Rockbuster Stealth LLC
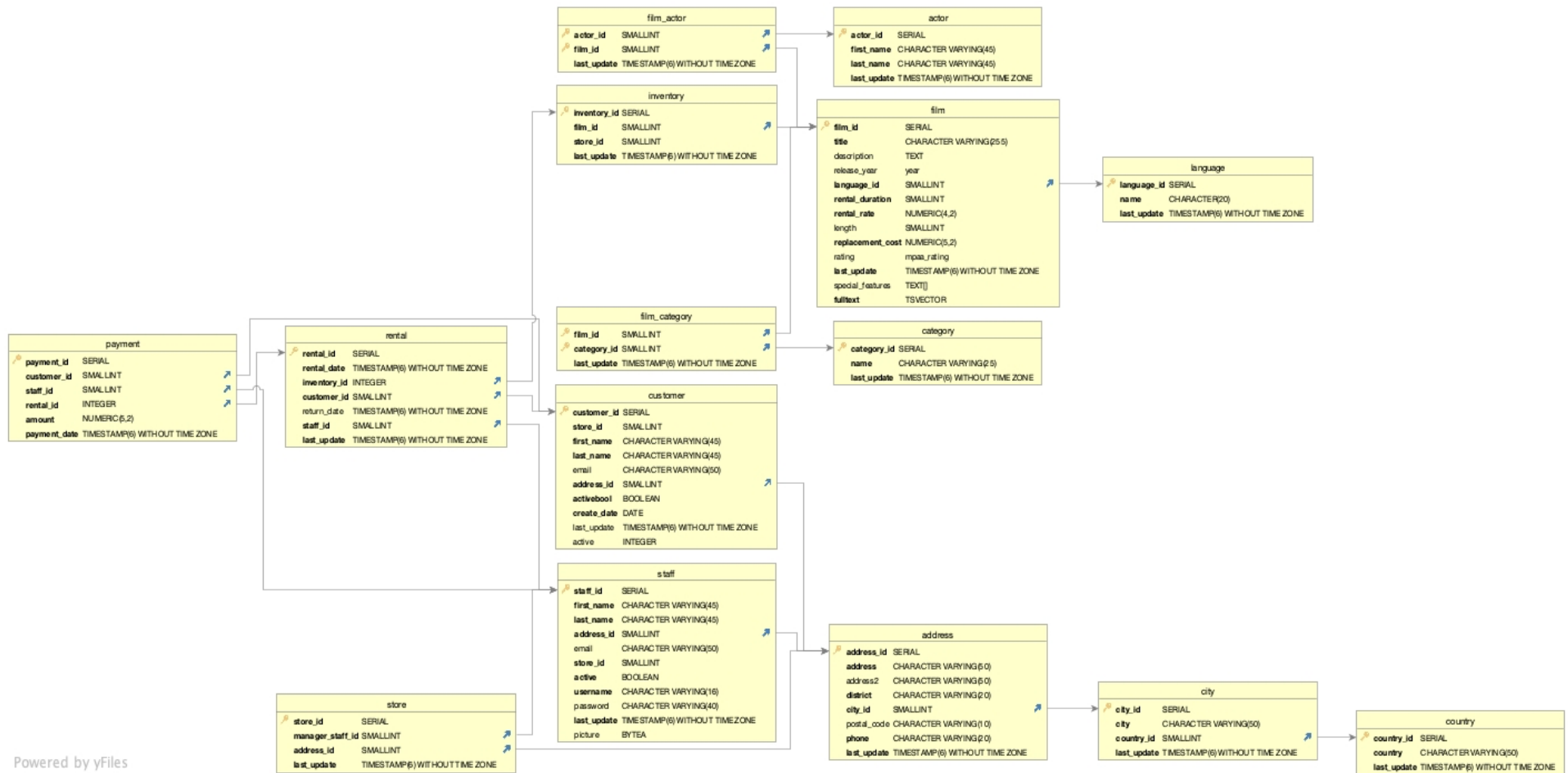
Launch Strategy

Prepared By:
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Entity Relationship Diagram

Fact Table:

rental

Column	Data Type	Data Description	Key	Links To	Links From
rental_id	INTEGER	Num assigned to rental	Primary		payment
rental date	TIMESTAMP(6) WITHOUT TIME ZONE	Date of rental			
inventory_id	INTEGER	Num assigned to inventory item	Foreign	inventory	
customer_id	SMALLINT	Num assigned to customer	Foreign	customer	
return_date	TIMESTAMP(6) WITHOUT TIME ZONE	Date rental was returned			
staff_id	SMALLINT	Num assigned to staff	Foreign	staff	
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			

Dimension Tables:

payment

Column	Data Type	Data Description	Key	Links To	Links From
payment_id	SERIAL	Num assigned to payment	Primary		
customer_id	SMALLINT	Num assigned to customer	Foreign	customer	
staff_id	SMALLINT	Num assigned to staff	Foreign	staff	
rental_id	INTEGER	Num assigned to rental	Foreign	rental	
amount	NUMERIC(5,2)	Cost of rental			
payment_date	TIMESTAMP(6) WITHOUT TIME ZONE	date payment received			
payment_id	SERIAL	Num assigned to payment			

inventory

Column	Data Type	Data Description	Key	Links To	Links From
inventory_id	SERIAL	Num assigned to inventory item	Primary		rental
film_id	SMALLINT	Id assigned to film	Foreign	film	
store_id	SMALLINT	Id assigned to store			
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			

film

Column	Data Type	Data Description	Key	Links To	Links From
film_id	SERIAL	Id assigned to film	Primary		film_actor, inventory, film_category
title	CHARACTER VARYING(255)	Film title			
description	TEXT	Description of film			
release_year	Year	Year movie released			
language_id	SMALLINT	Id assigned to language	Foreign	language	
rental_duration	SMALLINT	Days of rental			
rental_rate	NUMERIC(4,2)	Cost of rental			
length	SMALLINT	Length of film			
replacement_cost	NUMERIC(5,2)	Cost to replace film			
rating	Mpaa_rating	Movie rating			
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			
special_features	TEXT	List of any special features			
fulltext	TSVECTOR	Words searched to find film			

film_category

Column	Data Type	Data Description	Key	Links To	Links From
film_id	SMALLINT	Id assigned to film	Primary, Foreign		film
category_id	SMALLINT	Id assigned to film category	Primary, Foreign		category
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			

category

Column	Data Type	Data Description	Key	Links To	Links From
category_id	SERIAL	Id assigned to category	Primary		film_category
name	CHARACTER VARYING(25)	Name of category			
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			

language

Column	Data Type	Data Description	Key	Links To	Links From
language_id	SERIAL	Id assigned to language	Primary		film
name	CHARACTER(20)	Language spelled out			
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			

film_actor

Column	Data Type	Data Description	Key	Links To	Links From
actor_id	SMALLINT	Id assigned to actor	Primary, Foreign	actor	
film_id	SMALLINT	Id assigned to film	Primary, Foreign	film	
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			

actor

Column	Data Type	Data Description	Key	Links To	Links From
actor_id	SERIAL	Id assigned to actor	Primary		film_actor
first_name	CHARACTER VARYING(45)	First name			
last_name	CHARACTER VARYING(45)	Last name			
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			

staff

Column	Data Type	Data Description	Key	Links To	Links From
staff_id	SMALLINT	Num assigned to staff	Primary		payment, store, rental
first_name	CHARACTER VARYING(45)	First name			
last_name	CHARACTER VARYING(45)	Last name			
address_id	SMALLINT	Id assigned to staff member	Foreign	address	
email	CHARACTER VARYING(50)	Email address			
store_id	SERIAL	Id assigned to store			
active	BOOLEAN	True/false			
username	CHARACTER VARYING(16)	Staff member's username			
password	CHARACTER VARYING(45)	Staff member's password			
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			
picture	BYTEA	picture			

store

Column	Data Type	Data Description	Key	Links To	Links From
store_id	SERIAL	Id assigned to store	Primary		
manager_staff_id	SMALLINT	Id assigned to manager at store	Foreign	staff	
address_id	SMALLINT	Id assigned to address at store	Foreign	address	
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			

customer

Column	Data Type	Data Description	Key	Links To	Links From
customer_id	SERIAL	Num assigned to customer	Primary		rental, payment
store_id	SERIAL	Id assigned to store			
first_name	CHARACTER VARYING(45)	First name			
last_name	CHARACTER VARYING(45)	Last name			
email	CHARACTER VARYING(50)	Email address			
address_id	SMALLINT	Id assigned to customer address	Foreign	address	
activebool	BOOLEAN	True/false			
create_date	DATE	Date customer was created			
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			
active	INTEGER	1/0 active or not			

address

Column	Data Type	Data Description	Key	Links To	Links From
address_id	SERIAL	Id assigned to address	Primary		customer, staff, store
address	CHARACTER VARYING(50)	First line street address			
address2	CHARACTER VARYING(50)	Second line street address			
district	CHARACTER VARYING(20)	District name			
city_id	SMALLINT	Id assigned to city	Foreign	city	
postal_code	CHARACTER VARYING(10)	Postal code			
phone	CHARACTER VARYING(20)	Phone number			
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			

city

Column	Data Type	Data Description	Key	Links To	Links From
city_id	SERIAL	Id assigned to city	Primary		address
city	CHARACTER VARYING(50)	City name			
country_id	SMALLINT	Id assigned to country	Foreign		country
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			

country

Column	Data Type	Data Description	Key	Links To	Links From
country_id	SERIAL	Id assigned to country	Primary		city
Country	CHARACTER VARYING(50)	Name of Country			
last_update	TIMESTAMP(6) WITHOUT TIME ZONE	Date entry was last updated			