MET CS 669 DATABASE DESIGN AND IMPLEMENTATION FOR BUSINESS

Term Project: Online DVD Rental Business

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Objective

This document serves as the initial design and implementation of a database for a DVD rental business similar to the DVD rental portion of the business pioneered by Netflix. This document includes a list of business rules, conceptual and logical ERDs, use case executions, and indexes.

TABLE OF CONTENTS

1	Project Description & Business Requirements	3
2	Business Rules	4
3	Conceptual Entity Relationship Diagram	5
4	. Logical Entity Relationship Diagram	6
5	Business Use Cases	7
	5.1 Query for All Movies by a Particular Director	7
	5.2 Query for All Active Customers and Plan Information	8
	5.3 Stored Procedure for Customer Adding a Movie to the Queue	9
	5.4 Query for All Movies a Customer Has Not Yet Rented	11
	5.5 Stored Procedure for Customer Cancelling Membership	12
	5.6 Query for Sold Out Movies	.14
	5.7 Query for the Plan with the Most Customers Enrolled	15
	5.8 Query for Customers Who Rented Movie More Than Once	16
	5.9 Query for All Movies and Number of Unique Renters	17
6	. Indexes	18
	6.1 Customer ID Index	18
	6.2 Rental ID Index	19
	6.3 Customer State Index	20
7	. Appendix	21
	7.1 Plan_Info Table Data	21
	7.2 Customer Table Data	21
	7.3 Fee Table Data	21
	7.4 Movie_Director Table Data	22
	7.5 Movie_Genre Table Data	.22
	7.6 Movie Table Data	
	7.6 MOVIE Table Data	.23
	7.7 Queue_Item Table Data	
		24

1. Project Description & Business Requirements

This project is to design a database for a DVD rental business such as Netflix.com. The store rents DVDs online. The customer business model is illustrated below:



In order to rent a movie, a person must be enrolled at the online store. There are two different membership programs. As quoted from Netflix:

"With Netflix you can rent as many DVDs from the comfort of your home and have them delivered to your door in about 1 business day. There are no late fees and no due dates, and shipping is free both ways. Programs start at \$11.99 plus any applicable tax. With our most popular program, 3-at-a-time, you can rent as many DVDs as you want for just \$17.99 a month. You keep a revolving library of up to three DVDs at a time and can exchange them for new available DVDs as often as you like. Our 2-at-a-time program (limit 4 DVDs per month) is \$11.99 plus any applicable tax per month."

(From http://www.netflix.com)

Below is an example use case to aid in understanding the Netflix operation:

- 1. A customer signs up for the 3-at-a-time program.
- 2. The same customer adds 10 movies to their gueue.
- 3. Netflix mails to the customer the first three movies in their queue.
- 4. The customer watches and returns the first movie to Netflix.
- 5. Netflix mails out the next movie in the queue to the customer, which is the fourth movie added to the queue in Step #3.
- 6. The customer closes their account, but only returns two of the three movies the customer has at home.
- 7. Netflix charges the customer \$25 for the missing movie.

The database will store membership information for each person, the movies she/he rented, movies in the queue to be rented, when were these movies returned, and so on. The rental history is used for two purposes:

- To give employees a basis to work from when they are asked what movie the customer has rented out or if it was lost in mail
- To determine if the movie was never mailed back by the customer

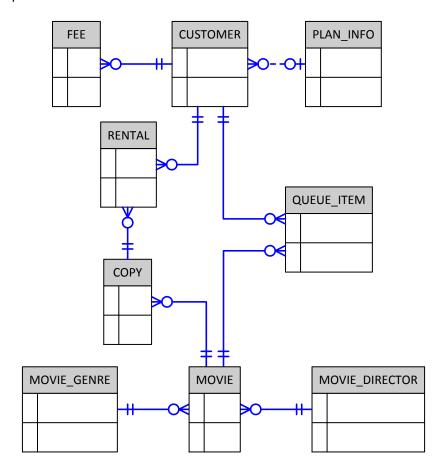
2. Business Rules

Below is a list of business rules used to create the initial database model derived from the problem statement described in <u>Part 1</u>:

- 1. Each customer can subscribe to zero or one plans; each plan is subscribed to by zero to many customers.
- 2. Each customer can make zero to many rentals; each rental must be made by one and only one customer.
- 3. Each customer can be charged zero to many fees; each fee must be charged to one and only one customer.
- 4. Each rental must be of one and only one copy of a movie; each copy of a movie can belong to zero to many rentals.
- 5. Each customer can queue zero to many movies; each movie can be queued by zero to many customers.
- 6. Each copy is of one and only one movie; each movie can have zero to many copies.
- 7. Each movie must have one and only one genre; each genre can belong to zero to many movies.
- 8. Each movie must be directed by one and only one director; each director can direct zero to many movies.

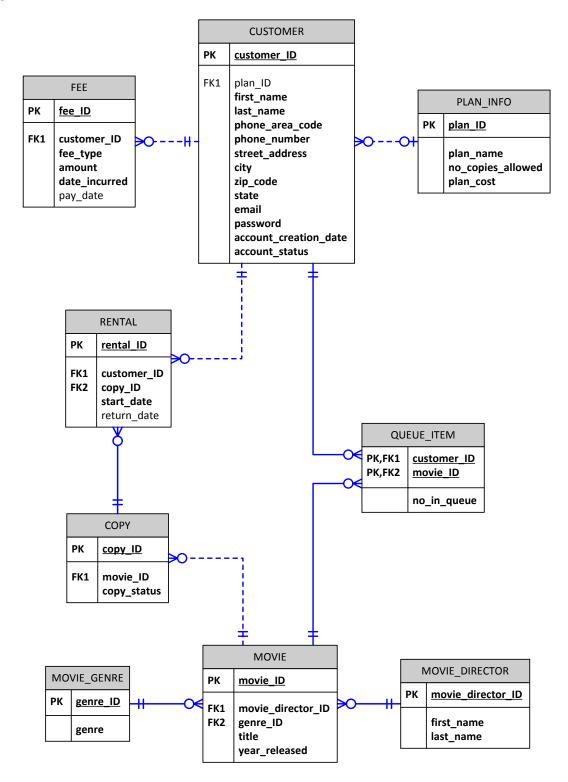
3. Conceptual Entity Relationship Diagram

Below is a Conceptual ERD for the DVD rental database:



4. Logical Entity Relationship Diagram

Below is a Logical ERD for the DVD rental database including attributes, primary key and foreign key designations, and normalization:

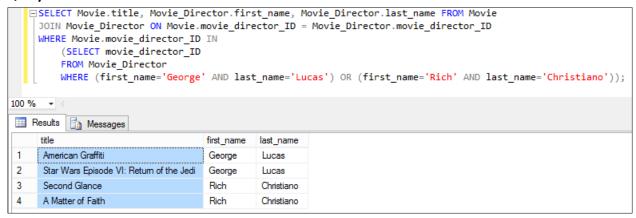


5. Business Use Cases

5.1 Query for All Movies by a Particular Director

Use Case Description:

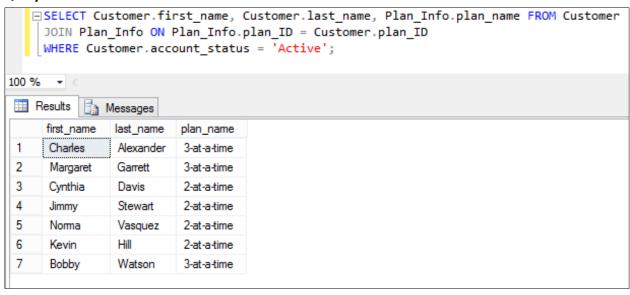
A customer requests the titles of all movies that are directed by "George Lucas" or by "Rich Christiano".



5.2 Query for All Active Customers and Plan Information

Use Case Description:

Management requests the names of all currently active customers, as well as the name of the current plan in which each of these customers is enrolled.



5.3 Stored Procedure for Customer Adding a Movie to the Queue

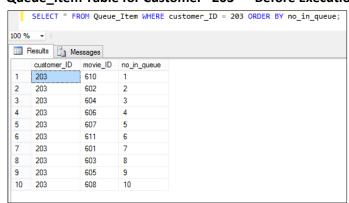
Use Case Description:

A customer wants to add a movie to their queue so that the newly added movie will be the next movie they receive.

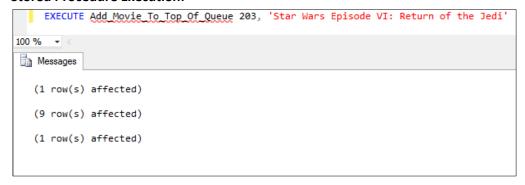
Stored Procedure Creation:

```
CREATE PROCEDURE Add_Movie_To_Top_Of_Queue -- Add Movie to Top of the Queue Procedure (Use Case #3)
        @customer_id_ang_DECIMAL, -- The Customer ID parameter
@movie_title_VARCHAR(255) -- The Movie Title parameter
   BEGIN
        DECLARE @movie_id DECIMAL; -- Variable to store Movie ID
       SET @movie_id = (SELECT movie_id FROM Movie WHERE Movie.title = @movie_title); -- Set Movie ID variable equal to Movie ID
                                                                                      -- of the Movie Title customer entered
        DECLARE @no_in_queue DECIMAL; -- Variable to store number of movies currently in the queue
        SET @no_in_queue = (SELECT COUNT(*) FROM Queue_Item WHERE customer_ID = @customer_id_arg); -- Get the number of items currently in Queue
        DELETE FROM Queue_Item WHERE customer_ID = @customer_id_arg AND no_in_queue = 10; -- Delete the 10th item in the queue
        END
        UPDATE Queue Item SET Queue Item.no in queue = Queue Item.no in queue + 1 WHERE Queue Item.customer ID = @customer id arg;
           -- Update all the currently existing queue items' numbers in the queue + 1
       INSERT INTO Queue Item -- Insert new Movie into the top of the Queue
            customer_ID,
            movie_ID,
           no_in_queue
            @customer_id_arg,
            @movie id,
  END;
100 % ▼ <
  Command(s) completed successfully.
```

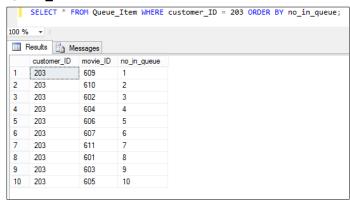
Queue Item Table for Customer "203" - Before Execution:



Stored Procedure Execution:



Queue_Item Table for Customer "203" - After Execution:



5.4 Query for All Movies a Customer Has Not Yet Rented

Use Case Description:

A customer requests the titles of all the DVDs that he or she has not rented.

```
□ SELECT Movie.title FROM Movie
     WHERE Movie.movie ID NOT IN (SELECT Copy.movie ID FROM Copy
                                     WHERE Copy.copy_ID IN (SELECT Rental.copy_ID FROM Rental
                                                               WHERE Rental.customer_ID = 201));
100 % - <
Results
           Messages
     rented_movie_titles
     Heat
 2
      Unforgiven
 3
      Match Point
     Marie Antoinette
      Spider-Man
      Star Wars Episode VI: Return of the Jedi
      A Matter of Faith
```

5.5 Stored Procedure for Customer Cancelling Membership

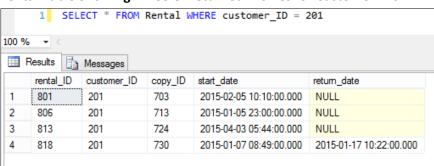
Use Case Description:

A customer cancels their membership and does not return a rented DVD, necessitating that a \$25 DVD replacement fee be charged to their account. When a customer cancels their membership, they become inactive, but their DVD queue and rental history remains in the database, in the event they return as a customer.

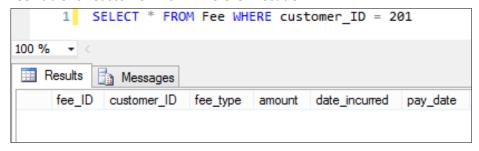
Stored Procedure Creation:

```
CREATE PROCEDURE Cancel Membership -- Cancel Membership Procedure (Use Case #5)
                                               -- The Customer ID parameter
              @customer_id_arg DECIMAL
         BEGIN
              UPDATE Customer SET account_status = 'inactive' WHERE Customer.customer_ID = @customer_id_arg; -- Set the account to Inactive
              DECLARE @no_unreturned DECIMAL; -- Variable to hold the number of rentals unreturned
              SET @no_unreturned = (SELECT COUNT(*) FROM Rental WHERE return_date IS NULL AND customer_ID = @customer_id_arg);
                  -- Set the number of unreturned rentals equal to the number of rentals where there is no return date for given customer
    10
    11
              DECLARE @new_fee_ID DECIMAL; -- Variable to hold the new FEE UID
    12
              SET @new_fee_ID = (SELECT MAX(Fee.fee_ID) + 1 FROM Fee);
                                                                            -- Add one to the current maximum fee UID to use a next ID to insert
     13
    14
              \label{eq:declare_energy}  \mbox{DECLARE @new\_fee\_amount DECIMAL } (6,2); \mbox{ -- Variable to hold the new Fee Amount} 
    15
              SET @new_fee_amount = 25.00 ^{\circ} @no_unreturned -- Multiply the $25 fee times the number of unreturned movies
    16
    17
              INSERT INTO Fee -- Insert into the Fee table
    18
    19
                  fee ID,
    20
                  customer ID,
    21
                  fee type,
    22
    23
                  date_incurred,
    24
                  pay_date
    25
    26
              VALUES
    27
                  @new_fee_ID,
    28
    29
                  @customer_id_arg,
    30
                  'Unreturned Movie Fee'.
    31
                  @new fee amount.
    32
     33
                  NULL
     34
     35
         END:
100 %
  Command(s) completed successfully.
```

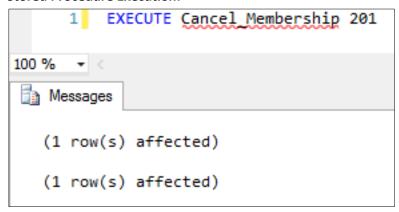
Rental Table Showing Three Unreturned Movies for Customer "201":



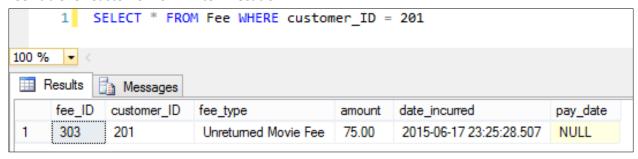
Fee Table for Customer "201" – Before Execution:



Stored Procedure Execution:



Fee Table for Customer 201 – After Execution



5.6 Query for Sold Out Movies

Use Case Description:

Management requests the names of all movies that are currently sold out. A movie is sold out if all copies of the movie are currently rented and not yet returned.

5.7 Query for the Plan with the Most Customers Enrolled

Use Case Description:

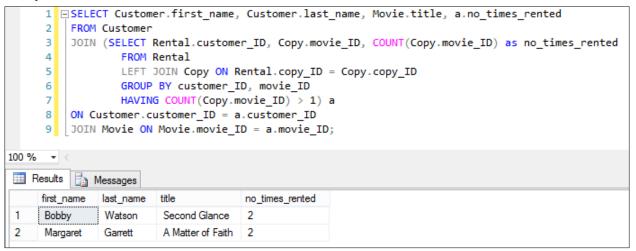
Management requests identification of the plan with the most customer enrollees, and for that plan, the name, number of DVDs allowed at one time, and the number of customer enrollees.

```
1 ☐ SELECT Plan_info.plan_name, Plan_Info.no_copies_allowed, SS2.number_enrolled
         FROM Plan_Info
     3
         JOIN
     4
             (SELECT plan_id, COUNT(plan_ID) as number_enrolled
     5
             FROM Customer
     6
             GROUP BY plan_id
             HAVING COUNT(plan_ID) = (SELECT MAX(SS1.plan_count)
                                     FROM (SELECT plan_ID, COUNT(plan_ID) as plan_count
     8
                                             FROM Customer
    10
                                             GROUP BY plan ID) SS1)) SS2
        ON Plan_Info.plan_ID = SS2.plan_ID
    11
    12
    13 -- SS1 retrieves the plan_ID and number of customers enrolled in each plan
         -- SS2 retrieves the Maximum number of customers enrolled
        -- The joined table retrieives the plan ID and the number of enrollees
    15
    16
                  -- where the count of enrollees is equal to the maximum found in SS2
100 % +
Results 🔓 Messages
                              number_enrolled
               no_copies_allowed
     plan_name
    2-at-a-time
```

5.8 Query for Customers Who Rented Movie More Than Once

Use Case Description:

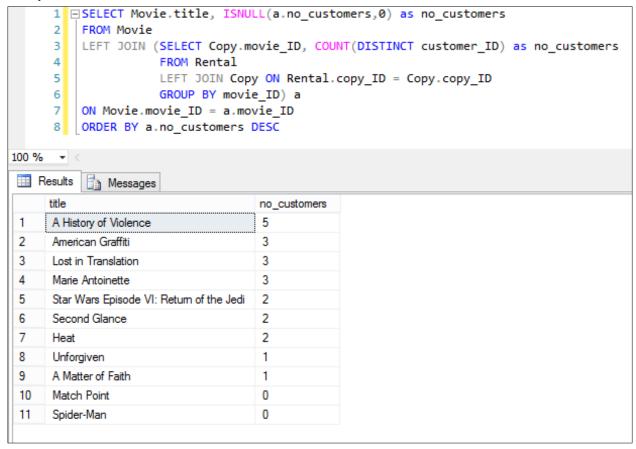
Management requests the names of all customers, and for each customer, the titles of the movies that they rented multiple times. For each title, management would like to see the number of times it was rented by the customer, only including titles that the customer rented more than once. If a customer has no rentals, or did not rent any movies multiple times, management does not want to see them in the list.



5.9 Query for All Movies and Number of Unique Renters

Use Case Description:

Management requests the titles of all movies, and for each movie, the number of different customers that rented the movie. They would like the list to be ordered from the highest number of different rentals to the lowest number. Multiple rentals of the same movie by the same customer only count as one unique rental. Management is interested in the number of different customers that rented the movie, but not whether the same customer rented the same movie more than once.



6. Indexes

6.1 Customer ID Index

Index Description:

The first index is on the customer_ID foreign key in the Rental table. It is obvious that Netflix would be very interested in which customers belong to which rentals. It is likely that Netflix leadership and customers will utilize several queries (as evident by the use cases above) that involve tracking the customer to rentals. For example, Netflix leadership would want to track the activeness of each customer to incentivize those that use the system less or reward more frequent customers. Customers, on the other hand, would be very interested in seeing their rental history. Indexing this column would help speed up these queries because instead of scanning the entire table for a particular set of customer_IDs, the query can just look to the index. Besides being a foreign key, customer_ID makes a strong candidate for an index because the Rental table will contain a vast amount of data and the customer_ID data will exhibit high sparsity. It is a non-unique index because customer_ID will repeat many times in the Rental table when the customer rents more than one movie.

Index Execution:

```
CREATE INDEX rental_customer_index
ON Rental (customer_ID)

Messages
Command(s) completed successfully.
```

6.2 Rental ID Index

Index Description:

The second index is on the copy_ID foreign key in the Rental table. Similarly, to related customer data, Netflix would be very interested in which copies belong to which rentals. It is likely that Netflix leadership will utilize several queries (as evident by the use cases above) that involve tracking the copy to rentals. For example, Netflix leadership may want to replace a particular copy of a movie if it has been rented extensively and physically worn down. Indexing this column would help speed up these queries because instead of scanning the entire table for a particular set of copy_IDs, the query can just look to the index. Besides being a foreign key, copy_ID makes a strong candidate for an index because the Rental table will contain a vast amount of data and the copy_ID data will exhibit high sparsity. It is a non-unique index because copy_ID will repeat many times in the Rental table when a particular copy is rented by many customers throughout its lifecycle.

Index Execution:

```
1 CREATE INDEX rental_copy_index
2 ON Rental (copy_ID)

100 % 

Messages
Command(s) completed successfully.
```

6.3 Customer State Index

Index Description:

The third index is on the state attribute of the Customer table. Netflix leadership and marketing teams would be interested in which states their customers live in. It is likely that Netflix leadership will utilize several queries that involve customer demographics. For example, Netflix leadership may want to advertise more in regions where there are less customers in order to gain customers for that region. Indexing this column would help speed up these queries because instead of scanning the entire table for a particular set of states, the query can just look to the index. State makes a strong candidate for an index because the Customer table will contain a vast amount of data and state data will exhibit high sparsity. It is a non-unique index because states will repeat many times in the Customer table when there are multiple customers from the same state.

Index Execution:

```
1 CREATE INDEX customer_state_index
2 ON Customer (state)

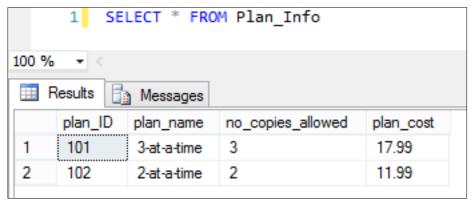
100 % 

Messages

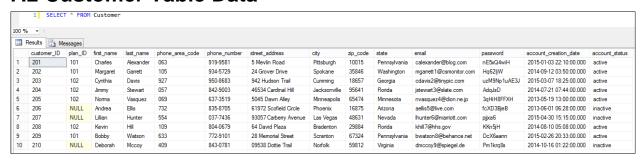
Command(s) completed successfully.
```

7. Appendix

7.1 Plan_Info Table Data



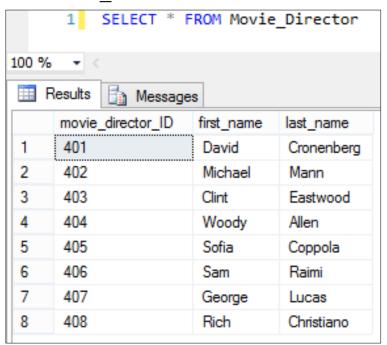
7.2 Customer Table Data



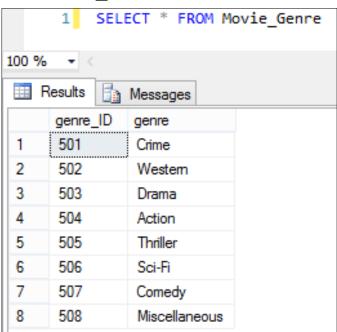
7.3 Fee Table Data



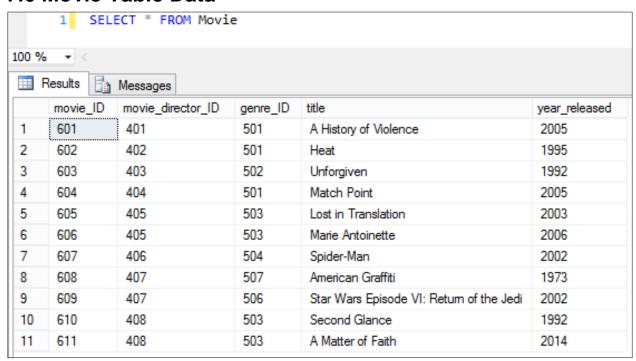
7.4 Movie_Director Table Data



7.5 Movie_Genre Table Data



7.6 Movie Table Data



7.7 Queue_Item Table Data

1 SELECT * FROM Queue_Item									
100 % -									
Results Messages									
			no in gueus						
1	customer_ID		no_in_queue						
2	201	602 604	2						
3	201	606	3						
4			4						
	201	608	-						
5	202	602	1						
6	203	601	7						
7	203	602	2						
8	203	603	8						
9	203	604	3						
10	203	605	9						
11	203	606	4						
12	203	607	5						
13	203	608	10						
14	203	610	1						
15	203	611	6						
16	205	601	1						
17	205	603	2						
18	205	605	3						
19	208	601	2						
20	208	602	4						
21	208	603	6						
22	208	604	8						
23	208	607	7						
24	208	608	5						
25	208	609	3						

7.8 Copy Table Data

1 SELECT * FROM Copy									
100 % • <									
iii F	Results 📑	Messages							
	copy_ID	movie_ID	copy_status						
1	701	601	Available						
2	702	601	Available						
3	703	601	Rented						
4	704	601	Rented						
5	705	601	Rented						
6	706	602	Rented						
7	707	602	Available						
8	708	603	Rented						
9	709	603	Available						
10	710	603	Available						
11	711	604	Available						
12	712	604	Available						
13	713	605	Rented						
14	714	605	Rented						
15	715	605	Rented						
16	716	606	Available						
17	717	606	Rented						
18	718	606	Rented						
19	719	606	Available						
20	720	606	Rented						
21	721	607	Available						
22	722	607	Available						
23	723	608	Rented						
24	724	608	Rented						
25	725	608	Rented						
26	726	609	Rented						
27	727	609	Rented						
28	728	610	Rented						
29	729	610	Available						
30	730	610	Available						
31	731	610	Available						
32	732	611	Available						
33	733	611	Available						

7.9 Rental Table Data

	1 SELECT * FROM Rental								
100 % - <									
Results Messages									
	rental_ID	customer_ID	copy_ID	start_date	retum_date				
1	801	201	703	2015-02-05 10:10:00.000	NULL				
2	802	202	704	2014-10-15 18:24:00.000	NULL				
3	803	203	705	2015-04-03 01:26:00.000	NULL				
4	804	203	706	2015-04-08 03:33:00.000	NULL				
5	805	204	708	2014-08-22 19:20:00.000	NULL				
6	806	201	713	2015-01-05 23:00:00.000	NULL				
7	807	202	714	2014-12-25 13:13:00.000	NULL				
8	808	205	715	2014-07-19 07:19:00.000	NULL				
9	809	205	717	2014-08-15 11:21:00.000	NULL				
10	810	208	718	2014-09-15 10:19:00.000	NULL				
11	811	209	720	2015-02-27 06:06:00.000	NULL				
12	812	204	723	2014-11-21 02:59:00.000	NULL				
13	813	201	724	2015-04-03 05:44:00.000	NULL				
14	814	202	725	2015-01-01 11:06:00.000	NULL				
15	815	208	726	2015-06-03 21:22:00.000	NULL				
16	816	209	727	2015-05-09 15:17:00.000	NULL				
17	817	209	728	2015-03-17 14:48:00.000	NULL				
18	818	201	730	2015-01-07 08:49:00.000	2015-01-17 10:22:00.000				
19	819	202	732	2014-10-14 12:56:00.000	2014-10-19 17:17:00.000				
20	820	202	733	2014-11-21 07:08:00.000	2014-11-28 03:22:00.000				
21	821	204	702	2014-07-28 16:00:00.000	2014-08-18 12:28:00.000				
22	822	205	701	2014-03-03 09:15:00.000	2014-05-03 09:34:00.000				
23	823	208	707	2014-08-11 10:20:00.000	2014-08-28 18:27:00.000				
24	824	209	731	2015-04-10 19:27:00.000	2015-04-19 19:53:00.000				