**Movies Table (3NF Compliant):**
- Primary Key: movie_id
- All fields (title, year, genre, director) depend only on movie_id
- No field depends on any other field
- Each column stores a single piece of information

**Customers Table (3NF Compliant):**
- Primary Key: customer_id
- All fields (first_name, last_name, email, phone_number) depend on customer_id
- No field depends on another field
- Each column stores a single piece of customer information

**Rentals Table (3NF Compliant):**
- Primary Key: rental_id
- Foreign Keys: customer_id and movie_id properly link to their parent tables
- All fields (customer_id, movie_id, rental_date, return_date) depend only on rental_id
- No field depends on another field
- Each record represents a complete rental transaction

**This design ensures:**
- No redundant data
- Data integrity
- Easily updates without anomalies
- Tables serves a single purpose
- Clear & concise relationships between tables