

ROCKBUSTER STEALTH LLC

DATA DICTIONARY



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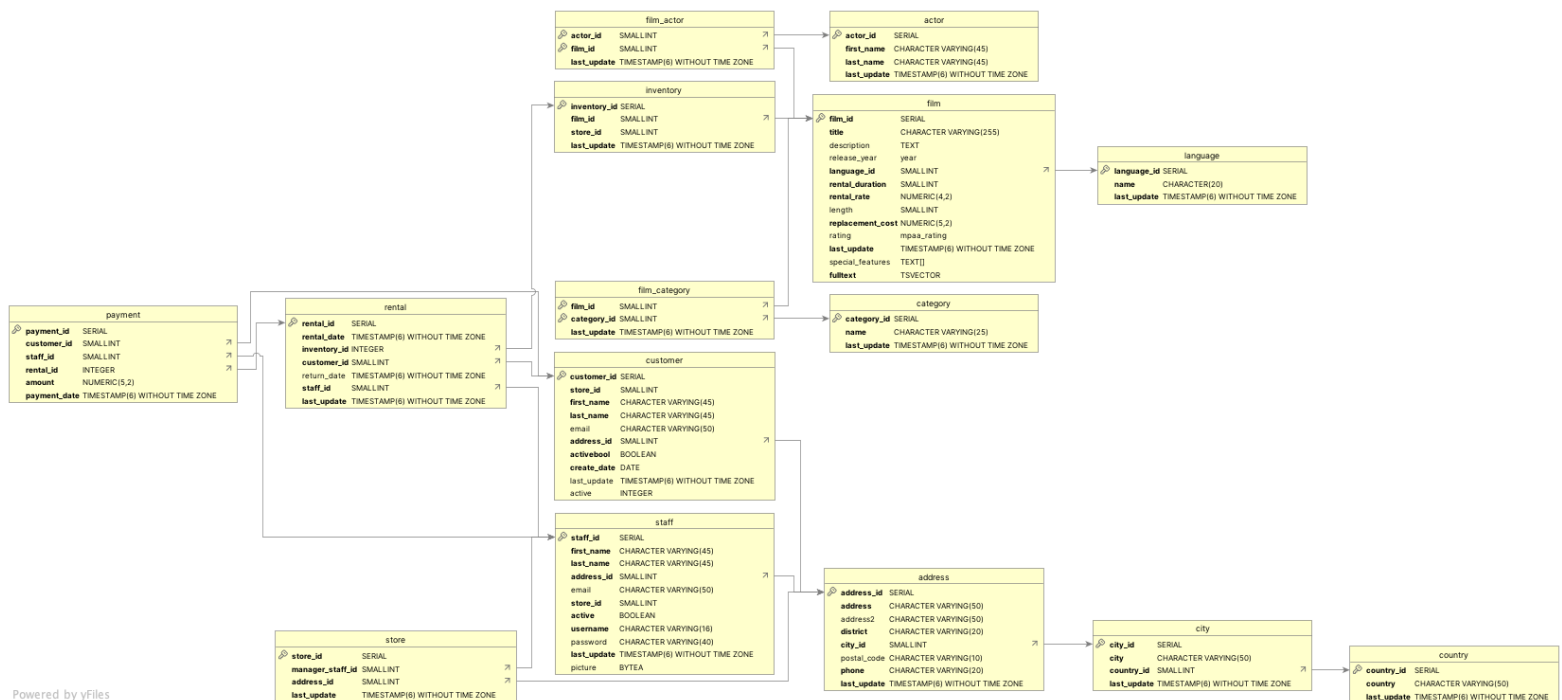
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1. About Rockbuster Stealth LLC

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. Company's management board wants to have a data-driven launch strategy for 2020.

This Entity Relation Database is extract for the purpose of helping company's analysts to produce data-driven online movie platform launch strategy.

2. Entity Relationship Diagram (ERD)



SNOWFLAKE SCHEMA ENTITY RELATIONSHIP DIAGRAM EXTRACTED IN POSTGRES SQL

3. Fact Tables

3.1. PAYMENT TABLE		
Column	Data Type	Description
Payment_id	SERIAL	Primary key, give unique id to find payment details
Customer_id	SMALLINT	Foreign key, unique id
Staff_id	SMALLINT	Foreign key, unique id
Rental_id	INTERGER	Foreign key, unique id
Amount	NUMERIC(5,2)	In numbers, maximum 2 digits from decimal, total 5 digits value
Payment_date	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time

3.2. STORE TABLE		
Column	Data Type	Description
store_id	SERIAL	Primary key, unique id
manager_staff_id	SMALLINT	Foreign key, unique id
address_id	SMALLINT	Foreign key, unique id
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time

3.3. FILM ACTOR TABLE		
Column	Data Type	Description
actor_id	SMALLINT	Composite key, unique id, foreign key
film_id	SMALLINT	Composite key, unique id, foreign key
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time

3.4. FILM CATEGORY TABLE		
Column	Data Type	Description
film_id	SMALLINT	Composite key, unique id, foreign key
category_id	SMALLINT	Composite key, unique id, foreign key
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time

4. DIMENSION TABLES

4.1 RENTAL TABLE		
Column	Data Type	Description
rental_id	SERIAL	Primary key, Unique key
rental_date	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time
inventory_id	INTEGER	Foreign key, unique id
customer_id	SMALLINT	Foreign key, unique id
return_date	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time
staff_id	SMALLINT	Foreign key, unique id
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time

4.2. INVENTORY TABLE		
Column	Data Type	Description
inventory_id	SERIAL	Primary key, unique id
film_id	SMALLINT	Foreign key, unique id
store_id	SMALLINT	Small integer
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time

4.3. CUSTOMER TABLE		
Column	Data Type	Description
customer_id	SERIAL	Primary key, unique id

4.3. CUSTOMER TABLE		
Column	Data Type	Description
store_id	SMALLINT	Unique id used to link with store fact table
first_name	CHARACTER VARYING (45)	Contains first name with max 45 characters
last_name	CHARACTER VARYING (45)	Contains last name with max 45 characters
email	CHARACTER VARYING (50)	Contains email address with max 50 characters
address_id	SMALLINT	Foreign key, unique id
Activebool	BOOLEAN	True, false and Null statement column
create_date	DATE	Data creation data
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time
active	INTEGER	Using integer to show customer's account activation status

4.4. STAFF TABLE		
Column	Data Type	Description
staff_id	SERIAL	Primary key, unique id, linking with manager_staff id in store table, and staff_id in payment and rental table
first_name	CHARACTER VARYING (45)	Contains first name with max 45 characters
last_name	CHARACTER VARYING (45)	Contains last name with max 45 characters
address_id	SMALLINT	Foreign key, unique id
email	CHARACTER VARYING (50)	Contains email address with max 50 characters
store_id	SMALLINT	Unique id for staff store
active	BOOLEAN	True, false and Null statement column
username	CHARACTER VARYING (16)	Contains username with max 16 characters

4.4. STAFF TABLE		
Column	Data Type	Description
Password	CHARACTER VARYING (40)	Contains password with max 40 characters
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time
picture	BYTEA	Binary data and null data

4.5. ACTOR TABLE		
Column	Data Type	Description
actor_id	SERIAL	Primary key, unique id
first_name	CHARACTER VARYING (45)	Contains first name with max 45 characters
last_name	CHARACTER VARYING (45)	Contains last name with max 45 characters
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Store both date and time

4.6. FILM TABLE		
Column	Data Type	Description
film_id	SERIAL	Primary key, unique id
title	CHARACTER VARYING (255)	Contains title of film with max 255 characters
description	TEXT	Description about the film
release_year	year	Release year of the film
language_id	SMALLINT	Note movie language using integers
rental_duration	SMALLINT	Note the duration that movie was rental
rental_rate	NUMERIC(4,2)	Notes the rate of renting the movie
length	SMALLINT	Movie length
replacement_cost	NUMERIC(5,2)	Cost of replacement of movie in max 5 digits and 2 digits after decimal
rating	mpaa_rating	Movie audience rating like PG-13 or R or something else.

4.6. FILM TABLE		
Column	Data Type	Description
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Last time the info was updated Store both date and time
special_features	TEXT[]	Extra features like behind the scenes clips or any commentaries
Fulltext	TSVECTOR	The key words associated with the movie

4.6 LANGUAGE TABLE		
Column	Data Type	Description
language_id	SERIAL	Primary key, unique id
name	CHARACTER (20)	Movie's language
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Last time the info was updated Store both date and time

4.7 CATEGORY TABLE		
Column	Data Type	Description
category_id	SERIAL	Primary key, unique id
name	CHARACTER VARYING(25)	Film category's name in max 25 characters
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Last time the info was updated Store both date and time

4.8 CITY TABLE		
Column	Data Type	Description
city_id	SERIAL	Primary key, unique id
city	CHARACTER VARYING(50)	City name in max 50 characters
country_id	SMALLINT	Foreign key, unique id
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Last time the info was updated Store both date and time

4.9 COUNTRY TABLE		
Column	Data Type	Description
country_id	SERIAL	Primary key, unique id

4.9 COUNTRY TABLE		
Column	Data Type	Description
country	CHARACTER VARYING(50)	Country's name in max 50 characters
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Last time the info was updated Store both date and time

4.10 ADDRESS TABLE		
Column	Data Type	Description
address_id	SERIAL	Primary key, unique id
address	CHARACTER VARYING (50)	First line address in max 50 characters
address2	CHARACTER VARYING (50)	Second line address in max 50 characters
district	CHARACTER VARYING (20)	District name in max 20 characters
city_id	SMALLINT	Foreign key unique id
postal_code	CHARACTER VARYING (10)	Postal code in max 10 characters
phone	CHARACTER VARYING (20)	Phone no. in max 20 characters
last_update	TIMESTAMP(6)WITHOUT TIME ZONE	Last time the info was updated Store both date and time