Rockbuster Stealth LLC

Data Analysis Project

Data Dictionary

ABSTRACT

This data dictionary provides an overview of Rockbuster Stealth LLC's movie rental database, outlining key tables, fields, and relationship used for analysis. It serves as a reference to support data-driven insights for the company's new online video rental service.
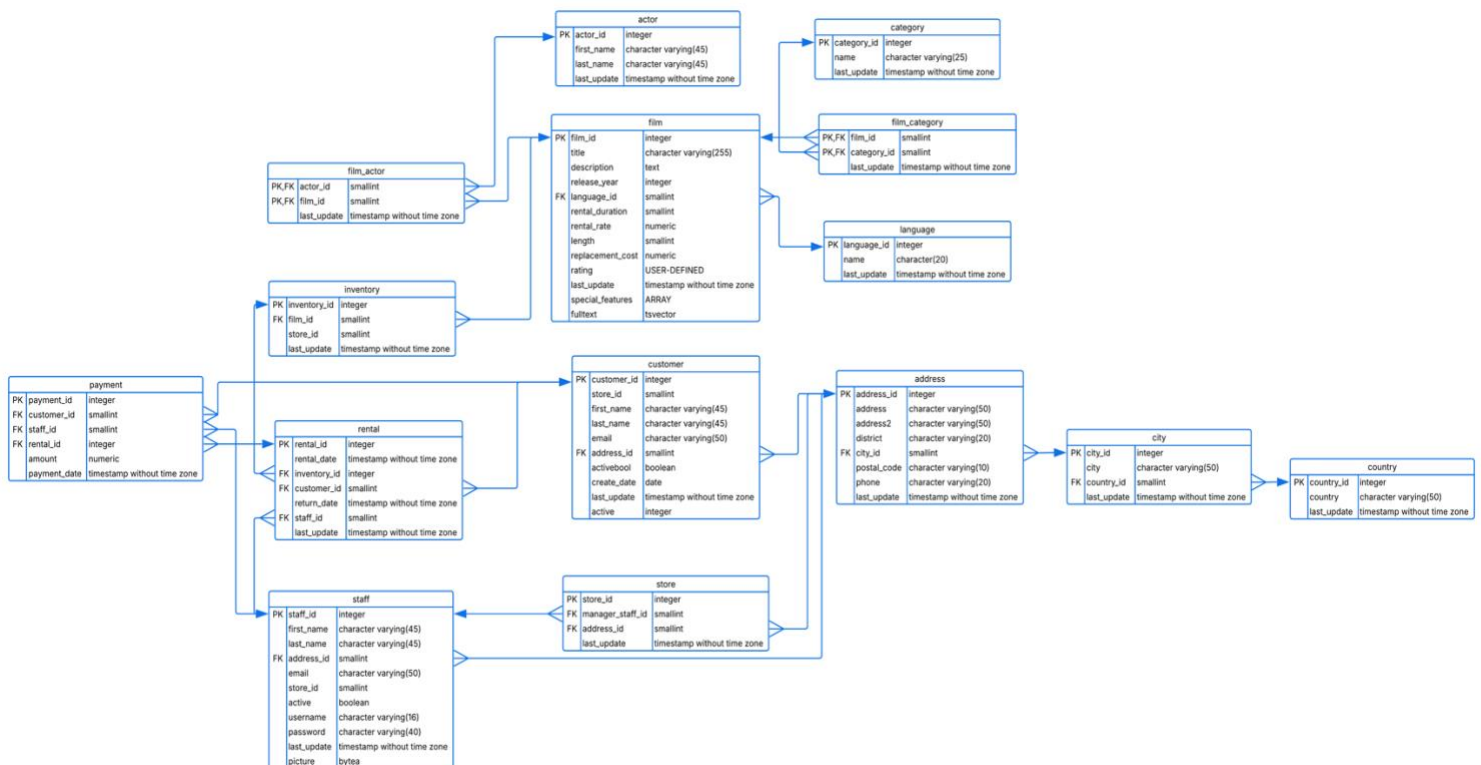
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1 Introduction

In response to intense competition from streaming services, Rockbuster Stealth LLC is leveraging its existing movie licenses to launch an online video rental service. This data dictionary supports the analysis for this strategic pivot, which aims to answer key business questions on revenue-generating films, average rental duration, customer geographic distribution, the location of high-value customers, and regional sales trends to inform the company's 2020 strategy.

2 Entity Relationship Diagram (ERD):

3 Fact and Dimension Tables

3.1 Fact table: Payment

Table	Column	Data Type	Description
payment	payment_id	serial	Payment ID
payment	customer_id	int2	Customer ID
payment	staff_id	int2	Staff ID
payment	rental_id	integer	Rental ID
payment	amount	decimal	Amount
payment	payment_date	timestamp	Date or time of latest update

3.2   Fact table: Rental

Table	Column	Data Type	Description
rental	rental_id	serial	Rental ID
rental	rental_date	timestamp	Rental date
rental	inventory_id	integer	Inventory data
rental	customer_id	int2	Customer ID
rental	return_date	timestamp	Return date
rental	staff_id	int2	Staff ID
rental	last_update	timestamp	Date or time of update

3.3   Dimension table: Actor

Table	Column	Data Type	Description
actor	actor_id	serial	Actor ID
actor	first_name	varchar(45)	Actor's first name
actor	last_name	varchar(45)	Actor's last name
actor	last_update	timestamp	Timestamp of last update

3.4   Dimension table: Address

Table	Column	Data Type	Description
address	address_id	serial	Address ID
address	address	varchar(50)	Street name/number
address	address2	varchar(50)	NULL
address	district	varchar(20)	District
address	city_id	int2	City ID
address	postal_code	varchar(10)	Postal code
address	phone	varchar(20)	Phone number
address	last_update	timestamp	Date/time of last update

3.5   Dimension table: Category

Table	Column	Data Type	Description
category	category_id	serial	Category ID
category	name	varchar(25)	Category name (Genre)
category	last_update	timestamp	Date/time of last update

3.6   Dimension table: City

Table	Column	Data Type	Description
city	city_id	serial	City ID
city	city	varchar(50)	Name of city
city	country_id	int2	Country ID
city	last_update	timestamp	Date/time of last update

3.7   Dimension table: Country

Table	Column	Data Type	Description
country	country_id	serial	Country ID
country	country	varchar(50)	Country name
country	last_update	timestamp	Date/time of last update

3.8   Dimension table: Customer

Table	Column	Data Type	Description
customer	customer_id	serial	Customer ID
customer	store_id	int2	Store ID
customer	first_name	varchar(45)	Customer's first name
customer	last_name	varchar(45)	Customer's last name
customer	email	varchar(50)	Email ID
customer	address_id	int2	Address ID
customer	activebool	boolean	Customer's status (active/not active)
customer	create_date	date	Date of membership starting
customer	last_update	timestamp	Date/time of last update
customer	active	integer	

3.9   Dimension table: Film

Table	Column	Data Type	Description
film	film_id	serial	Film ID
film	title	varchar(255)	Film title
film	description	text	Film description
film	release_year	integer	Release year
film	language_id	int2	Film language
film	rental_duration	int2	Rental duration
film	rental_rate	decimal	Rental rate
film	length	int2	Length of film
film	replacement_cost	decimal	Film replacement cost

film	rating	USER-DEFINED	Rating
film	last_update	timestamp	Date/time of last update
film	special_features	ARRAY	Extra scenes
film	fulltext	tsvector	Keywords

3.10 Dimension table: Film Actor

Table	Column	Data Type	Description
film_actor	actor_id	int2	Actor ID
film_actor	film_id	int2	Film ID
film_actor	last_update	timestamp	Date/time of last update

3.11 Dimension table: Film Category

Table	Column	Data Type	Description
film_category	film_id	int2	Film ID
film_category	category_id	int2	Category ID
film_category	last_update	timestamp	Date/time of last update

3.12 Dimension table: Inventory

Table	Column	Data Type	Description
inventory	inventory_id	serial	Inventory ID
inventory	film_id	int2	Film ID
inventory	store_id	int2	Store ID
inventory	last_update	timestamp	Date/time of last update

3.13 Dimension table: Language

Table	Column	Data Type	Description
language	language_id	serial	Language ID
language	name	character	Language
language	last_update	timestamp	Date/time of last update

3.14 Dimension table: Staff

Table	Column	Data Type	Description
staff	staff_id	serial	Staff ID
staff	first_name	varchar(45)	Staff's first name
staff	last_name	varchar(45)	Staff's last name
staff	address_id	int2	Address ID

staff	email	varchar(50)	Email ID
staff	store_id	int2	Store ID
staff	active	boolean	Membership status (active/not active)
staff	username	varchar(16)	Staff's username
staff	password	varchar(40)	Staff's password
staff	last_update	timestamp	Date/time of last update
staff	picture	bytea	Staff's photo

3.15 Dimension table: Store

Table	Column	Data Type	Description
store	store_id	serial	Store ID
store	manager_staff_id	int2	Manager staff ID
store	address_id	int2	Address ID
store	last_update	timestamp	Date/time of last update