



Outland Adventures

Angela, Jacob, Skyler, Cameron, William

Charlie Group

Outland Adventures Case Study

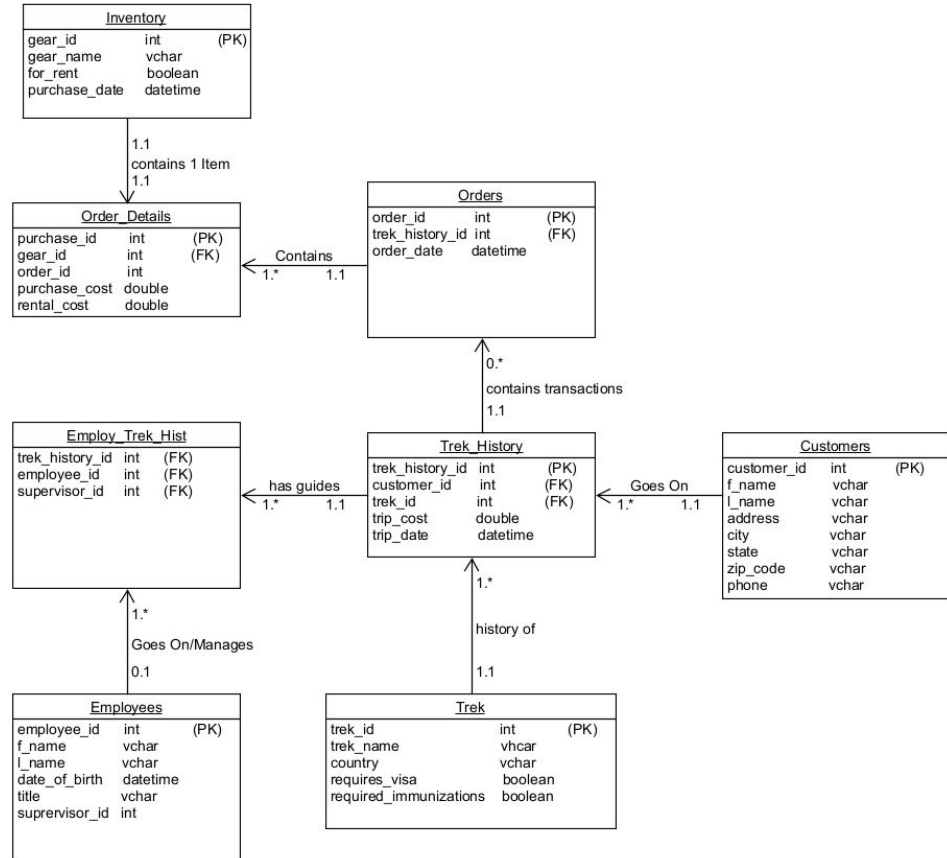
Blythe Timmerson and Jim Ford have opened a type of traveling agency called Outland Adventures.

Providing gear, locations, and information, they will be allowing those who enjoy the outdoors to experience new places and adventures. They currently have 7 employees, including themselves.

They are looking to optimize their organization by tracking equipment sales, keeping up to date on popular locations, and inventory status.



ORD





Assumptions



A customer must have trek booked to rent or purchase gear



A customer can go on multiple treks



Multiple customers can go on a single trek



A trek will always have at least one guide



Not all employees have been on, or will supervise a trek



Not all customers will purchase gear, own gear is permitted





Business Rules

Every Customer goes on
one to many treks,
creating record in
Trek_History

Every Trek_History contains
zero to many Orders
transactions

Every Trek_History
record has one to many
guides, recorded in
Employ_Trek_Hist

Every Trek will have a
history of one or many
Trek_History records, number
depends on the number of
customers booking and the
Trek and the Date of the
Trek

Each Order Detail contains
one item from Inventory

Not every Employee
will go on or manage
treks, recorded in
Employ_Trek_Hist; An
employee can go on
zero or many

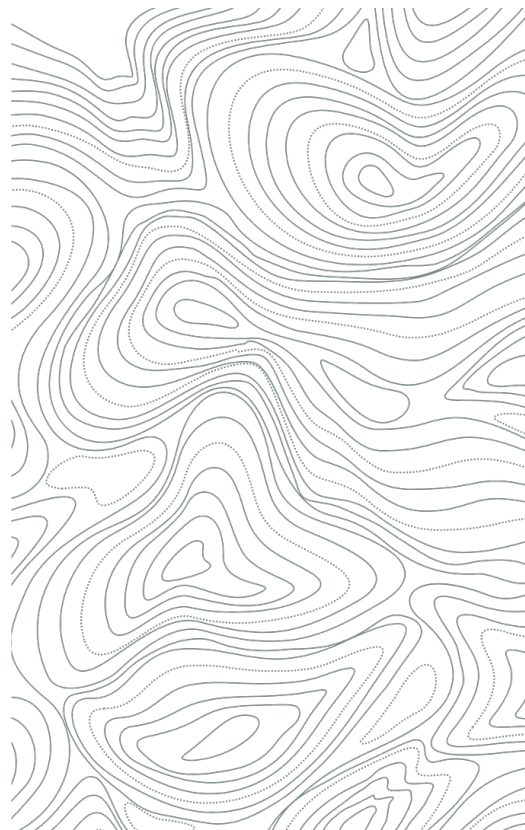
Every Order contains
one to many
Order_Details
depending on the
number of items
ordered.





Purchases vs Rentals Per Trip Summary

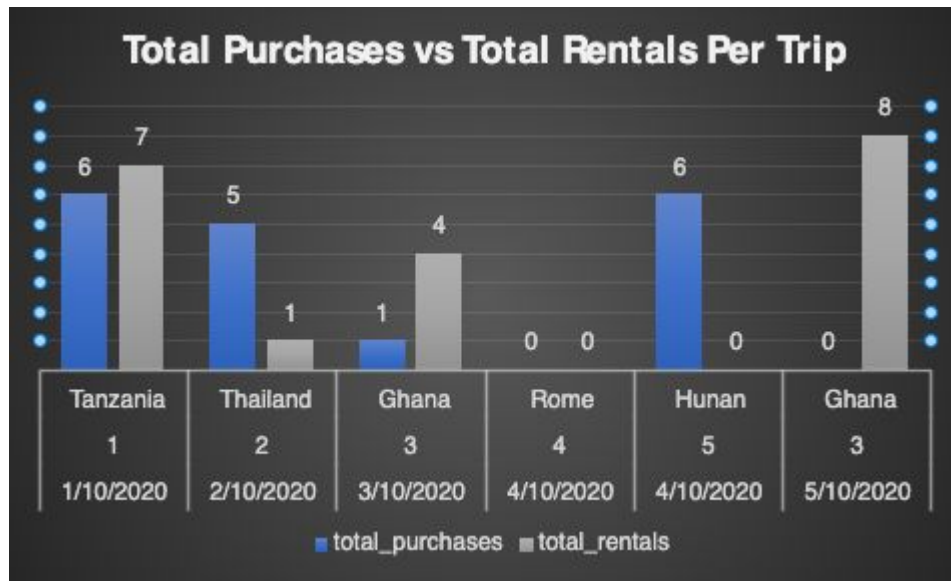
Knowing whether customers are purchasing enough equipment or not is necessary information to keep your business running optimally. That's why we created a report showing the sales and rentals of equipment as well as the overall summary of the two.



--Inventory Name and Quantity Ordered--	
Trip Date:	2020-01-10 00:00:00
Trek ID:	1
Trek Name:	Tanzania
Total Purchases:	6
Total Purchases Cost:	\$235.0
Total Rentals:	7
Total Rental Cost:	\$190.0
Amount Spent on Purchases and Rentals for Trek:	\$445.0
Trip Date:	2020-02-10 00:00:00
Trek ID:	2
Trek Name:	Thailand
Total Purchases:	5
Total Purchases Cost:	\$190.0
Total Rentals:	1
Total Rental Cost:	\$45.0
Amount Spent on Purchases and Rentals for Trek:	\$235.0
Trip Date:	2020-03-10 00:00:00
Trek ID:	3
Trek Name:	Ghana
Total Purchases:	1
Total Purchases Cost:	\$60.0
Total Rentals:	4
Total Rental Cost:	\$105.0
Amount Spent on Purchases and Rentals for Trek:	\$165.0
Trip Date:	2020-04-10 00:00:00
Trek ID:	4
Trek Name:	Rome
Total Purchases:	0
Total Purchases Cost:	\$0.0
Total Rentals:	0
Total Rental Cost:	\$0.0
Amount Spent on Purchases and Rentals for Trek:	\$0.0
Trip Date:	2020-04-10 00:00:00
Trek ID:	5
Trek Name:	Hunan
Total Purchases:	6
Total Purchases Cost:	\$340.0
Total Rentals:	0
Total Rental Cost:	\$0.0
Amount Spent on Purchases and Rentals for Trek:	\$340.0
Trip Date:	2020-05-10 00:00:00
Trek ID:	3
Trek Name:	Ghana
Total Purchases:	0
Total Purchases Cost:	\$0.0
Total Rentals:	8
Total Rental Cost:	\$210.0
Amount Spent on Purchases and Rentals for Trek:	\$210.0
--Summary of Total Number and Cost of Purchases vs Rentals--	
Total Number of Purchases:	18
Total Cost of Purchases:	\$845.0
Total Number of Rentals:	20
Total Cost of Rentals:	\$550.0



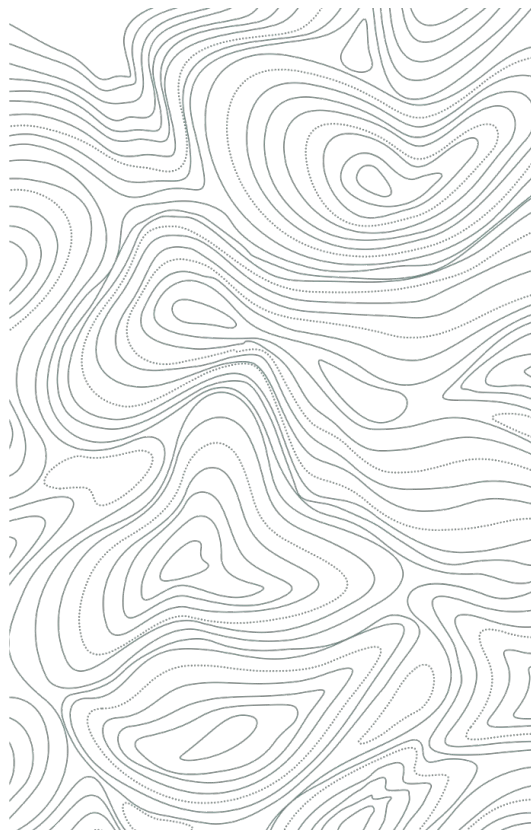
Purchases vs Rentals Per Trip Summary





Customers Per Trek

In order to actively attract travelers and hikers, Outland Adventures will need to know which Treks are popular and which are falling off. By creating a report that shows this information will allow them to view customer trends, allowing adjustments as needed.



--Customers on Each Trek--
Trek Date: 2020-01-10 00:00:00
Trek Name: Tanzania
Trek Country: Africa
Number of Customers on Trek: 2

Trek Date: 2020-02-10 00:00:00
Trek Name: Thailand
Trek Country: Asia
Number of Customers on Trek: 1

Trek Date: 2020-03-10 00:00:00
Trek Name: Ghana
Trek Country: Africa
Number of Customers on Trek: 1

Trek Date: 2020-05-10 00:00:00
Trek Name: Ghana
Trek Country: Africa
Number of Customers on Trek: 3

Trek Date: 2020-04-10 00:00:00
Trek Name: Rome
Trek Country: Southern Europe
Number of Customers on Trek: 2

Trek Date: 2020-04-10 00:00:00
Trek Name: Hunan
Trek Country: Asia
Number of Customers on Trek: 1



Customers Per Trek

Customers Per Trek



Africa
Tanzania
1
1/10/2020

Asia
Thailand
2
2/10/2020

Africa
Ghana
3
3/10/2020

Southern Europe
Rome
4
4/10/2020

Asia
Hunan
5
4/10/2020

Africa
Ghana
3
5/10/2020





Gear over five years

Faulty equipment is always a liability, so having older gear can be concerning. This report will allow Outland Adventures to find the age of their gear, and buy accordingly.

```
--All Gear Purchased Before 2016--  
Gear ID: 1  
Gear Name: Boots  
Purchase Date: 2013-01-10 00:00:00
```

```
Gear ID: 3  
Gear Name: Tent  
Purchase Date: 2012-01-10 00:00:00
```

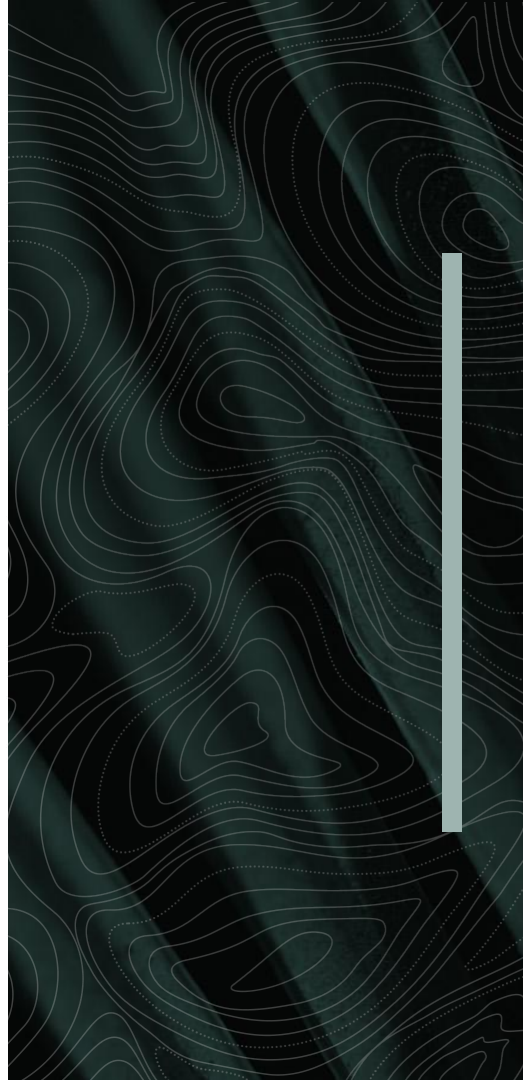
```
Gear ID: 5  
Gear Name: Hydro Flasks  
Purchase Date: 2015-01-10 00:00:00
```

```
Gear ID: 12  
Gear Name: Backpack  
Purchase Date: 2013-01-10 00:00:00
```

```
--Inventory Over 5 Years vs Total Inventory vs --  
Total Items Over 5 Years Old: 4  
Total Number of Items: 12
```



Gear over five years





Top Spenders

Every business wants to reward its best customers, and the only way to do that is by knowing exactly who they are. With this report, Outland Adventures will be able to find the top 3 spenders, and will be able to react accordingly.



```
--Customers: Our Top Three Total Spenders--  
Customer First Name: Lily  
Customer Last Name: Smith  
Total Spent with Outland Adventures: $3085.0  
Total Treks: 3  
Total Spent on Trips: $2850.0  
Total Purchases: 4  
Total Spent on Purchases: $150.0  
Total Rentals: 3  
Total Spent on Rentals: $85.0
```

```
Customer First Name: Thomas  
Customer Last Name: Jones  
Total Spent with Outland Adventures: $2190.0  
Total Treks: 2  
Total Spent on Trips: $1850.0  
Total Purchases: 6  
Total Spent on Purchases: $340.0  
Total Rentals: 0  
Total Spent on Rentals: $0.0
```

```
Customer First Name: Isacc  
Customer Last Name: Lee  
Total Spent with Outland Adventures: $1600.0  
Total Treks: 2  
Total Spent on Trips: $1600.0  
Total Purchases: 0  
Total Spent on Purchases: $0.0  
Total Rentals: 0  
Total Spent on Rentals: $0.0
```