ROCKBUSTER STEALTH LLC
DATA DICTIONARY

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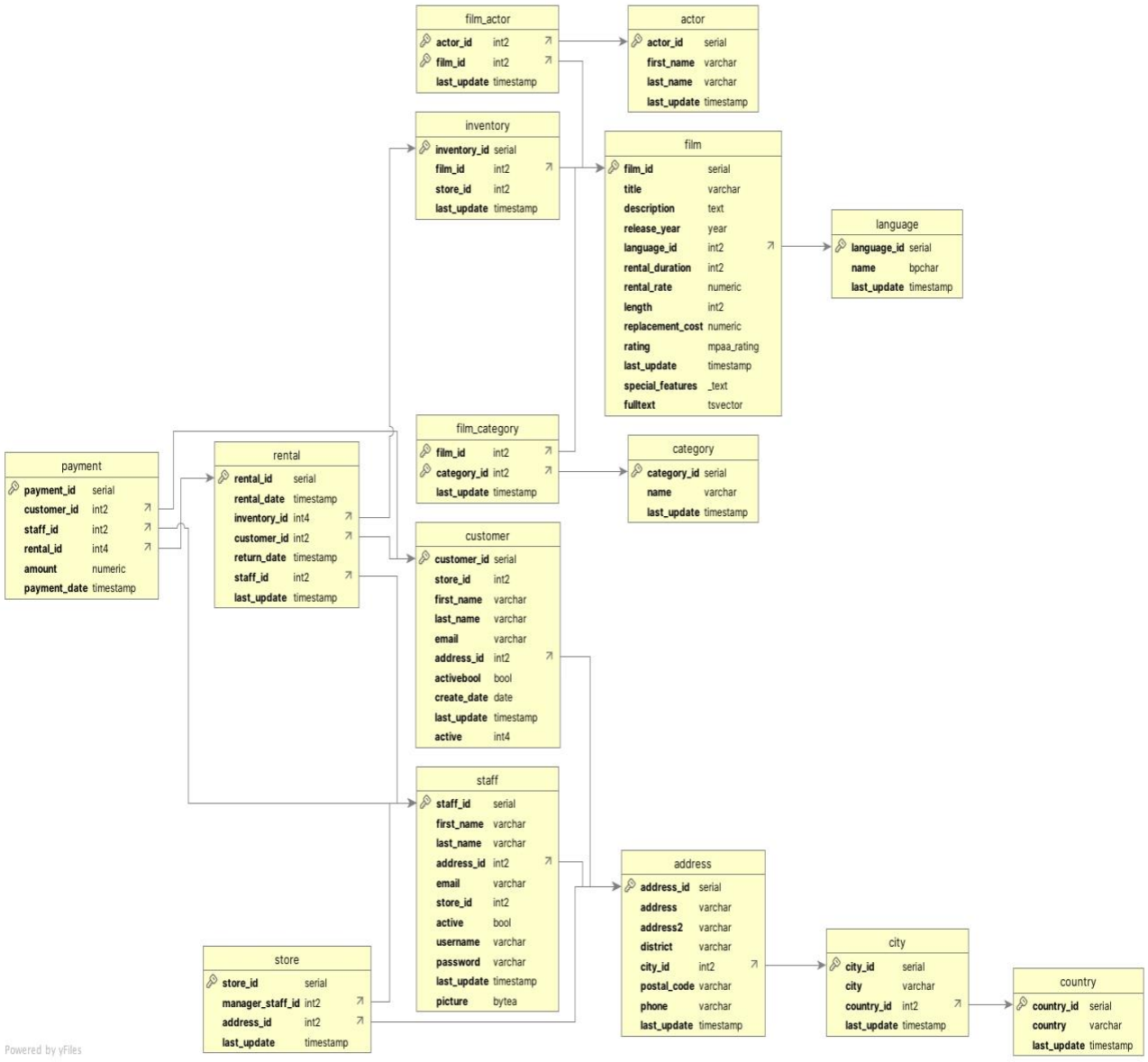
Introduction

Rockbuster Stealth LLC is a film rental service that once operated physical stores globally. In response to the fast-changing landscape of digital entertainment and the growing competition from streaming platforms such as Netflix and Amazon Prime, Rockbuster is transitioning to an online rental model, making use of its existing movie licenses.

This data dictionary is designed to support a data analysis project that will inform this strategic transition. The analysis will concentrate on pinpointing both the top and bottom performing rental films, assessing average rental durations, identifying high-value customers, analyzing the geographic distribution of Rockbuster's main audience, and comparing sales across various regions.

The definitions and explanations included in this document will serve as a valuable resource for all stakeholders involved with the data, ensuring uniformity and precision throughout the analysis.

Entity Relationship Diagram



Rockbuster Data Dictionary

Fact Tables: payment, rental
Dimension Tables: film_actor, inventory, film_category, customer, staff, store
Sub-Dimension Tables: actor, film, category, address, language, city, country

1. FACT TABLES

Fact Table: payment

Columns	Data Type	Description
payment_id	serial	Unique ID for payments
customer_id	int2	Customer ID
staff_id	int2	Staff ID/ 2-byte integer
rental_id	int4	Unique ID for rentals
amount	numeric	Amount paid
payment_date	timestamp	Payment date and time

Links to:

Table	Join
rental	INNER JOIN payment D ON C.rental_id = D.rental_id
customer	INNER JOIN payment D ON C.customer_id = D.customer_id
rental	LEFT JOIN payment D ON C.rental_id = D.rental_id
customer	Customer INNER JOIN payment E ON a.customer_id = E.customer_id
rental	INNER JOIN payment P ON R.rental_id = P.rental_id
customer	INNER JOIN payment P ON A.customer_id = P.customer_id

Links from: Does not link from any other table

Unique Keys

Column	Key Type
payment_id	Primary Key
customer_id	Foreign Key
staff_id	Foreign Key
rental_id	Foreign Key

Fact Table: rental

Columns	Data Type	Description
rental_id	serial	Unique ID for rentals
rental_date	timestamp	Rental date and time
Inventory_id	int4	Inventory ID
customer_id	int2	Customer ID
return_date	timestamp	Time & date when film was returned
staff_id	int2	Staff ID
last_update	timestamp	Time and date of the last update

Links to:

Table	Join
inventory	INNER JOIN rental C ON B.inventory_id = C.inventory_id
inventory	LEFT JOIN rental C ON B.inventory_id = C.inventory_id
customer	INNER JOIN rental R ON A.customer_id = R.customer_id

Links from:

Table	Join
payment	INNER JOIN payment D ON C.rental_id = D.rental_id
payment	LEFT JOIN payment D ON C.rental_id = D.rental_id

Unique Keys

Column	Key Type
rental_id	Primary Key
inventory_id	Foreign Key
customer_id	Foreign Key

2. DIMENSION TABLES

Dimension Table: film_actor

Columns	Data Type	Description
actor_id	int2	Actor ID
film_id	int2	Film ID
last_update	timestamp	Time and date of the last update

Links to: Does not link to any other table

Links from: Does not link from any other table

Unique Keys

Column	Key Type
actor_id	Primary Key
film_id	Primary Key

Dimension Table: inventory

Columns	Data Type	Description
inventory_id	serial	Inventory ID
film_id	int2	Film ID
store_id	int2	Store ID
last_update	timestamp	Time and date of the last update

Links to:

Table	Join
film	INNER JOIN inventory B ON A.film_id = B.film_id
inventory	INNER JOIN inventory I ON R.inventory_id = I.inventory_id

Links from:

Table	Join
rental	INNER JOIN rental C ON B.inventory_id = C.inventory_id
rental	LEFT JOIN rental C ON B.inventory_id = C.inventory_id

Unique Keys

Column	Key Type
inventory_id	Primary Key
film_id	Foreign Key

Dimension Table: film_category

Columns	Data Type	Description
film_id	int2	Film ID
category_id	int2	Category ID
last_update	timestamp	Time and date of the last update

Links to:

Table	Join
film	INNER JOIN film_category E ON A.film_id = E.film_id

Links from:

Table	Join
category	INNER JOIN category FC ON E.category_id = FC.category_id

Unique Keys

Column	Key Type
film_id	Primary Key
category_id	Foreign Key

Dimension Table: customer

Columns	Data Type	Description
customer_id	serial	Customer ID
store_id	int2	Store ID
first_name	varchar	Customer first name
last_name	varchar	Customer last name
email	varchar	Customer email address
address_id	int2	Customer address ID
activebool	bool	Active Customer
create_date	date	Date and time joined
last_update	timestamp	Time and date of the last update
active	int4	Active Customer

Links to:

Table	Join
payment	INNER JOIN payment E ON a.customer_id = E.customer_id
payment	INNER JOIN payment P ON A.customer_id = P.customer_id

Links from:

Table	Join
country	LEFT JOIN top_5_customers AS top_5 ON D.country = top_5.country

Unique Keys

Column	Key Type
customer_id	Primary Key
store_id	Foreign Key
address_id	Foreign Key

Dimension Table: staff

Columns	Data Type	Description
staff_id	serial	Staff member ID
first_name	varchar	Staff member first name
last_name	varchar	Staff member last name
address_id	int2	Staff member address ID
email	varchar	Staff member email
store_id	int2	Store ID
active	bool	Active staff member
username	varchar	Staff member username
password	varchar	Staff member password
last_update	timestamp	Time and date of the last update
picture	bytea	Staff member photo

Links to: Does not link to any other table

Links from: Does not link from any other table

Unique Keys

Column	Key Type
staff_id	Primary Key
address_id	Foreign Key
store_id	Foreign Key

Dimension Table: store

Columns	Data Type	Description
store_id	serial	Store ID
manager_staff_id	int2	Manager Staff ID
address_id	int2	Address ID
last_update	timestamp	Time and date of the last update

Links to: Does not link to any other table

Links from: Does not link from any other table

Unique Keys

Column	Key Type
store_id	Primary Key
manager_staff_id	Foreign Key
address_id	Foreign Key

3. SUB-DIMENSION TABLES

Sub-Dimension Table: actor

Columns	Data Type	Description
actor_id	serial	Actor ID
first_name	varchar	Actor first name
last_name	varchar	Actor last name
last_update	timestamp	Time and date of the last update

Links to: Does not link to any other table

Links from: Does not link from any other table

Unique Keys

Column	Key Type
actor_id	Primary Key

Sub-Dimension Table: film

Columns	Data Type	Description
film_id	**serial**	**Film ID**
title	**varchar**	**Film name**
description	**text**	**Film description**
release_year	**year**	**Film release year**
language_id	**int2**	**Film language ID**
rental_duration	**int2**	**Film rental duration**
rental_rate	**numeric**	**Cost to rent film**
length	**int2**	**Film length (minutes)**
replacement_cost	**numeric**	**Cost to replace film**
rating	**mpaa_rating**	**Film rating (stars)**
last_update	**timestamp**	**Time and date of the last update**
special_features	**_text**	**Special features of the film**
fulltext	**tsvector**	**Keywords that describe what the film features**

Links to:

Table	Join
inventory	INNER JOIN film F ON I.film_id = F.film_id

Links from:

Table	Join
film_category	INNER JOIN film_category E ON F.film_id = E.film_id

Unique Keys

Column	Key Type
film_id	Primary Key
language_id	Foreign Key

Sub-Dimension Table: category

Columns	Data Type	Description
category_id	serial	Category ID
name	varchar	Genre
last_update	timestamp	Time and date of the last update

Links to:

Table	Join
film_category	INNER JOIN category F ON E.category_id = F.category_id
film_category	INNER JOIN category FC ON E.category_id = FC.category_id

Links from: Does not link from any other table

Unique Keys

Column	Key Type
category_id	Primary Key

Sub-Dimension Table: address

Columns	Data Type	Description
address_id	**serial**	**Address ID**
address	**varchar**	**Street number & name**
address2	**varchar**	**(optional)**
district	**varchar**	**District/ State/ Region**
city_id	**int2**	**City ID**
postal_code	**varchar**	**Zip code**
phone	**varchar**	**Phone number**
last_update	**timestamp**	**Time and date of the last update**

Links to:

Table	Join
customer (A)	INNER JOIN address B ON A.address_id = B.address_id

Links from: Does not link from any other table

Unique Keys

Column	Key Type
address_id	Primary Key
city_id	Foreign Key

Sub-Dimension Table: language

Columns	Data Type	Description
language_id	**serial**	**Language ID**
name	**bpchar**	**Original language of film**
last_update	**timestamp**	**Time and date of the last update**

Links to: Does not link to any other table

Links from: Does not link from any other table

Unique Keys

Column	Key Type
language_id	Primary Key

Sub-Dimension Table: city

Columns	Data Type	Description
city_id	**serial**	**City ID**
city	**varchar**	**City name**
country_id	**int2**	**Country ID**
last_update	**timestamp**	**Time and date of the last update**

Links to:

Table	Join
address (B)	INNER JOIN city C ON B.city_id = C.city_id

Links from: Does not link from any other table

Unique Keys

Column	Key Type
city_id	Primary Key
country_id	Foreign Key

Sub-Dimension Table: country

Columns	Data Type	Description
country_id	**serial**	**Country ID**
country	**varchar**	**Country name**
last_update	**timestamp**	**Time and date of the last update**

Links to:

Table	Join
city	INNER JOIN country D ON C.country_id = D.country_id
customer	LEFT JOIN top_5_customers AS top_5 ON D.country = top_5.country

Links from: Does not link from any other table

Unique Keys

Column	Key Type
country_id	Primary Key