

## Movie Rental Data Warehouse

### Performance Measures:

- a. Number of times movies were rented
- b. Number of times movies were returned late
- c. Number of times movies were returned on time
- d. Number of times movies were not returned
- e. Number of times movies were returned earlier than expected return date
- f. Total sales from rent
- g. Total penalties collected
- h. Total penalties still unpaid

### Performance Dimensions:

- a. Customer's Country, Customer's City
- b. Movie Category
- c. Actor's Complete Name
- d. Movie Title, Movie Rating, Movie Rental Duration, Language, Movie Year
- e. Store
- f. Year-Month-Day-Time Period of Rental. Time Period corresponds to:
  - a. Early Morning [00:00:00 to 06:59:59]
  - b. Morning [07:00:00 to 11:59:59]
  - c. Afternoon [12:00:00 to 17:59:59]
  - d. Evening [18:00:00 to 24:59:59]

### Additional Performance Measures

- a. Number of customers registering per store, per customer's country and city
- b. Number of customers renting per store, per customer's country and city
- c. Number of customers not renting per store, per customer's country and city
- d. Number of active customers per store, per customer's country and city
- e. Number of inactive customers per store, per customer's country and city