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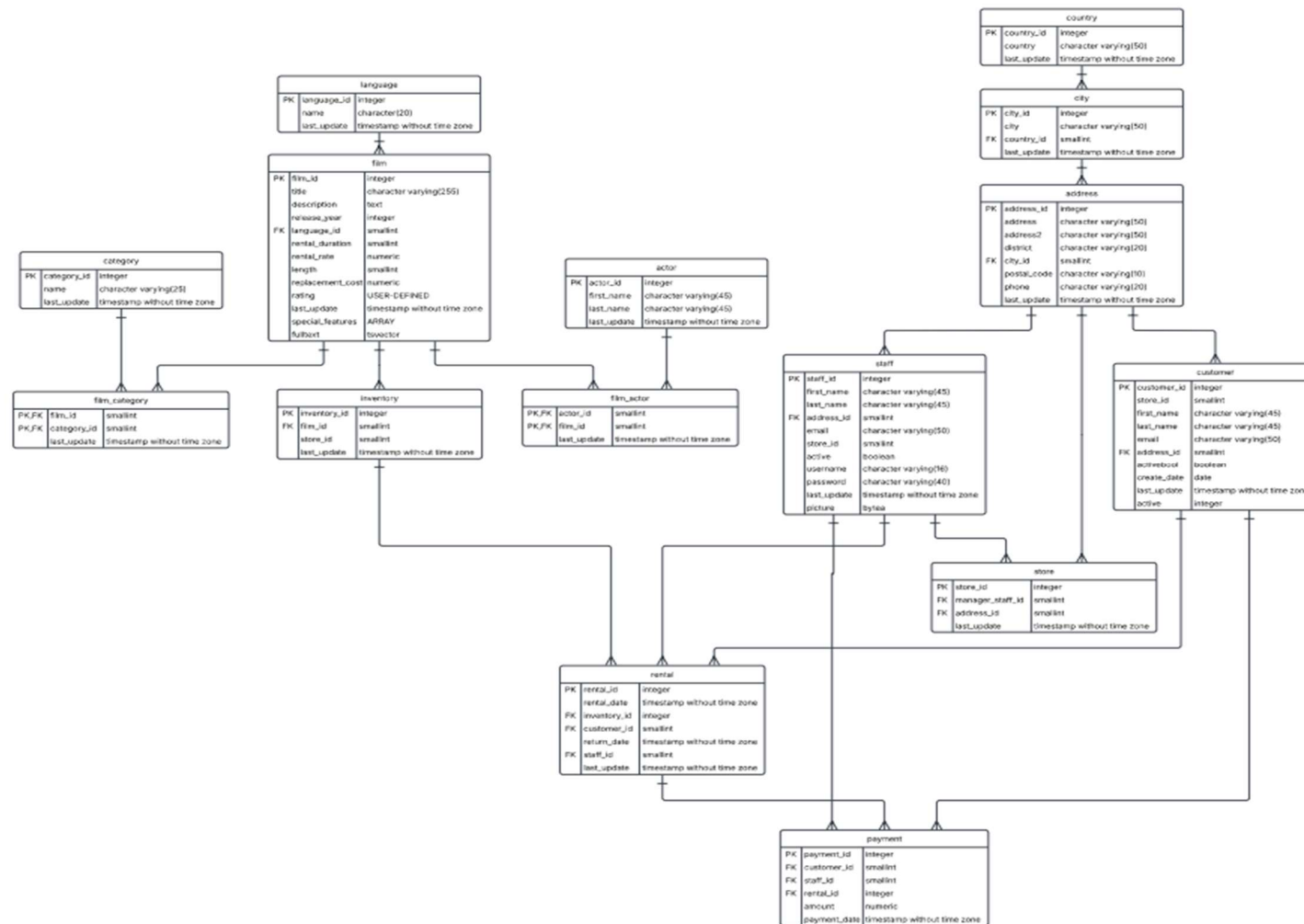
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Overview:

This document provides the technical information on all the relevant fact and dimension tables required for Rockbuster's business analysis. It includes database schema, tables, their fields, and relationships. This is intended to increase transparency and clear understanding of the design and data in the organization.

Any concerns or questions should be referred to the Data Analytical Team.

Database Diagram



Tables

Fact Tables	Dimension Tables	Sub-dimension Tables
<ul style="list-style-type: none">• payment• store• film_actor• film_category	<ul style="list-style-type: none">• rental• staff• customer• address• category• actor• film	<ul style="list-style-type: none">• inventory• language• city• country

Fact Tables

Fact Table	Column	Type	Description
payment	payment_id	integer	a unique identifier for a payment transaction
	customer_id	smallint	a unique identifier for a customer
	staff_id	smallint	a unique identifier for a staff
	rental_id	integer	a unique identifier for a rental transaction
	amount	numeric	cost of the single rental transaction
	payment_date	timestamp without time zone	date and time of the payment transaction
store	store_id	integer	a unique identifier for a store location
	manager_staff_id	smallint	a unique identifier for a management team in staff
	address_id	smallint	a unique identifier for a
	last_update	timestamp without time zone	date and time of the last update of the data
film_category	film_id	smallint	a unique identifier for a film
	category_id	smallint	a unique identifier for the category of a film
	last_update	timestamp without time zone	date and time of the last update of the data
film_actor	actor_id	smallint	a unique identifier for individual actor
	film_id	smallint	a unique identifier for a film
	last_update	timestamp without time zone	date and time of the last update of the data

Dimension Tables

Dimension Table	Column	Type	Description
rental	rental_id	integer	a unique identifier for a rental transaction
	rental_date	timestamp without time zone	time and date of the rental transaction
	inventory_id	integer	a unique identifier for an item
	customer_id	smallint	a unique identifier for a customer
	return_date	timestamp without time zone	time and date of the return of the rented film
	staff_id	smallint	a unique identifier for a staff member
	last_update	timestamp without time zone	date and time of the last update of the data
staff	staff_id	integer	a unique identifier for a staff member
	first_name	character varying (45)	first name of a staff
	last_name	character varying (45)	Last name of the staff
	address_id	smallint	a unique identifier of the address for a staff
	email	character varying (50)	email address of a staff
	store_id	smallint	a unique identifier for a store location
	active	boolean	is staff still employed or not?
	username	character varying (18)	Staff username
	password	character varying (40)	A password associated with staff username
	last_update	timestamp without time zone	date and time of the last update of the data
	picture	bytea	a picture associated with a staff
customer	customer_id	integer	a unique identifier for a customer
	store_id	smallint	a unique identifier for a store location
	first_name	character varying (45)	first name of a customer
	last_name	character varying (45)	Last name of the customer
	email	character varying (50)	email address of a customer
	address_id	smallint	a unique identifier of the address for a customer
	activebool	boolean	identifier (true/false) to show if customer is active
	create_date	date	a date of start of the customer record
	last_update	timestamp without time zone	date and time of the last update of the data
	active	integer	Is customer active or dormant?

Dimension Table	Column	Type	Description
category	category_id	integer	A unique identifier for the category of a film
	name	character varying (25)	The name of the movie category
	last_update	timestamp without time zone	The date and time of the last update of the data
actor	actor_id	integer	A unique identifier for individual actor
	first_name	character varying (45)	The first name of an actor
	last_name	character varying (45)	The last name of the actor
	last_update	timestamp without time zone	date and time of the last update of the data
film	film_id	integer	a unique identifier for a film
	title	character varying (255)	title of the movie
	description	text	Description of the film
	release_year	integer	The Year When the movie was release
	language_id	smallint	the primary language of the movie
	rental_duration	smallint	number of days/times the item was rented out
	rental_rate	smallint	rate of the cost of the rental per day
	length	smallint	the total length of the movie in minutes
	replacement_cost	numeric	the cost of the item replacement
	rating	USER-DEFINED	customer rating reflecting personal preferences
	last_update	timestamp without time zone	date and time of the last update of the data
	special_features	ARRAY	any additional features included in the rental of the movie
	fulltext	tsvector	key words or tags associated with the movie theme or any other aspect of the movie