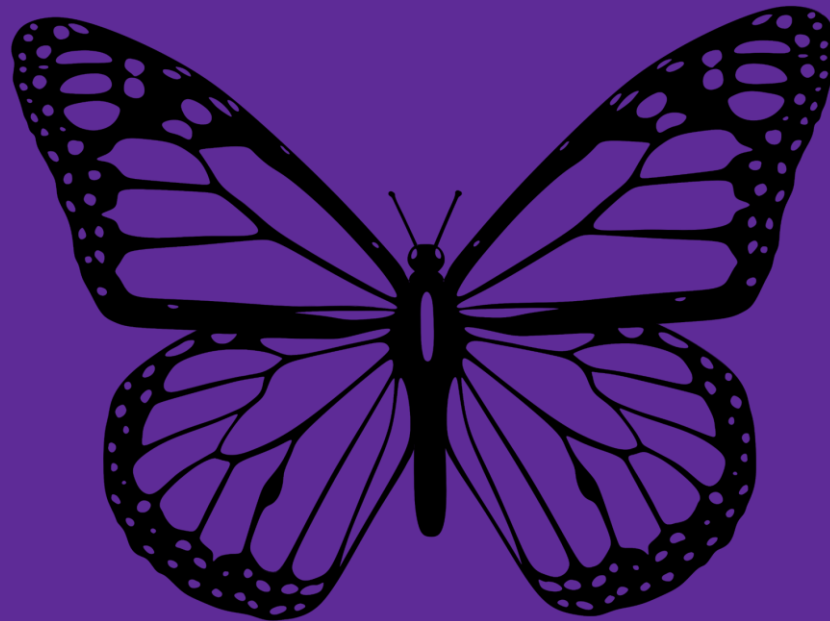


Monarch Tourism Company

OPIM 5272

Team 4

Team Members: Neehar Namjoshi, Vinay Reddy, Brenda Rivadeneyra, Daniel Partida, Hanish Chalicham



Agenda

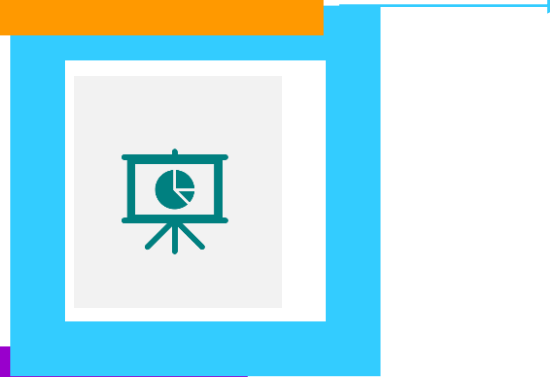


- Company Overview
- Current Process
- Pain Points and Enablers
- New Process
- Data Model
- Database Demo
- Conclusion and Next Steps

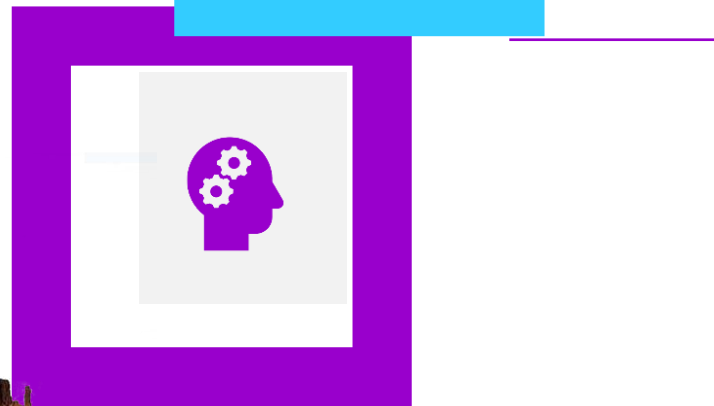
COMPANY OVERVIEW



In addition, we provide real-time travel information and itinerary planning tools that can help tourists make the most of their trip.



Our goal is to make the tourism industry as seamless and stress-free as possible. We achieve this by offering a range of user-friendly, customizable services, and integrated with other systems and platforms.



Monarch Tourism Company is dedicated to providing exceptional service to businesses in the tourism industry. It offers a range of services that help businesses manage their bookings, reservations, and customer experience.

SIMPLE AND EASY

Designed to be simple for application administrators to update and administer the database.

CUSTOMIZATION OPTIONS

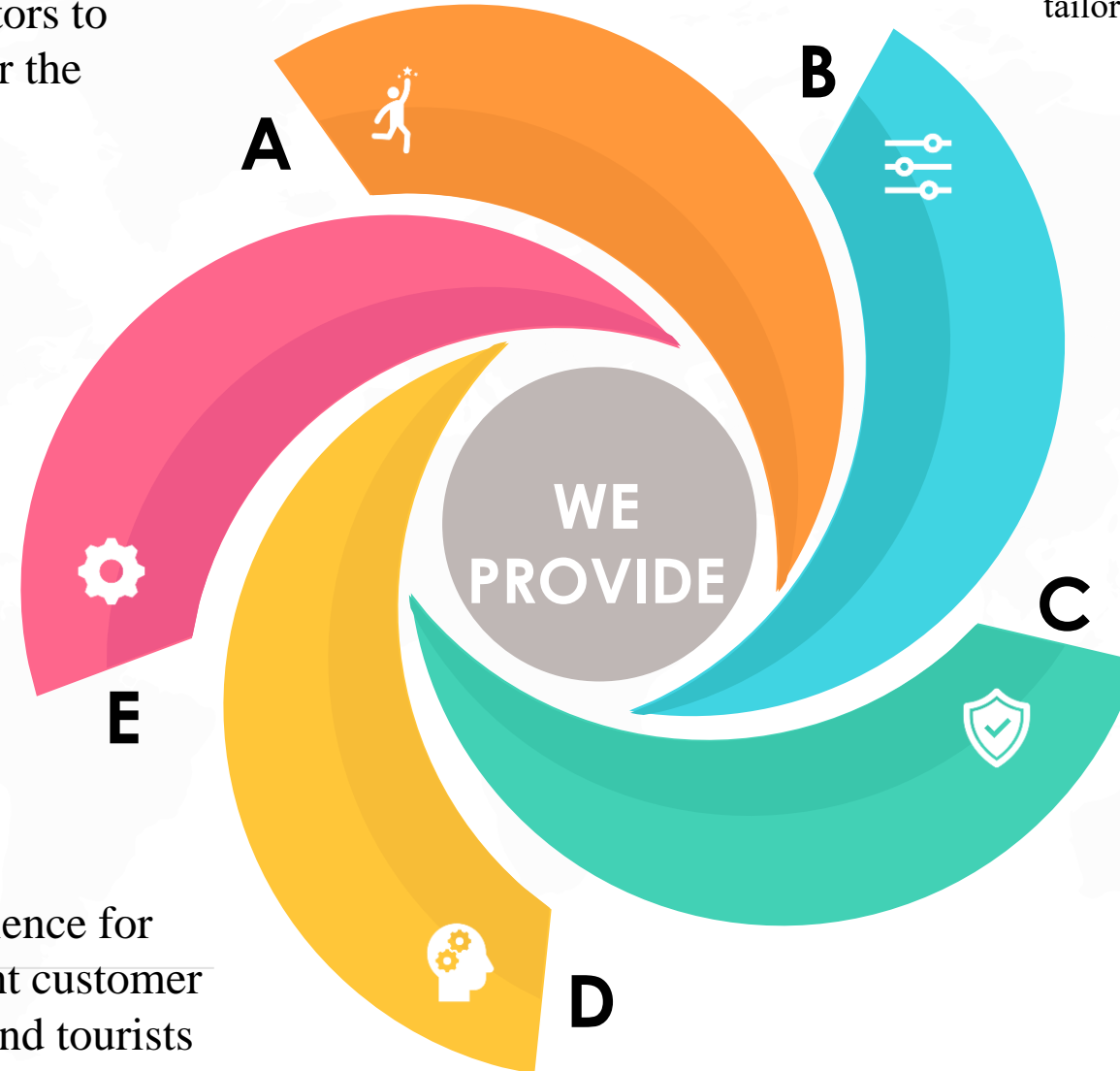
- customized options that allow businesses to tailor their services to the customer's unique needs and preferences.

BOOKINGS

Allows users to easily search for destinations, accommodations, reviews from other customers, and make bookings for their chosen options.

CUSTOMER SUPPORT

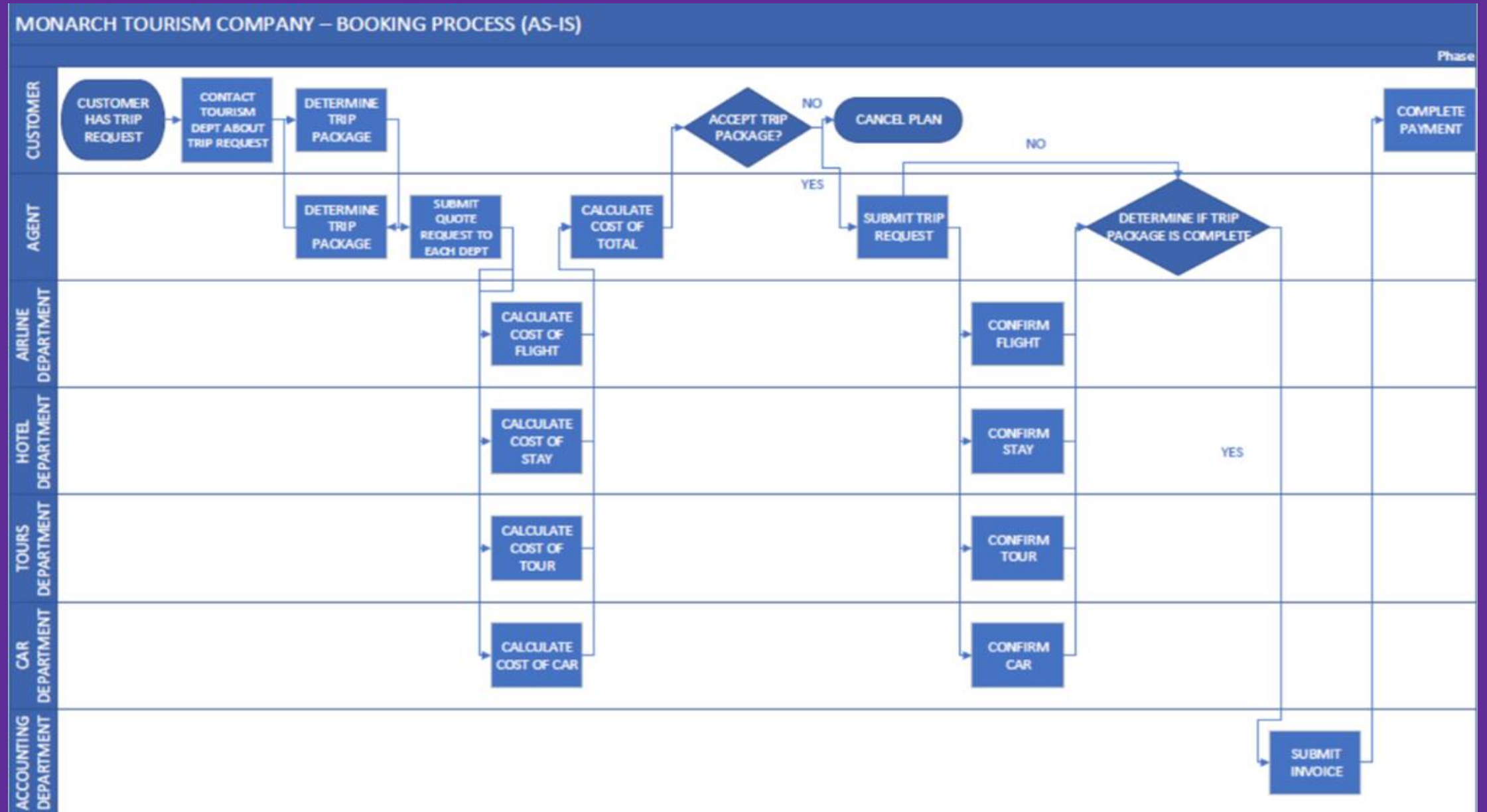
Provide a seamless experience for customers and offer excellent customer support to help businesses and tourists resolve any issues or problems they may encounter.



SECURITY

Implemented robust security measures to protect sensitive information and ensure the privacy of our customers.

Trip Package Booking Process (As-Is)



Pain Points and Enablers

Manual Tasks

Project Tracking

Data Security

Customer
Experience

Customer Access

Customer Reviews

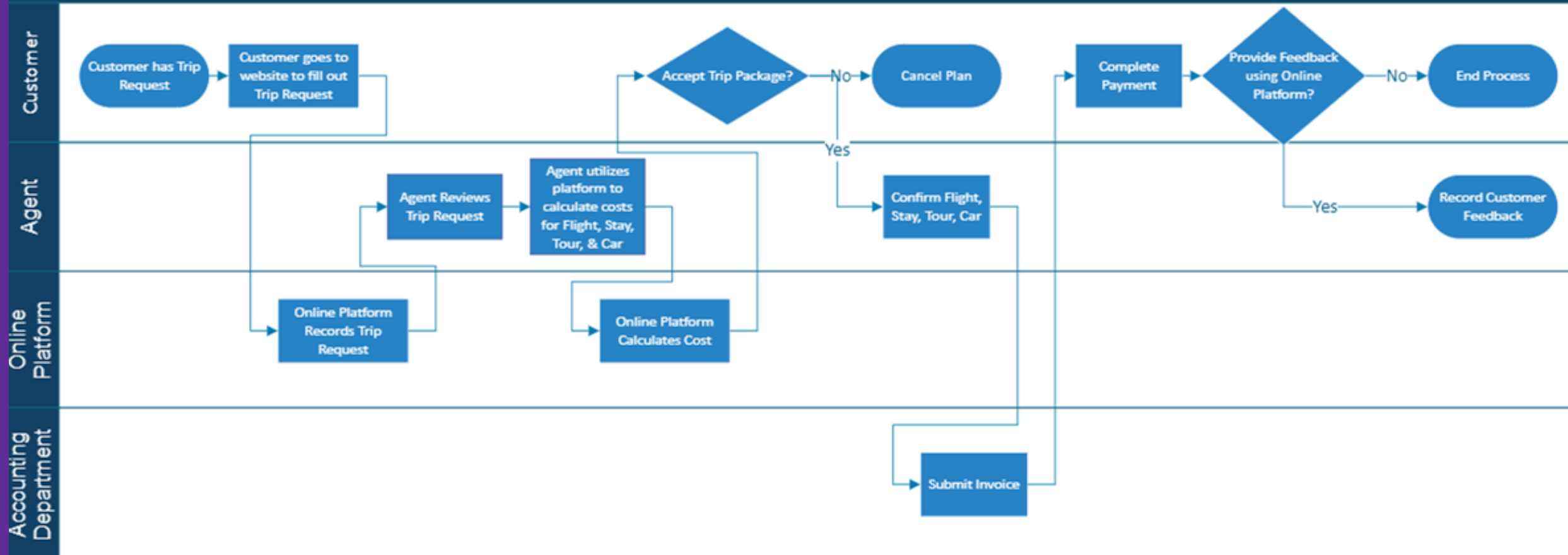
Pain Points and Enablers

Manual Tasks	Project Tracking	Data Security	Customer Experience	Customer Access	Customer Reviews
<p>Customer must physically travel to the business location to inquire about a Trip Package and to complete the payment</p> <p>Customer and agent must manually fill out a Trip Package document together</p> <p>Agent must manually submit document to three departments to begin the Trip Package planning process</p>	<p>Agent must physically contact the various departments to see the status of the cost calculations for a Trip Package</p>	<p>Agent must physically maintain client documents including but not limited to home address, social security numbers, passports credit card payments</p>	<p>Customer must work directly with agent to review Trip Package options and customizations</p>	<p>Customer must physically contact the Agent to inquire on the status of the Trip Package and retrieve Trip Package information and itinerary</p>	<p>Customer must physically contact the Agent to provide feedback on the Trip Package process and feedback on their trip</p>



New Process (To-Be)

Monarch Tourism Company - Booking Process



New Process Benefits

Automation

Tracking

Security






Experience

Access

Reviews

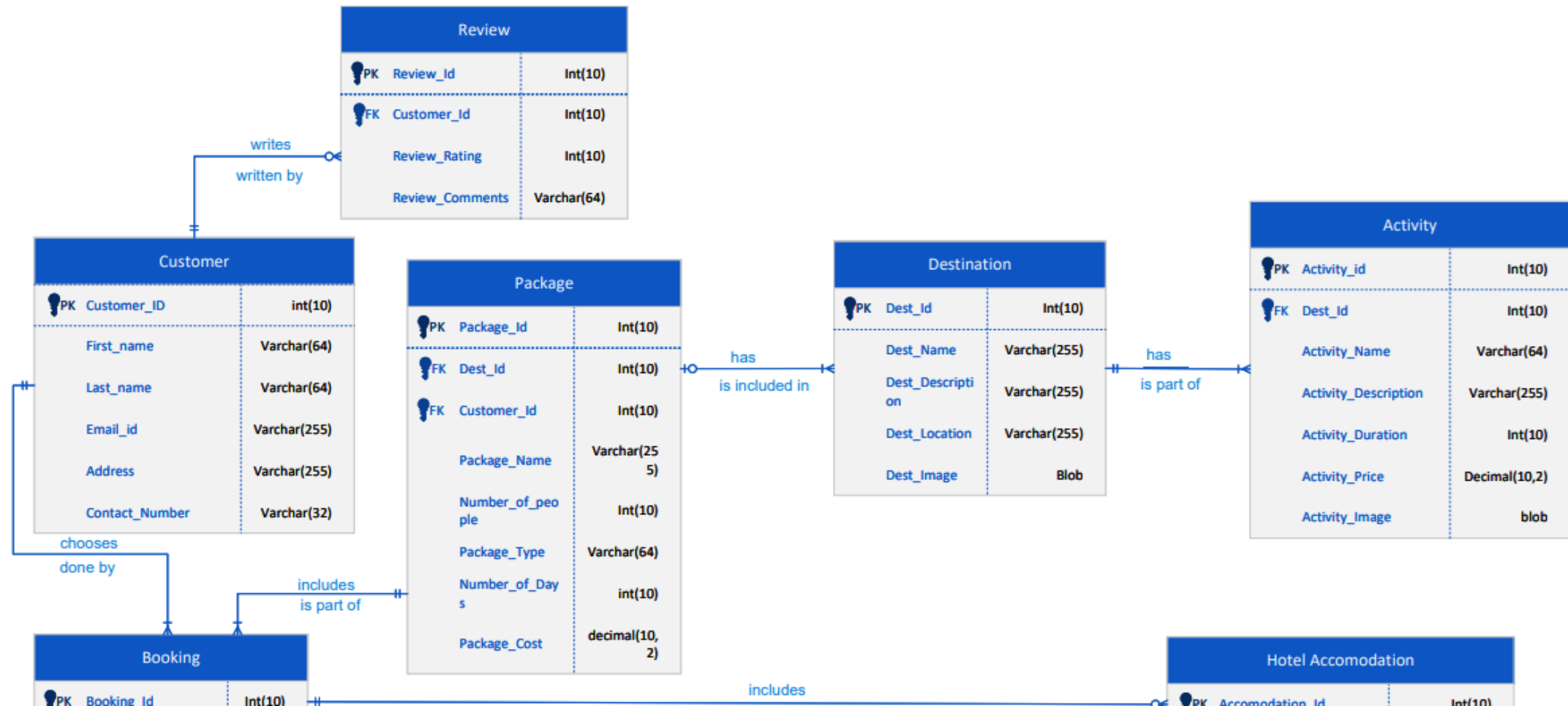
New Process Benefits



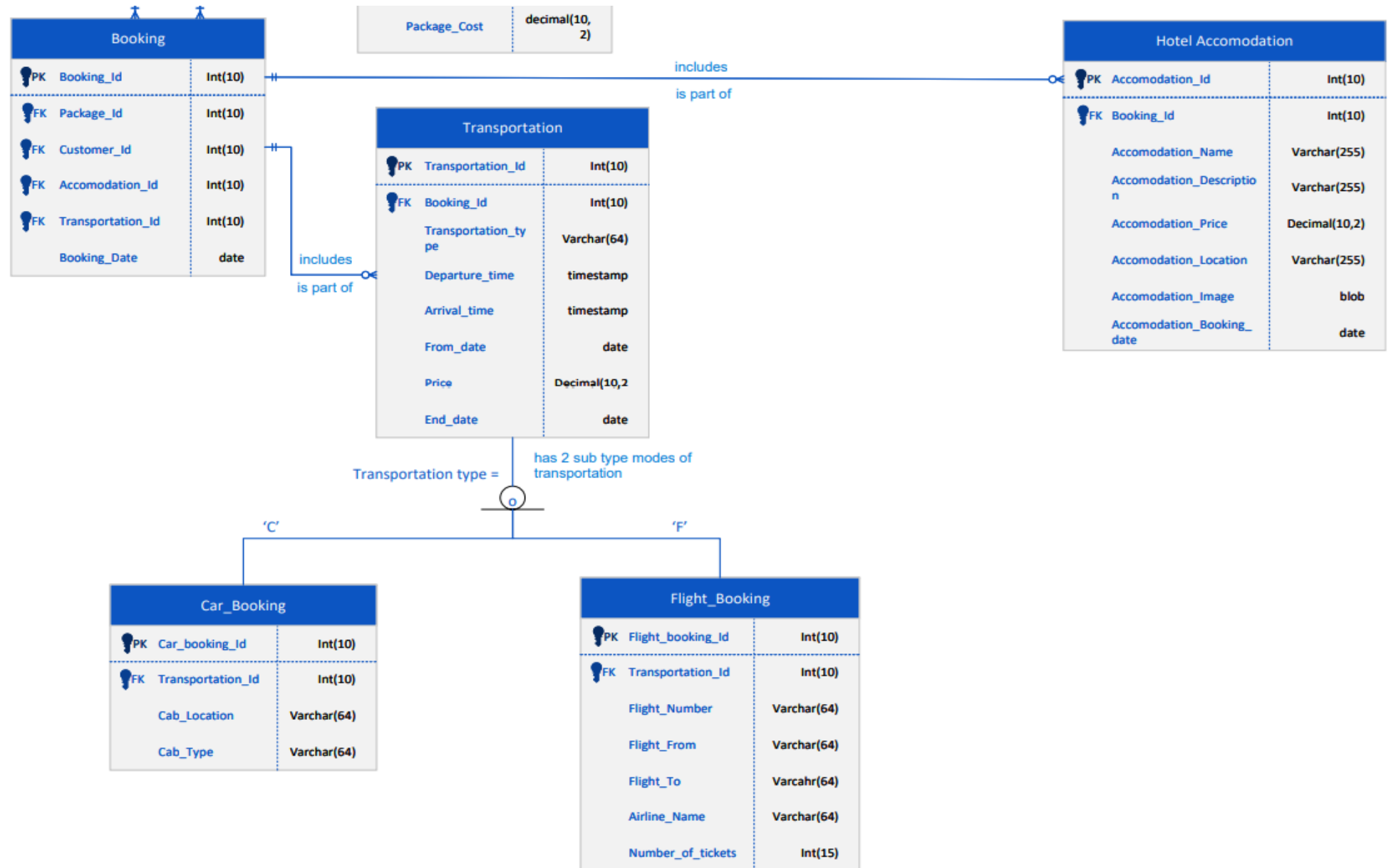
Automation	Tracking	Security	Experience	Access	Reviews
<p>Process can start from home or on mobile device.</p> <p>Details are filled out on the web platform.</p> <p>Progress updates in real time.</p>	<p>Agent gains ownership/visibility into cost calculations.</p>	<p>Customer data is housed and protected in database.</p>	<p>Customer can move at their own pace and customize their package as they like.</p>	<p>Customer can check in on the status and see updates in real time.</p>	<p>Customer can provide feedback using the web platform at their own convenience.</p>
					

Data Model - ERD

ERD for Monarch Tourism Company- Booking Process



Data Model - ERD (cont)



```

CREATE TABLE Flight_Booking (
flight_booking_id int(10) PRIMARY KEY,
transportation_id int(10),
flight_number varchar(64),
flight_from varchar(64),
flight_to varchar(64),
airline_name varchar(64),
number_of_tickets int(15)
);

ALTER TABLE Flight_Booking
ADD CONSTRAINT fk_4 FOREIGN KEY (transportation_id) REFERENCES Transportation(transportation_id);

CREATE TABLE Package (
package_id int(10) PRIMARY KEY,
dest_id int(10),
package_name varchar(255),
number_of_people int(10),
package_type varchar(64),
number_of_days int(10),
package_cost decimal (10,2)
);

ALTER TABLE Package
ADD CONSTRAINT fk_5 FOREIGN KEY (dest_id) REFERENCES Destination(dest_id);

CREATE TABLE Booking (
booking_id int(10) PRIMARY KEY,
package_id int(10),
customer_id int(10),
accommodation_id int(10),
transportation_id int(10),
booking_date date
);

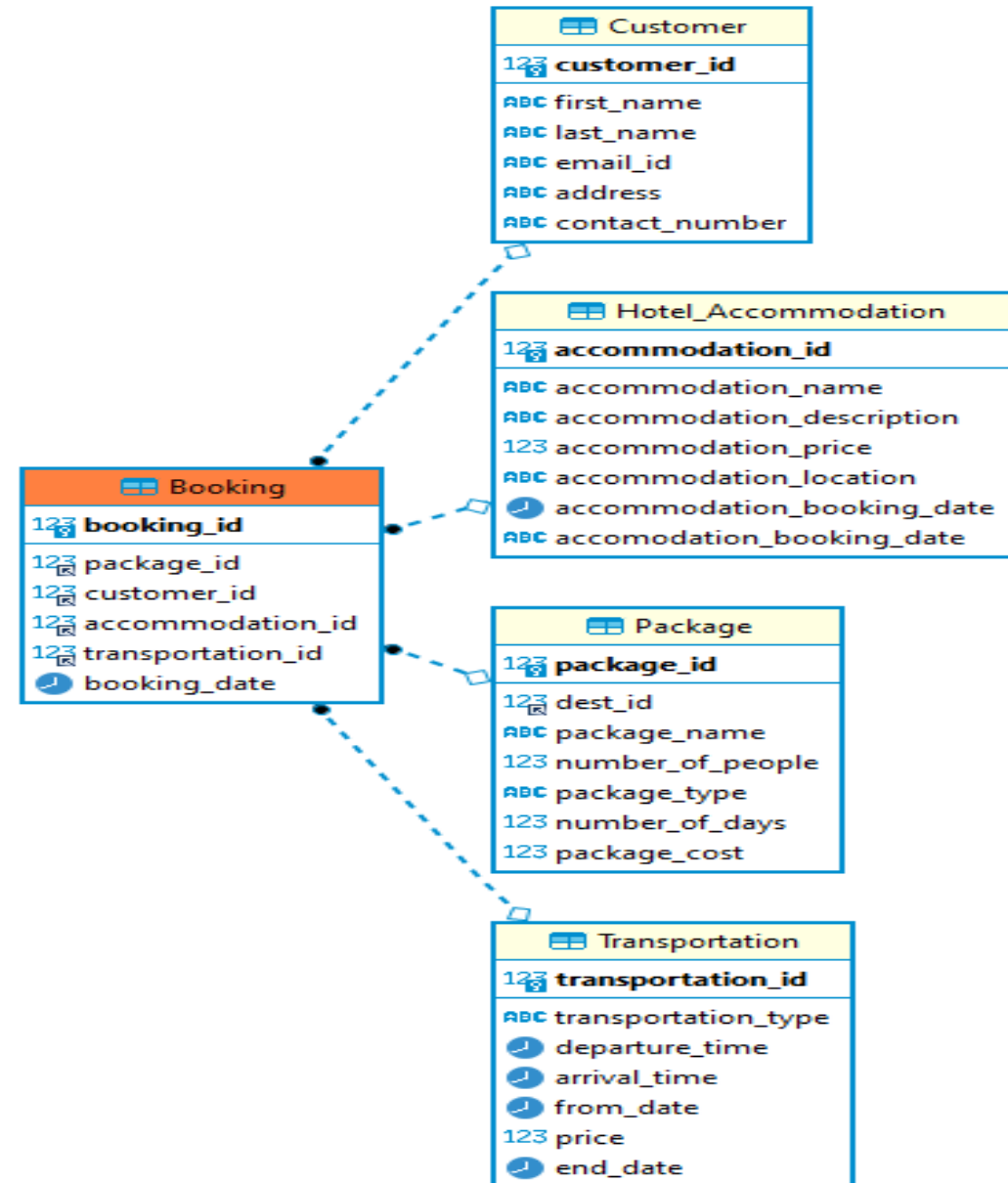
ALTER TABLE Booking
ADD CONSTRAINT fk_6 FOREIGN KEY (package_id) REFERENCES Package(package_id);

ALTER TABLE Booking
ADD CONSTRAINT fk_7 FOREIGN KEY (customer_id) REFERENCES Customer(customer_id);

ALTER TABLE Booking
ADD CONSTRAINT fk_8 FOREIGN KEY (accommodation_id) REFERENCES Hotel_Accommodation(accommodation_id);

ALTER TABLE Booking
ADD CONSTRAINT fk_9 FOREIGN KEY (transportation_id) REFERENCES Transportation(transportation_id);

```



Database SQL

```
SELECT *  
FROM Customer c  
JOIN Booking b on c.customer_id = b.customer_id  
JOIN Package p on p.package_id = b.package_id  
JOIN Destination d on d.dest_id = p.dest_id  
WHERE b.transportation_id in (  
SELECT t.transportation_id  
FROM Transportation t  
WHERE t.transportation_type like '%Flight%') # filtering where transportation type is flights  
AND d.dest_name like "New York City"; #filtering where dest_name is "New York City"
```

SQL Queries

SQL Queries (Continued)

```
= SELECT
c.first_name ,
b.booking_id,
p.package_name,
  d.dest_name,
b.booking_date,
p.package_cost ,
CASE
WHEN p.package_cost < 2000 THEN 'Silver' # using case to categorize the package cost
WHEN p.package_cost < 4000 THEN 'Gold'
WHEN p.package_cost <= 6000 THEN 'Platinum'
END AS package_category
FROM Customer c
JOIN Booking b ON c.customer_id = b.customer_id
JOIN Package p ON b.package_id = p.package_id
JOIN Destination d ON p.dest_id = d.dest_id
WHERE c.customer_id in (1,2,3,4,5,6,7,8,9,10) #filtering all the customers from 1 to 10
ORDER BY b.booking_date DESC; # ordering by booking date in descending order
```


Customer(+) 1 X

#Finally, we are using WHERE clauses to filter the results to a specific cust | Enter a SQL expression to filter results (use Ctrl+Space)

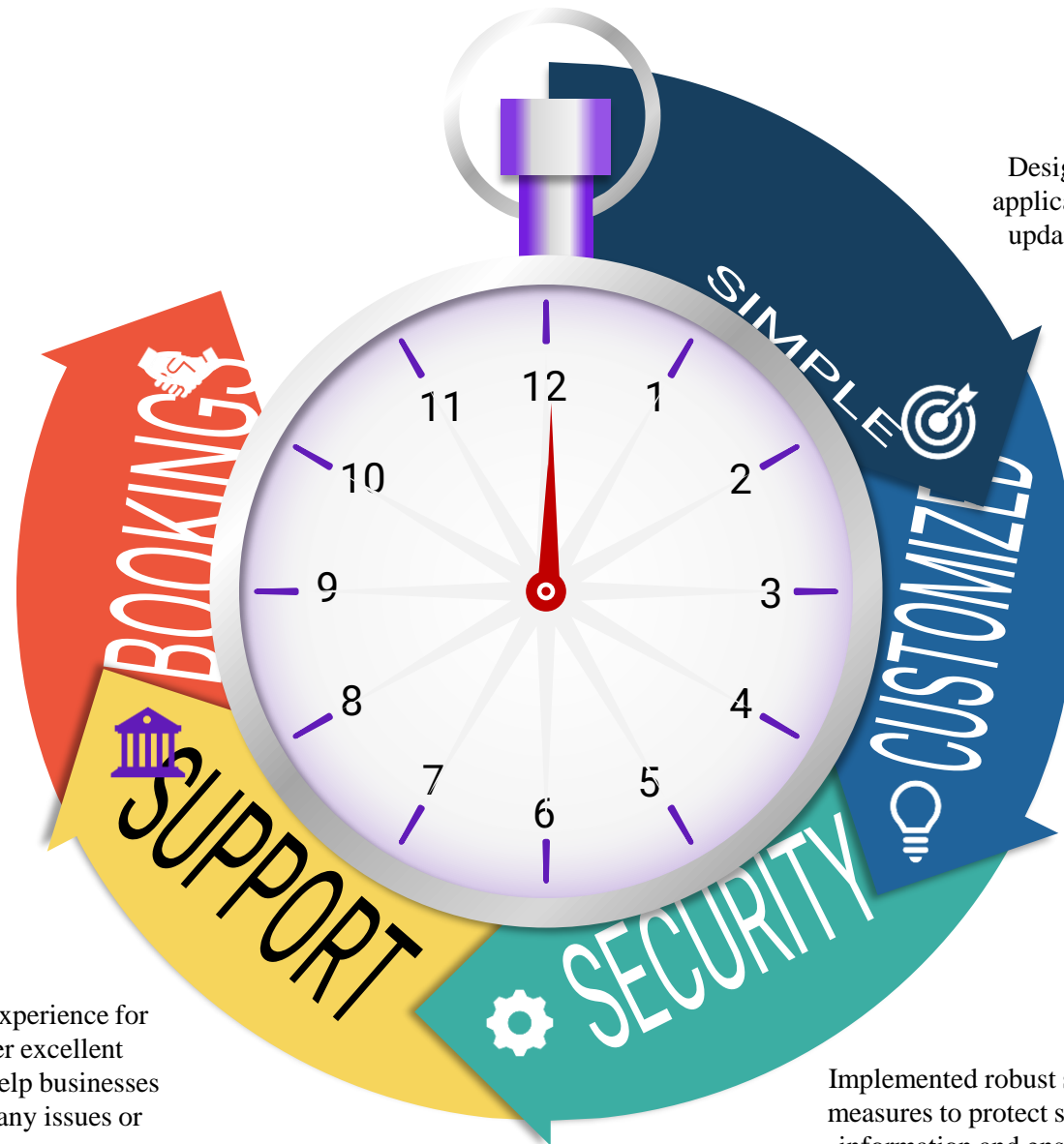
	first_name	booking_id	package_name	dest_name	booking_date	package_cost	package_category
1	James	10	See about Austin	Austin	2023-03-15	1,200	Silver
2	Jalen	9	Explore Detroit	Detroit	2023-03-07	1,100	Silver
3	Jayson	8	Windy City Visit	Chicago	2023-02-27	2,600	Gold
4	Luka	7	Visit Houston Texas	Houston	2023-02-19	2,400	Gold
5	Damian	6	Discover Seattle	Seattle	2023-02-11	2,300	Gold
6	Reggie	5	Visit Toronto	Toronto	2023-02-03	2,500	Gold
7	Allen	4	Sunshine in Miami	Miami	2023-01-26	5,000	Platinum
8	Michael	3	Explore the wonders of Mexico City	Mexico City	2023-01-18	4,500	Platinum
9	Kobe	2	Discover New York City	New York City	2023-01-10	6,000	Platinum
10	LeBron	1	Breezy getaway in Los Angeles	Los Angeles	2023-01-02	5,000	Platinum

The query can provide valuable insights into customer bookings, package details, and destination information, and can be beneficial for various purposes.

Conclusion

Evaluating predictive models by building charts to evaluate the usefulness and reliability of the findings from the data mining process.

Provide a seamless experience for customers and offer excellent customer support to help businesses and tourists resolve any issues or problems they may encounter.



Designed to be simple for application administrators to update and administer the database.

customized options that allow businesses to tailor their services to the customer's unique needs and preferences.

Implemented robust security measures to protect sensitive information and ensure the privacy of our customers.

Thank you!

Q&A

