

Data Immersion 3.1

Both counts of 'Ed' equal 3 and are matched in the CSV file and in pgAdmin4. I found it easier on excel but I appreciate that on SQL I didn't have to find the range of cells. I used the COUNTIF feature on excel.

Step 2

Names of columns

payment_id	customer_id	staff_id	rental_id	amount	payment_date
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Step 3

Names of tables

actor	store	address	category	city	country	customer	film_actor
film_category	inventory	language	rental	staff	payment	Film	

Another way to list all the table names would be:

Database→Rockbuster→Schemas→Tables.

The highest number of movies (212) are rented for 6 days. The second highest number at 203 are rented for 3 and 4 days respectively.

Step 4

For an OLAP system at Rockbuster Stealth, various departments could leverage its capabilities:

Marketing Analytics Division: This team could utilise an OLAP system to dissect past promotional campaigns, assessing their impact on subscription uptake and viewer engagement metrics across different periods. Such analyses could inform the development of targeted marketing strategies.

Content Strategy Unit: This department might employ an OLAP system to examine viewership patterns, identifying which genres or titles have gained or waned in popularity over time, which can guide future content acquisition and production decisions.

Regarding the OLTP system:

Customer Relations Team: The representatives in this area would find an OLTP system invaluable for real-time updates to customer profiles, tracking support tickets, and managing immediate transactional activities like subscription renewals or payment issues.

Logistics and Fulfillment Sector: For an enterprise with physical goods, this department could rely on an OLTP system to monitor and manage inventory levels, process orders, and coordinate delivery schedules to ensure efficient operations and customer satisfaction. For Rockbuster Stealth, if they handle any physical merchandise or rentals, such a system would be essential.

Step 5

The data is structured because it is organised in rows and columns.

Invoice #	Organisation Name	Organisation Address	Account Name	Account #	First Name	Last Name	Item	Price \$
2019001	Oaklanders Sound Studio	4826 Norma Avenue Anderson, TX	Miko Santo	4929331000575422	Timothy	Walker	001	730