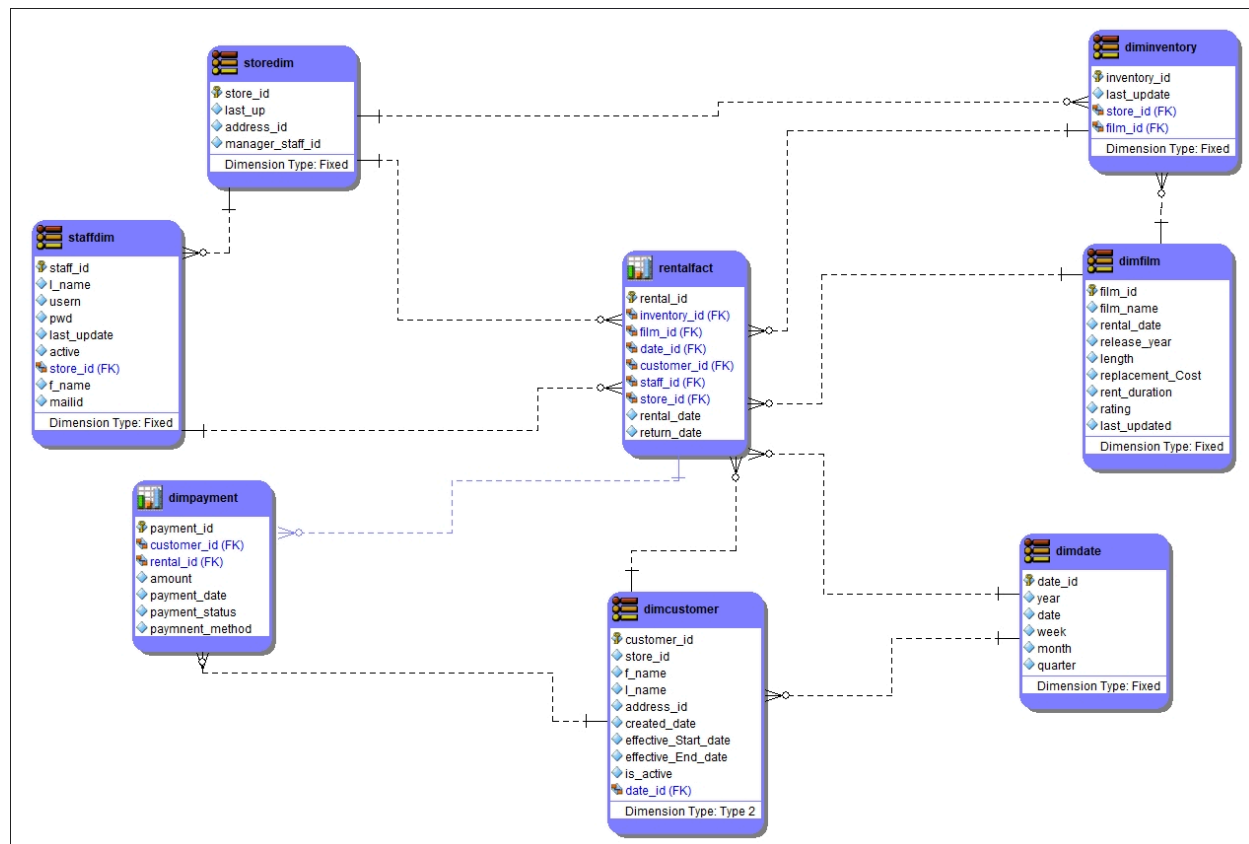


BUSINESS QUESTIONS:



1) How many customers onboarded this month/Week/QTR/YEAR

Entities: dimcustomer, dimdate

Attributes: created_date, year, month, quarter, week

Columns to be used: The created_date attribute in the dimcustomer entity can be filtered to count the number of new customer onboardings within the specified time frame.

In the dimcustomer entity, we'll use the created_date attribute to filter customers based on their onboard date.

In the DimDate entity, we'll utilize attributes like year, month, quarter, and week to align with the specified time frames.

Columns to be used:

To count the number of new customer onboardings within the specified time frames:

For this month: Filter by the current month in the dimdate entity (e.g., Month = "February").

For this week: Filter by the current week in the dimdate entity (e.g., Week = 6 if it's the 6th week of the year).

For this quarter: Filter by the current quarter in the dimdate entity (e.g., Quarter = "Q1" for the first quarter).

For this year: Filter by the current year in the dimdate entity (e.g., Year = 2024).

2) More frequently rented movie

Entities: rentalfact, diminventory

Attributes: inventory_id(FK)

Columns to be used: Count the occurrences of each inventory_id in the rental entity to determine which movies are rented most frequently.

3) How much revenue did each store generate

Entities: rentalfact, staffdim, storedim

Attributes:

amount: The payment amount in the rentalfact entity.

staff_id(FK): The foreign key linking to the staff member responsible for the payment.

Columns to be used:

Sum the Amount attribute in the rentalfact entity for each store.

Identify the staff associated with each payment using the staff_id linked to the staffdim entity.

Then, map the staff to their respective store.

4) Compare revenue between each store

Entities: rentalfact, diminventory

Attributes: amount: The payment amount in the rentalfact entity.

staff_id(FK): The foreign key linking to the staff member responsible for the payment.

Columns to be used: Compare the total revenue generated by each store using the summed amount attribute.

5) DVD Rentals this month vs last

Entities: rentalfact

Attributes: rental_date

Columns to be used: Count the rentals within the specified time frame (this month vs. last month) using the rental_date attribute.

6) Most frequent renting customers

Entities: rentalfact, dimcustomer

Attributes: customer_id(FK)

Columns to be used: Count the occurrences of each customer_id in the rentalfact entity to identify the most frequent renting customers.

dimcustomer implemented as Type 2

- effective_Start_date : Indicates when the current version of the record became active.
- effective_End_date : Indicates when the current version of the record ceased to be active.
- is_active: Indicates whether a record is the most recent version (1 for current, 0 for historical).

