

# ROCKBUSTER STEALTH LLC

*Data Dictionary*

## 3.10 PRESENTING SQL RESULTS

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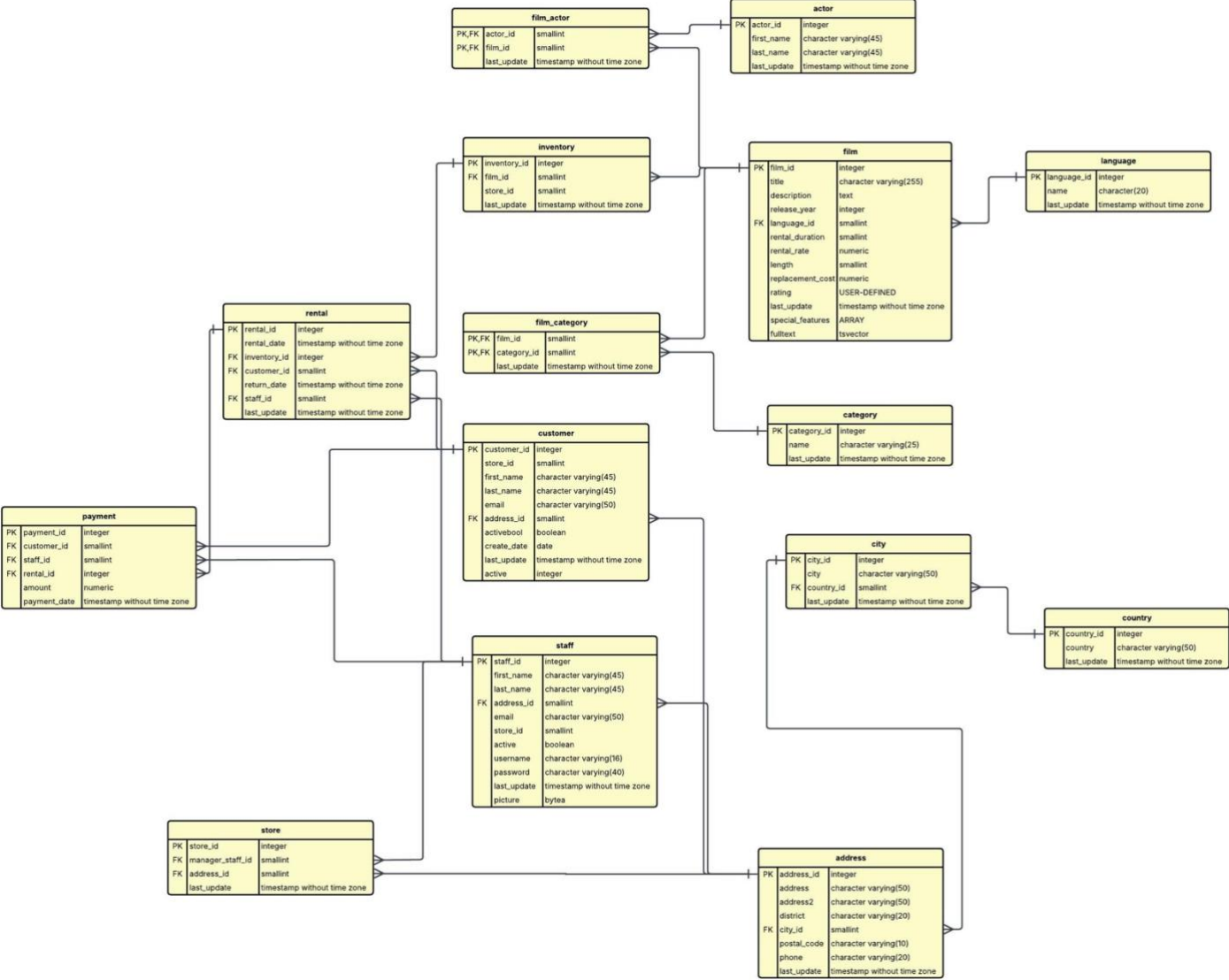
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# 1.PROJECT MISSION STATEMENT

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The mission of this data analysis for Rockbuster Stealth LLC is to provide comprehensive insights into sales performance, customer demographics, and product efficiency in order to support data-driven decision-making. By identifying sales trends, understanding customer behaviors, and evaluating product contributions, the analysis aims to optimize inventory management, enhance operational efficiency, and refine strategic initiatives. Through detailed reporting and visualization, the goal is to empower the company with actionable information that drives sustainable growth and long-term success.

# 2.ENTITY RELATIONSHIP DIAGRAM



## 3.FACT TABLES

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### 3.1. Payment Table

Columns	Unique Key	Connections	Data Type	Description
payment_id	Primary Key		Integer	Unique ID for payments
customer_id	Foreign Key	Customer Table, Rental Table	Smallint	Unique Customer ID
staff_id	Foreign Key	Staff Table	Smallint	Unique Staff ID
rental_id	Foreign Key	Rental Table	Integer	Unique ID for rental
amount			Numeric	Amount paid
payment_date			Timestamp without timezone	Payment date and time

### 3.2 Rental Table

Columns	Unique Key	Connections	Data Type	Description
rental_id	Primary Key	Payment Table	Integer	Unique ID for rental
rental_date			Timestamp without timezone	Rental date and time
inventory_id	Foreign Key	Inventory Table	Integer	Inventory ID
customer_id	Foreign Key	Customer Table	Smallint	Unique Customer ID
return_date			Timestamp without timezone	Date and time when the film was returned
staff_id	Foreign Key	Staff Table	Smallint	Unique Staff ID
last_update			Timestamp without timezone	Time and date of the last update

## 4.DIMENSION TABLES

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### 4.1. Staff Table

Columns	Unique Key	Connections	Data Type	Description
staff_id	Primary Key	Payment Table, Rental Table, Store Table	Integer	Unique Staff ID
first_name			Character Varying (45)	Staff member's first name
last_name			Character Varying (45)	Staff member's last name
address_id	Foreign Key	Address Table, Store Table	Smallint	Staff member's address
email			Character Varying (50)	Staff member's email address
store_id			Smallint	Store ID
active			Boolean	Active staff member? T or F
username			Character Varying (16)	Username
password			Character Varying (40)	Password
last_update			Timestamp without timezone	Time and date of the last update
picture			Bytea	Photo of the staff member

## 4.2. Customer Table

Columns	Unique Key	Connections	Data Type	Description
customer_id	Primary Key	Payment Table, Rental Table, Address Table	Integer	Customer ID
store_id			Smallint	Store ID
first_name			Character Varying (45)	Customer's first name
last_name			Character Varying (45)	Customer's last name
email			Character Varying (50)	Customer's email address
address_id	Foreign Key	Address Table	Smallint	Customer's address
activebool			Boolean	Active customer? T or F
create_date			Date	Date and time when customer joined
last_update			Timestamp without timezone	Time and date of the last update
active			Integer	Binary

## 4.3. Inventory Table

Columns	Unique Key	Connections	Data Type	Description
inventory_id	Primary Key	Rental Table	Integer	Inventory ID
film_id	Foreign Key	Film Table	Smallint	Film ID
store_id			Smallint	Store ID
last_update			Timestamp without timezone	Time and date of the last update

#### 4.4. Film Actor Table

Columns	Unique Key	Connections	Data Type	Description
actor_id	Primary Key, Foreign Key	Actor Table	Smallint	Actor ID
film_id	Primary Key, Foreign Key	Film Table, Film_category Table, Inventory Table	Smallint	Film ID
last_update			Timestamp without timezone	Time and date of the last update

#### 4.5. Film Category Table

Columns	Unique Key	Connections	Data Type	Description
film_id	Primary Key, Foreign Key	Film Table, Inventory Table, Film_actor Table	Smallint	Film ID
Category_id	Primary Key, Foreign Key	Category Table	Smallint	Category ID
last_update			Timestamp without timezone	Time and date of the last update



#### 4.6. Store Table

Columns	Unique Key	Connections	Data Type	Description
store_id	Primary Key	Staff Table	Integer	Store ID
manager_staff_id	Foreign Key	Staff Table	Smallint	Staff Manager ID
address_id	Foreign Key	Address Table, Staff Table	Smallint	Address ID
last_update			Timestamp without timezone	Time and date of the last update

#### 4.7. Actor Table

Columns	Unique Key	Connections	Data Type	Description
actor_id	Primary Key	Film_actor Table	Integer	Actor ID
first_name			Character Varying (45)	Actor's first name
last_name			Character Varying (45)	Actor's last name
last_update			Timestamp without timezone	Time and date of the last update

#### 4.8. Film Table

Columns	Unique Key	Connections	Data Type	Description
film_id	Primary Key	Film_actor Table, Inventory Table, Film_id Table	Integer	Film ID
title			Character Varying (255)	Film's name
description			Text	Film's description (storyline)
release_year			Year	Film's year of release
language_id	Foreign Key	Language Table	Smallint	Film's language ID
rental_duration			Smallint	How long (days) film was rented
rental_rate			Numeric	Cost to rent a film
length			Smallint	Film's length (minutes)
replacement_cost			Numeric	Cost of replacing the film
rating			mpaa_rating	Film's rating
last_update			Timestamp without timezone	Time and date of the last update
special_features			Text	Includes trailer, behind the scenes, etc.?
fulltext			TSVECTOR	Keywords that describe what the film features

#### 4.9. Language Table

Columns	Unique Key	Connections	Data Type	Description
language_id	Primary Key	Film Table	Integer	Film's language ID
name			Character (20)	Original language (English, Spanish, ect.)
last_update			Timestamp without timezone	Time and date of the last update

#### 4.10. Category Table

Columns	Unique Key	Connections	Data Type	Description
category_id	Primary Key	Film_category Table	Integer	Category ID
name			Character varying (25)	Action, comedy, sports, etc.
last_update			Timestamp without timezone	Time and date of the last update

#### 4.11. Address Table

Columns	Unique Key	Connections	Data Type	Description
address_id	Primary Key	Staff Table, Customer Table, Store Table	Integer	Address ID
address			Character varying (50)	Number and street name
address2			Character varying (50)	If any (can be empty or Null)
district			Character varying (20)	District, state. Region
city_id	Foreign Key	City Table	Smallint	City ID
postal_code			Character varying (10)	Zip code
phone			Character varying (20)	Phone number
last_update			Timestamp without timezone	Time and date of the last update

#### 4.12. City Table

Columns	Unique Key	Connections	Data Type	Description
city_id	Primary Key	Address Table	Integer	City ID
city			Character varying (50)	City's name
country_id	Foreign Key	Country Table	Smallint	Country ID
last_update			Timestamp without timezone	Time and date of the last update

#### 4.13. Country Table

Columns	Unique Key	Connections	Data Type	Description
country_id	Primary Key	City Table	Integer	Country ID
country			Character varying (50)	Country's name
last_update			Timestamp without timezone	Time and date of the last update