

Customer:

- cust_id serves as the main single identifier of customers across all tables
- specific identifiers like first and last name can serve as fields for marketing communications about tickets they have purchased

Tickets:

- Using cust_id as a foreign key from the customer allows us to identify who as bought what ticket ther purchased, when they purchased the ticket, and the total cost of their ticket they purchased. The boolean value is_child_ticket is an identifier that could be used to understand the purchase habits of the customer

Concessions:

- Using foreign key cust_id we are able to identify all of the customers purchasing habits after purchasing a ticket

Movie:

- Using the foreign key ticket_id allows us to track back to the tickets table to identify who purchased the ticket using the foreign key cust_id. I applied start_time to help identify prime hours for each customer, and genre to identify the customers preferences

