



Dr. Carl M. Rebman Jr.
5998 Alcalá Park, San Diego, CA 92110
Tele: 619.260.4135 Fax: 619.260.4891
carlr@sandiego.edu

MEMORANDUM

To: Ms. Billingsley
From: Carl M. Rebman, Jr., Associate Professor
Date:
Subject: Response to questions

Ms. Billingsley here the following are the answers to the questions that you requested from our firm.

Question One

On average what is the length of time that a client books a room?

Megan Davis Convention Center											
Reservation Analysis Worksheet											
November 15, 2011											
Reservation Number	Room Code	Customer Number	Assigned Rate Code	Reservation Date	Reservation Start Date	Reservation End Date	Seating Accommodation Code	Daily Room Charge	Number of Reserved Days	Total Charges	Advance
R0001	AU	C0012	ST	11/14/2007	8/5/2008	8/5/2008	LE	\$ 2,925.00	1	\$ 2,925.00	265
R0001	BD	C0012	ST	11/14/2007	8/5/2008	8/5/2008	CI	\$ 2,550.00	1	\$ 2,550.00	265
R0002	CF	C0011	AD	11/14/2007	8/7/2008	8/9/2008	LE	\$ 2,475.00	3	\$ 7,425.00	267
R0003	CA	C0006	AD	12/3/2007	8/6/2008	8/6/2008	LE	\$ 1,987.50	1	\$ 1,987.50	247
R0003	CO	C0006	AD	12/3/2007	8/6/2008	8/6/2008	LE	\$ 1,968.75	1	\$ 1,968.75	247
R0004	FL	C0007	ST	12/5/2007	8/6/2008	8/6/2008	LE	\$ 2,300.00	1	\$ 2,300.00	245
R0005	GA	C0008	ST	12/6/2007	8/6/2008	8/6/2008	LE	\$ 2,275.00	1	\$ 2,275.00	244
R0006	AL	C0009	ST	12/23/2007	8/6/2008	8/6/2008	LE	\$ 2,300.00	1	\$ 2,300.00	227
R0007	FL	C0010	AD	12/24/2007	8/7/2008	8/9/2008	LE	\$ 1,950.00	2	\$ 3,900.00	227
R0007	GA	C0010	AD	12/24/2007	8/7/2008	8/9/2008	LE	\$ 1,931.12	2	\$ 3,862.24	227
R0008	CA	C0011	AD	12/26/2007	8/7/2008	8/9/2008	CL	\$ 1,987.50	3	\$ 5,962.50	225
R0008	CO	C0011	AD	12/26/2007	8/7/2008	8/9/2008	CL	\$ 1,968.75	3	\$ 5,906.25	225
R0009	AL	C0020	AD	1/4/2008	8/10/2008	8/10/2008	LE	\$ 1,950.00	1	\$ 1,950.00	219
R0009	CA	C0020	AD	1/4/2008	8/10/2008	8/10/2008	LE	\$ 1,987.50	1	\$ 1,987.50	219
R0010	AL	C0001	AD	1/5/2008	6/7/2008	6/7/2008	LE	\$ 1,950.00	1	\$ 1,950.00	154
R0010	CA	C0001	AD	1/5/2008	6/7/2008	6/7/2008	CI	\$ 1,987.50	1	\$ 1,987.50	154
R0011	CO	C0002	ST	1/5/2008	6/7/2008	6/7/2008	US	\$ 2,325.00	1	\$ 2,325.00	154
R0012	FL	C0003	ST	1/5/2008	6/7/2008	6/7/2008	CL	\$ 2,300.00	1	\$ 2,300.00	154
R0013	AL	C0022	SP	1/5/2008	6/8/2008	6/12/2008	US	\$ 1,390.00	5	\$ 6,950.00	155
R0013	AU	C0022	SP	1/5/2008	6/8/2008	6/12/2008	CL	\$ 1,735.00	5	\$ 8,675.00	155
R0013	BD	C0022	SP	1/5/2008	6/8/2008	6/12/2008	CL	\$ 1,330.00	5	\$ 6,650.00	155
R0013	CA	C0022	SP	1/5/2008	6/8/2008	6/12/2008	US	\$ 1,422.50	5	\$ 7,112.50	155
R0013	CF	C0022	SP	1/5/2008	6/8/2008	6/12/2008	LE	\$ 1,900.00	5	\$ 9,500.00	155
R0013	CO	C0022	SP	1/5/2008	6/8/2008	6/12/2008	US	\$ 1,375.00	5	\$ 6,875.00	155
R0013	FL	C0022	SP	1/5/2008	6/8/2008	6/12/2008	US	\$ 1,390.00	5	\$ 6,950.00	155
R0013	GA	C0022	SP	1/5/2008	6/8/2008	6/12/2008	LE	\$ 1,431.25	5	\$ 7,156.25	155
R0014	CA	C0023	AD	1/6/2008	6/13/2008	6/13/2008	CI	\$ 1,987.50	1	\$ 1,987.50	159
R0014	CF	C0023	AD	1/6/2008	6/13/2008	6/13/2008	CI	\$ 2,475.00	1	\$ 2,475.00	159
R0015	AL	C0024	AD	1/24/2008	7/1/2008	7/1/2008	LE	\$ 1,950.00	4	\$ 7,800.00	159
R0015	GA	C0024	AD	1/24/2008	7/1/2008	7/1/2008	LE	\$ 1,931.12	4	\$ 7,724.48	159
R0016	AL	C0025	ST	1/25/2008	6/15/2008	6/18/2008	LE	\$ 2,300.00	4	\$ 9,200.00	142
R0016	AU	C0025	ST	1/25/2008	6/14/2008	6/19/2008	US	\$ 2,925.00	6	\$ 17,550.00	141
R0016	BD	C0025	ST	1/25/2008	6/14/2008	6/19/2008	US	\$ 2,550.00	6	\$ 15,300.00	141
R0016	FL	C0025	ST	1/25/2008	6/15/2008	6/18/2008	LE	\$ 2,300.00	4	\$ 9,200.00	142
R0016	GA	C0025	ST	1/25/2008	6/15/2008	6/18/2008	LE	\$ 2,275.00	4	\$ 9,100.00	142
R0017	AL	C0005	ST	2/15/2008	8/1/2008	8/5/2008	CL	\$ 2,300.00	5	\$ 11,500.00	168
R0017	CA	C0005	ST	2/15/2008	8/1/2008	8/5/2008	CL	\$ 2,350.00	5	\$ 11,750.00	168
R0017	CO	C0005	ST	2/15/2008	8/1/2008	8/5/2008	CL	\$ 2,325.00	5	\$ 11,625.00	168
R0017	FL	C0005	ST	2/15/2008	8/1/2008	8/5/2008	CL	\$ 2,300.00	5	\$ 11,500.00	168
R0017	GA	C0005	ST	2/15/2008	8/1/2008	8/5/2008	CL	\$ 2,275.00	5	\$ 11,375.00	168
R0018	BD	C0026	ST	2/27/2008	8/23/2008	8/28/2008	LE	\$ 2,550.00	6	\$ 15,300.00	178
R0018	CF	C0026	ST	2/27/2008	8/23/2008	8/28/2008	LE	\$ 3,200.00	6	\$ 19,200.00	178
R0018	CO	C0026	ST	2/27/2008	8/23/2008	8/28/2008	LE	\$ 2,325.00	6	\$ 13,950.00	178
R0019	AU	C0013	SP	3/15/2008	8/12/2008	8/15/2008	LE	\$ 1,735.00	4	\$ 6,940.00	150
R0019	BD	C0013	SP	3/15/2008	8/12/2008	8/15/2008	CI	\$ 1,330.00	4	\$ 5,320.00	150
R0019	CA	C0013	SP	3/15/2008	8/12/2008	8/15/2008	US	\$ 1,422.50	4	\$ 5,690.00	150
R0019	GA	C0013	SP	3/15/2008	8/12/2008	8/15/2008	US	\$ 1,431.25	4	\$ 5,725.00	150
R0020	CO	C0014	ST	4/12/2008	8/12/2008	8/14/2008	CL	\$ 2,325.00	3	\$ 6,975.00	122
R0020	FL	C0014	ST	4/12/2008	8/12/2008	8/14/2008	CL	\$ 2,300.00	3	\$ 6,900.00	122
R0021	FL	C0015	ST	4/17/2008	8/15/2008	8/15/2008	LE	\$ 2,300.00	1	\$ 2,300.00	120
R0022	AU	C0016	ST	4/18/2008	8/11/2008	8/11/2008	LE	\$ 2,925.00	1	\$ 2,925.00	115
R0022	BD	C0016	ST	4/18/2008	8/11/2008	8/11/2008	CI	\$ 2,550.00	1	\$ 2,550.00	115
R0023	BD	C0017	ST	5/1/2008	8/16/2008	8/16/2008	CI	\$ 2,550.00	3	\$ 7,650.00	107
R0023	FL	C0017	ST	5/1/2008	8/16/2008	8/16/2008	US	\$ 2,300.00	3	\$ 6,900.00	107
R0023	GA	C0017	ST	5/1/2008	8/16/2008	8/16/2008	US	\$ 2,275.00	3	\$ 6,825.00	107
R0024	AL	C0018	SP	5/2/2008	8/16/2008	8/18/2008	LE	\$ 1,390.00	3	\$ 4,170.00	106
R0024	CA	C0018	SP	5/2/2008	8/16/2008	8/18/2008	LE	\$ 1,422.50	3	\$ 4,267.50	106
R0024	CF	C0018	SP	5/2/2008	8/16/2008	8/18/2008	LE	\$ 1,900.00	3	\$ 5,700.00	106
R0024	CO	C0018	SP	5/2/2008	8/16/2008	8/18/2008	US	\$ 1,375.00	3	\$ 4,125.00	106
R0025	AL	C0019	ST	5/3/2008	8/19/2008	8/20/2008	CI	\$ 2,300.00	2	\$ 4,600.00	108
R0025	BD	C0019	ST	5/3/2008	8/19/2008	8/20/2008	CI	\$ 2,550.00	2	\$ 5,100.00	108
R0025	CF	C0019	ST	5/3/2008	8/19/2008	8/20/2008	LE	\$ 3,200.00	2	\$ 6,400.00	108
R0025	FL	C0019	ST	5/3/2008	8/19/2008	8/20/2008	CI	\$ 2,300.00	2	\$ 4,600.00	108
R0026	CF	C0021	ST	5/3/2008	8/5/2008	8/5/2008	CI	\$ 3,200.00	1	\$ 3,200.00	94
Average								\$ 2,132.69	3.09		162.31

Average length 3.09 days

Value for Daily Room Charge

=IF(D7="ST",VLOOKUP(B7,'LookUp Table'!\$A\$4:\$E\$11,4,FALSE),IF(D7="AD",VLOOKUP(B7,'LookUp Table'!\$A\$4:\$E\$11,3,FALSE),VLOOKUP(B7,'LookUp Table'!\$A\$4:\$E\$11,5,FALSE)))

Number of Reserved Days

=(Reservation End Date – Reservation Start Date) + 1

Total Room Charges

= Number of Reserved Days * Daily Room Charge

Advance Notice

= Reservation Start Date – Reservation Date

Question Two

Using a reservation start date of August 5, 2008, what are the total charges for each client?

Reservation Start Date	8/5/2008
Row Labels	Sum of Total Charges
C0012	\$5,475.00
C0021	\$3,200.00
Grand Total	\$8,675.00

Question Three

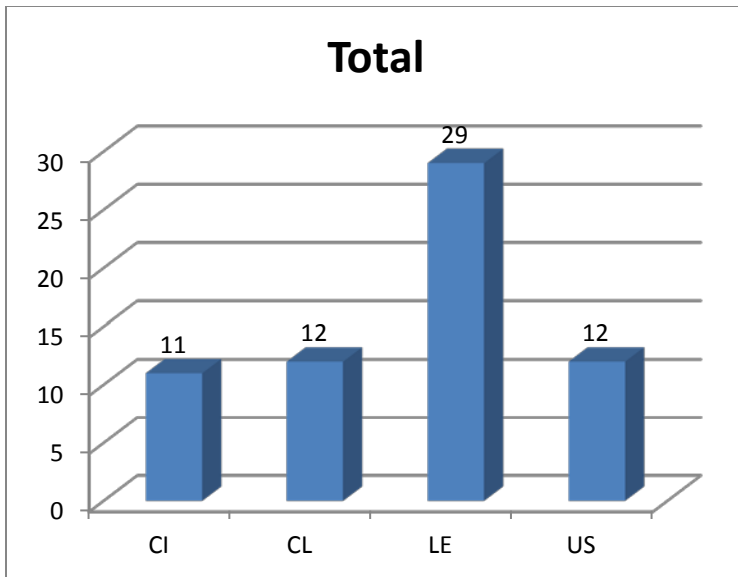
Overall, what is the average daily room charge?

See question one summary...\$2,132.69.

Question Four

Which seating arrangement is most popular?

Count of Seating Accomodation Code	Seating Accomodation Code					
Room Code	CI	CL	LE	US	Grand Total	
AL	1		1	6	1	9
AU			1	3	1	5
BD	5		1	1	1	8
CA	2		2	3	2	9
CF	2			5		7
CO			3	2	3	8
FL	1		3	4	2	10
GA			1	5	2	8
Grand Total	11	12	29	12	12	64



Question Five

Which reservations were made on February 15, 2008? What are the total charges for the reservations?

Megan Davis Convention Center				
Reservation Analysis Worksheet				
Reservation Number	Room Code	Customer Number	Reservation Date	Total Charges
R0017	AL	C0005	2/15/2008	\$ 11,500.00
R0017	CA	C0005	2/15/2008	\$ 11,750.00
R0017	CO	C0005	2/15/2008	\$ 11,625.00
R0017	FL	C0005	2/15/2008	\$ 11,500.00
R0017	GA	C0005	2/15/2008	\$ 11,375.00
Grand Total				\$ 57,750.00

Question Six

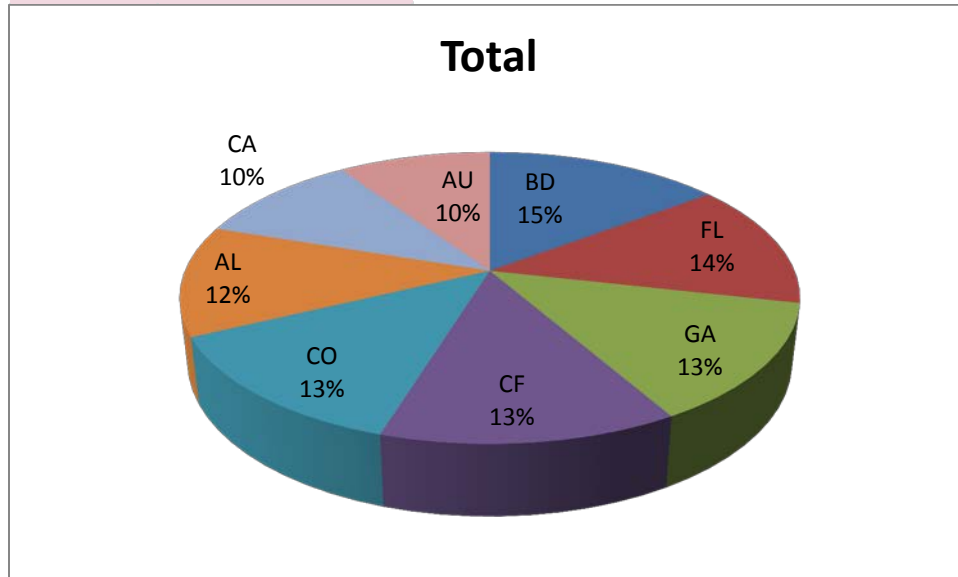
Based on the total charges for each customer, identify the five customers with the highest total charges.

Row Labels	Sum of Total Charges
C0025	\$60,350.00
C0022	\$59,868.75
C0026	\$48,450.00
C0024	\$15,524.48
C0023	\$4,462.50
Grand Total	\$188,655.73

Question Seven

Display each room's total charges as a percentage of the total charges for the room.

Row Labels	Percent of Total Charges
BD	14.70%
FL	13.83%
GA	13.14%
CF	13.11%
CO	13.07%
AL	12.26%
CA	10.39%
AU	9.49%
Grand Total	100.00%



TYD Question One

tblReservationDetails Query TYD 1

ResNo	Room#	CustNo	RateCode	ResDate	ResStartDate	ResEndDate	AccCode
R0019	AU	C0013	SP	3/15/2008	8/12/2008	8/15/2008	LE
R0019	BD	C0013	SP	3/15/2008	8/12/2008	8/15/2008	CI
R0019	CA	C0013	SP	3/15/2008	8/12/2008	8/15/2008	US
R0019	GA	C0013	SP	3/15/2008	8/12/2008	8/15/2008	US
R0020	CO	C0014	ST	4/12/2008	8/12/2008	8/14/2008	CL
R0020	FL	C0014	ST	4/12/2008	8/12/2008	8/14/2008	CL

TYD Question Two

See Access Query

TYD Question Three

See Access Query