ROCKBUSTER STEALTH LLC DATA DICTIONARY

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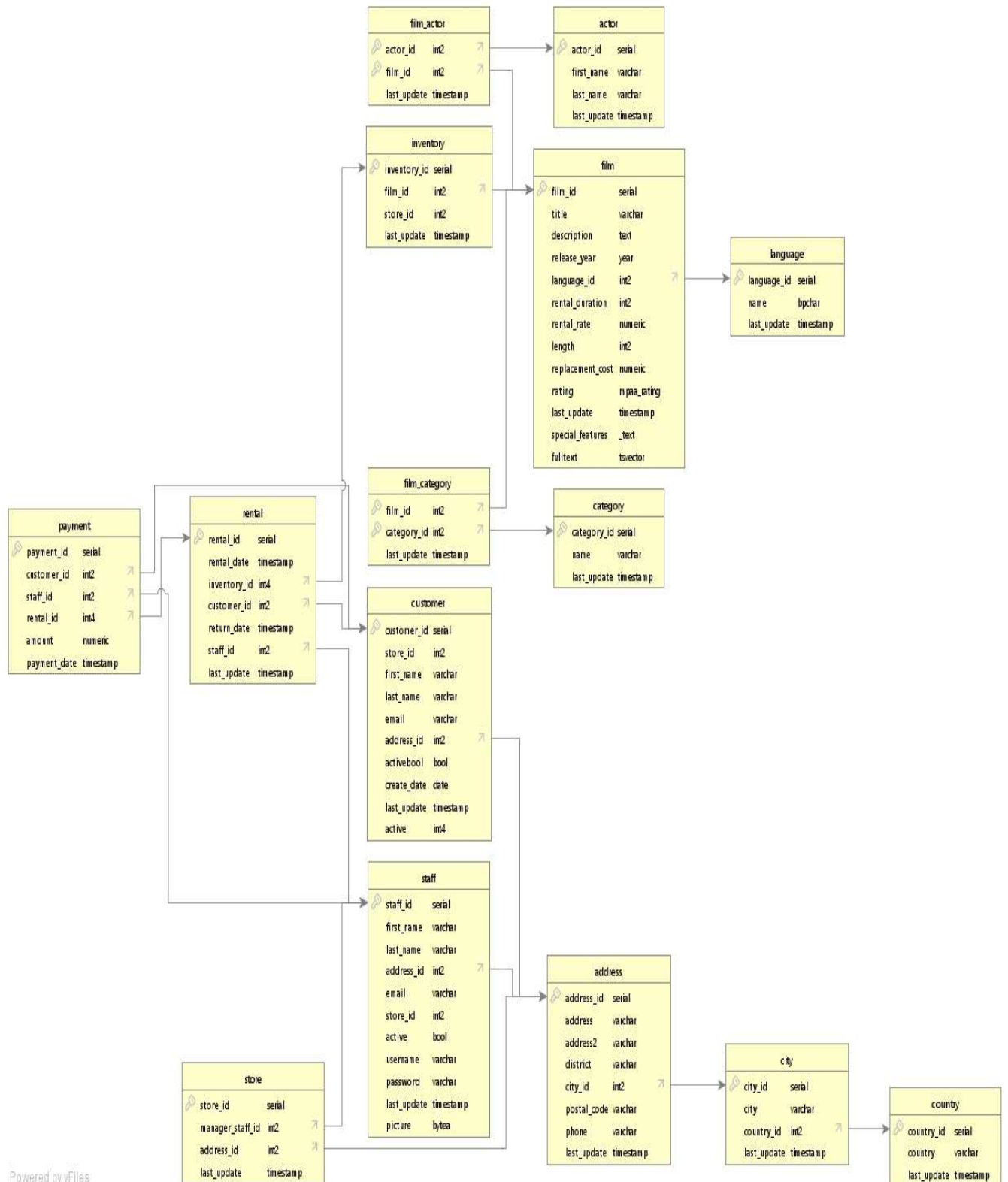20 JULY 2025

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Introduction

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

This analysis aims to pinpoint the most and least performing rental movies, determine the average rental durations, identify high-value customers, explore the geographic distribution of Rockbuster's main audience and compare sales figures across various regions. The definitions and explanations included in this document act as a reference point for all stakeholders using the data promoting consistency and precision throughout the analytical process.

Entity relationship diagram (ERD)

film_actor
actor_id	int2
film_id	int2
last_update	timestamp

actor
actor_id	serial
first_name	varchar
last_name	varchar
last_update	timestamp

inventory
inventory_id	serial
film_id	int2
store_id	int2
last_update	timestamp

film
film_id	serial
title	varchar
description	text
release_year	year
language_id	int2
rental_duration	int2
rental_rate	numeric
length	int2
replacement_cost	numeric
rating	mpaa_rating
last_update	timestamp
special_features	_text
fulltext	tsvector

language
language_id	serial
name	bpchar
last_update	timestamp

film_category
film_id	int2
category_id	int2
last_update	timestamp

category
category_id	serial
name	varchar
last_update	timestamp

payment
payment_id	serial
customer_id	int2
staff_id	int2
rental_id	int4
amount	numeric
payment_date	timestamp

rental
rental_id	serial
rental_date	timestamp
inventory_id	int4
customer_id	int2
return_date	timestamp
staff_id	int2
last_update	timestamp

customer
customer_id	serial
store_id	int2
first_name	varchar
last_name	varchar
email	varchar
address_id	int2
activebool	bool
create_date	date
last_update	timestamp
active	int4

staff
staff_id	serial
first_name	varchar
last_name	varchar
address_id	int2
email	varchar
store_id	int2
active	bool
username	varchar
password	varchar
last_update	timestamp
picture	bytea

store
store_id	serial
manager_staff_id	int2
address_id	int2
last_update	timestamp

address
address_id	serial
address	varchar
address2	varchar
district	varchar
city_id	int2
postal_code	varchar
phone	varchar
last_update	timestamp

city
city_id	serial
city	varchar
country_id	int2
last_update	timestamp

country
country_id	serial
country	varchar
last_update	timestamp

Fact and dimension tables

table_name	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	int4	rental id
payment	amount	numeric(5,2)	amount of payment
payment	payment_date	timestamp	date/time of last update

rental	rental_id	serial	rental id
rental	rental_date	timestamp	date/time of rental date
rental	inventory_id	int4	inventory id
rental	customer_id	int2	customer id
rental	return_date	timestamp	date/time of return date
rental	staff_id	int2	staff id
rental	last_update	timestamp	date/time of last update

Dimension tables are

table_name	column	data_type	description
actor	actor_id	serial	actor id
actor	first_name	varchar(45)	first name of actor
actor	last_name	varchar(45)	last name of actor
actor	last_update	timestamp	date/time of last update

table_name	column	data_type	description
address	address_id	serial	address id
address	address	varchar (50)	street number/name
address	address2	varchar (50)	null
address	district	varchar (20)	district,state,region
address	city_id	int2	city id
address	postal_code	varchar (10)	zip code
address	phone	varchar (20)	phone number
address	last_update	timestamp	date/time of last update

table_name	column	data_type	description
category	category_id	serial	category id
category	name	varchar	genre
category	last_update	timestamp	date/time of last update

table_name	column	data_type	description
city	city_id	serial	city id
city	city	varchar	name of city
city	country_id	int2	country id
city	last_update	timestamp	date/time of last update

table_name	column	data_type	description
country	country_id	serial	country id
country	country	varchar(50)	name of country
country	last_update	timestamp	date/time of last update

table_name	column	data_type	description
customer	customer_id	serial	customer id
customer	store_id	int2	store id
customer	first_name	varchar(45)	first name of customer
customer	last_name	varchar(45)	last name of customer
customer	email	varchar(50)	e-mail of customer
customer	address_id	int2	customer's address id
customer	activebool	bool	active or inactive customer (yes/no)
customer	create_date	date	date/time customer became member
customer	last_update	timestamp	date/time of last update
customer	active	int2	binary

table_name	column	data_type	description
film	film_id	serial	film id
film	title	varchar(255)	title of film
film	description	text	description of film
film	release_year	year	release year of film
film	language_id	int2	binary
film	rental_duration	int2	days of film rented
film	rental_rate	numeric(4,2)	cost of film rent
film	length	int2	lenght of film (min)
film	replacement_cost	numeric(5,2)	replacement cost of film
film	rating	mpaa_rating	rating of film
film	last_update	timestamp	date/time of last update
film	special_features	_text	extras such as trailers,behind scenes,deleted scenes
film	fulltext	tsvector	keywords of film's feature

table_name	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

table_name	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

table_name	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

table_name	column	data_type	description
language	language_id	serial	language id
language	name	bpchar(20)	name of language
language	last_update	timestamp	date/time of last update

table_name	column	data_type	description
staff	staff_id	serial	staff id
staff	first_name	varchar	first name of staff
staff	last_name	varchar	last name of staff
staff	address_id	int2	address id
staff	email	varchar(50)	mail adress of staff
staff	store_id	int2	store id
staff	active	bool	active or inactive staff (yes/no)
staff	username	varchar(16)	username of staff
staff	password	varchar(40)	password
staff	last_update	timestamp	date/time of last update
staff	picture	bytea	staff photo

table_name	column	data_type	description
store	store_id	serial	store id
store	manager_staff_id	int2	staff manager id
store	address_id	int2	address id
store	last_update	timestamp	date/time of last update