

Data Dictionary

Rockbuster Stealth LLC

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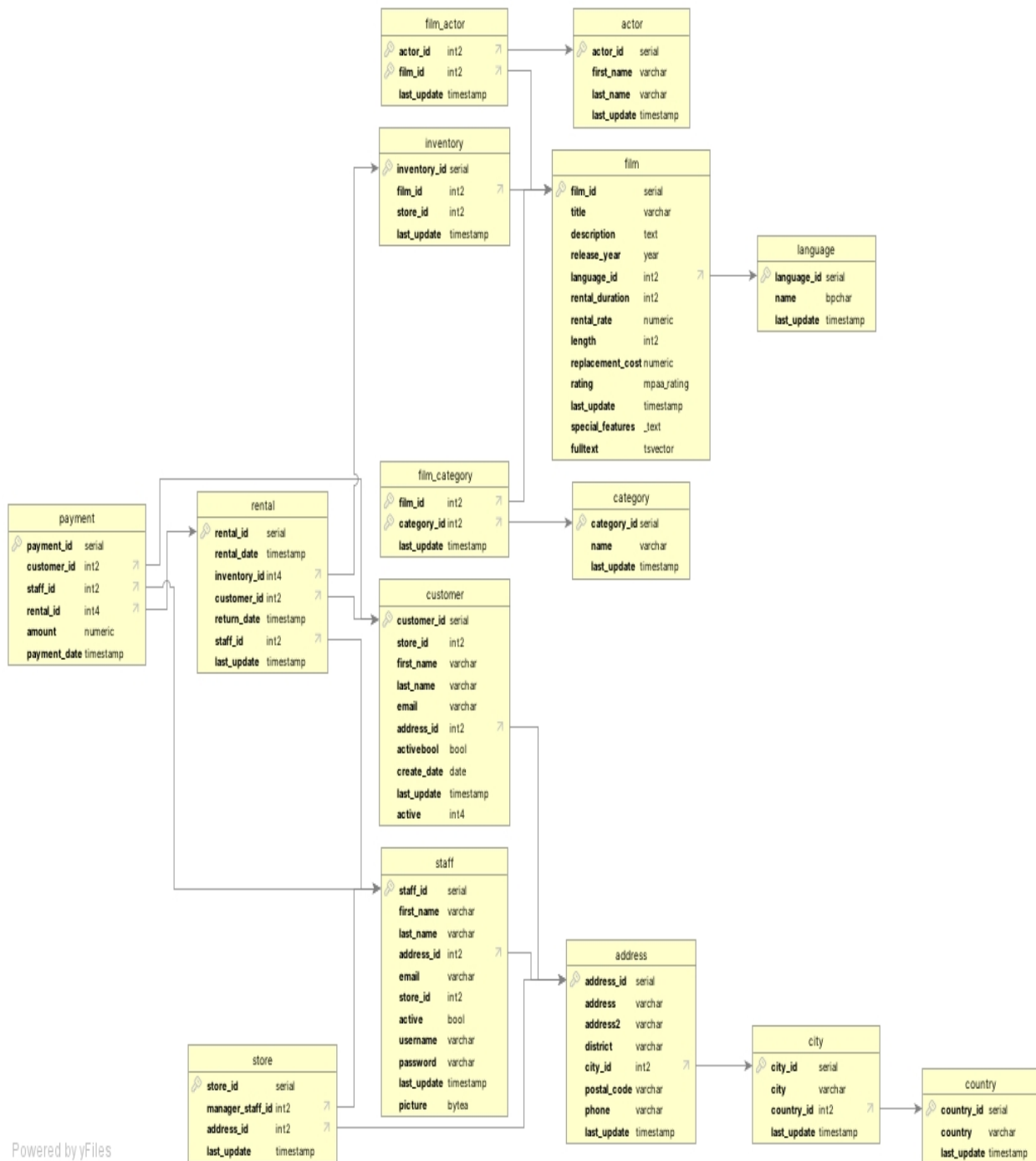
Introduction

Rockbuster Stealth LLC is a movie rental company that previously had stores around the world. Due to rapidly evolving digital entertainment and increased competition from streaming services like Netflix and Amazon Prime, Rockbuster plans to transition to an online rental platform leveraging its already existing movie licenses.

This data dictionary supports a data analysis initiative aimed at guiding this strategic shift. The analysis focuses on identifying the highest and lowest performing rental movies, calculating average rental durations, locating high-value customers, understanding the geographic distribution of Rockbuster's core audience, and comparing sales figures across different regions.

The definitions and descriptions provided in this document serve as a reference for all stakeholders working with the data, ensuring consistency and accuracy throughout the analysis process.

Entity Relationship Diagram (ERD)



Fact Tables

1. payment

Column	Data Type	Description
payment_id	serial	Unique ID for each payment (Primary Key)
customer_id	int2	Refers to the customer who made the payment
staff_id	int2	Refers to the staff who processed the payment
rental_id	int4	Links to the rental related to this payment
amount	numeric	Payment amount
payment_date	timestamp	Date and time of payment

Links to:

Table	Column Name	Join	Description
staff	Staff_id	payment.staff_id = staff.staff_id	Staff ID(PK)
customer	Customer_id	payment.customer_id = customer.customer_id	Customer ID(PK)
rental	Customer_id	payment.customer_id = rental.customer_id	Customer ID(FK)

2. rental

Column	Data Type	Description
rental_id	serial	Unique ID for each rental (Primary Key)
rental_date	timestamp	Date/time the rental started
inventory_id	int4	Refers to the specific copy of a film rented
customer_id	int2	Refers to the customer renting the film
return_date	timestamp	When the film was returned
staff_id	int2	Staff who handled the rental
last_update	timestamp	When the rental record was last updated

Links to:

Table	Column Name	Join	Description
staff	Staff_id	rental.staff_id = staff.staff_id	Staff ID(PK)
customer	Customer_id	rental.customer_id = customer.customer_id	Customer ID(PK)
rental	inventory_id	rental.inventory_id = inventory.inventory_id	Inventory ID(FK)

Links from:

Table	Column Name	Join	Description
payment	Customer_id	rental.customer_id = payment.customer_id	Customer ID(PK)

Dimension Tables

1. actor

Column	Data Type	Description
actor_id	serial	Unique ID for each actor
first_name	varchar	Actor's first name
last_name	varchar	Actor's last name
last_update	timestamp	Last update to actor info

Links from:

Table	Column Name	Join	Description
film_actor	actor_id	actor.actor_id = actor.actor_id	Actor ID(PK, FK)

2. address

Column	Data Type	Description
address_id	serial	Unique address ID
address	varchar	Street address
address2	varchar	Additional address line (optional)
district	varchar	District/region
city_id	int2	Links to city
postal_code	varchar	Zip/postal code
phone	varchar	Phone number
last_update	timestamp	Last update time

Links to:

Table	Column Name	Join	Description
city	City_id	Address.city_id= city.city_id	City ID(PK)

Links from:

Table	Column Name	Join	Description
customer	address_id	address.address_id = customer.address_id	Address ID(FK)
staff	address_id	address.address_id = staff.address_id	Address ID(FK)
store	address_id	address.address_id = store.address_id	Address ID(FK)

3. category

Column	Data Type	Description
category_id	serial	Unique category ID
name	varchar	Category name (e.g., Action, Drama)
last_update	timestamp	Last update time

Links from:

Table	Column Name	Join	Description
Film_category	Category_id	Category.category_id = film_category.category_id	Category ID(PK)

4. city

Column	Data Type	Description
city_id	serial	Unique city ID
city	varchar	City name
country_id	int2	Links to country
last_update	timestamp	Last update time

Links to:

Table	Column Name	Join	Description
country	country_id	City.country_id = country.country_id	Country ID(PK)

Links from:

Table	Column Name	Join	Description
address	city_id	City.city_id = address.city_id	City ID(FK)

5. country

Column	Data Type	Description
country_id	serial	Unique country ID
country	varchar	Country name
last_update	timestamp	Last update time

Links from:

Table	Column Name	Join	Description
city	country_id	Country.country_id = country.country_id	Country ID(FK)

6. customer

Column	Data Type	Description
customer_id	serial	Unique ID for the customer (Primary Key)
store_id	int2	Store associated with the customer
first_name	varchar	Customer's first name
last_name	varchar	Customer's last name
email	varchar	Customer's email address

address_id	int2	Links to customer's physical address
activebool	bool	If the customer is active (true/false)
create_date	date	When the customer account was created
last_update	timestamp	Last updated time
active	int4	Redundant indicator of active status (1/0)

Links to:

Table	Column Name	Join	Description
address	address_id	Customer.address_id = address.address_id	Address ID(PK)

Links from:

Table	Column Name	Join	Description
payment	customer_id	customer.customer_id = payment.customer_id	Customer ID(FK)
rental	customer_id	customer.customer_id = rental.customer_id	Customer ID(FK)

7. film

Column	Data Type	Description
film_id	serial	Unique ID for each film
title	varchar	Film title
description	text	Description of the film
release_year	year	Release year of the film
language_id	int2	Refers to the spoken language
rental_duration	int2	Days the film can be rented
rental_rate	numeric	Price per rental
length	int2	Film length in minutes
replacement_cost	numeric	Cost to replace the film
rating	mpaa_rating	MPAA rating (e.g., PG, R)
last_update	timestamp	Last time record was updated
special_features	text	Special features (commentary, deleted scenes, etc.)
fulltext	tsvector	Search vector for full-text search

Links to:

Table	Column Name	Join	Description
language	language_id	film.language_id = language.language_id	Language ID(FK)

Links from:

Table	Column Name	Join	Description
Film_actor	film_id	film.film_id = film_actor.film_id	Film_ID(PK,FK)
inventory	film_id	film.film_id = inventory.film_id	Film ID(FK)
film_category	film_id	film.film_id = film_category.film_id	Film_ID(PK,FK)

8. film_actor

Column	Data Type	Description
actor_id	int2	Links to actor
film_id	int2	Links to film
last_update	timestamp	Last update time

Links to:

Table	Column Name	Join	Description
actor	actor_id	Film_actor.actor_id = category.category_id	Category ID(PK)
film	Film_id	film_category.film_id = film.film_id	Film ID(PK)

9. inventory

Column	Data Type	Description
inventory_id	serial	Unique ID for inventory item (Primary Key)
film_id	int2	Refers to the film in stock
store_id	int2	Store where the film is held
last_update	timestamp	Last time the inventory record was updated

Links to:

Table	Column Name	Join	Description
film	film_id	Inventory.film_id = film.film_id	Film ID(PK)

Links from:

Table	Column Name	Join	Description
rental	inventory_id	Inventory.inventory_id = rental.inventory_id	Inventory ID(FK)

10. language

Column	Data Type	Description
language_id	serial	Unique language ID
name	bpchar	Language name (fixed-length char)
last_update	timestamp	Last update time

Links from:

Table	Column Name	Join	Description
film	language_id	language.language_id = film.language_id	Language ID(FK)

11. staff

Column	Data Type	Description
staff_id	serial	Unique staff ID (Primary Key)
first_name	varchar	First name of the staff member
last_name	varchar	Last name of the staff member
address_id	int2	Links to staff member's address
email	varchar	Staff email address
store_id	int2	Store the staff works at
active	bool	If the staff member is currently active
username	varchar	Login username
password	varchar	Login password (may be blank/unused)
last_update	timestamp	When staff record was last updated
picture	bytea	Photo of the staff (optional binary)

Links to:

Table	Column Name	Join	Description
address	address_id	staff.address_id = address.address_id	Address ID (PK)

Links from:

Table	Column Name	Join	Description
rental	staff_id	staff.staff_id = rental.staff_id	Staff_ID(PFK)
payment	staff_id	staff.staff_id = payment.staff_id	Address ID(FK)
store	address_id	staff.address_id = store.address_id	AddressID(FK)

12. store

Column	Data Type	Description
store_id	serial	Unique ID for each store
manager_staff_id	int2	Staff member managing the store
address_id	int2	Address of the store
last_update	timestamp	When store info was last updated

Links from:

Table	Column Name	Join	Description
staff	Address_id	store.address_id = staff.address_id	Address ID (FK)
address	Address_id	store.address_id = address.address_id	Address ID(PK)