**Rockbuster Stealth LLC**

**Data Dictionary**

**June 2026 | Magi Apostoli**

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**Introduction**

Rockbuster Stealth LLC is a global movie rental company that once operated physical stores worldwide. In response to the fast-paced growth of digital entertainment and increased competition from platforms like Netflix and Amazon Prime, the company is now shifting toward an online rental model by making use of its existing film licenses.

This data dictionary has been created to support a data analysis project designed to guide that strategic transition. The analysis aims to highlight the best- and worst-performing films, measure average rental durations, identify top-paying customers, examine where the company’s core audience is located, and evaluate sales performance across various regions. The terms and definitions in this document provide a shared reference for everyone working with the data, helping maintain accuracy and consistency throughout the analysis.

**Rockbuster Entity Relationship Diagram (ERD)**

A diagram of a computer flowchart

AI-generated content may be incorrect.

**Data Dictionary**

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| | **FACT** | **Column** | | **Data Type** | | **Description** | | |  | | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **rental** | rental\_id | | integer | | Primary key for the rental table | | |  | | |  | rental\_date | | timestamp | | Date and time the rental was made | | |  | | |  | inventory\_id | | integer | | Foreign key referencing the inventory item | | |  | | |  | customer\_id | | integer | | Foreign key referencing the customer | | |  | | |  | return\_date | | timestamp | | Date and time the rental was returned | | |  | | |  | staff\_id | | integer | | Foreign key referencing the staff member who handled the rental | | |  | | |  | last\_update | | timestamp | | Date and time when the record was last updated | | |  | | | **payment** | payment\_id | | integer | | Primary key for the payment table | | |  | | |  | customer\_id | | integer | | Foreign key referencing the customer | | |  | | |  | staff\_id | | integer | | Foreign key referencing the staff member who processed the payment | | |  | | |  | rental\_id | | integer | | Foreign key referencing the rental | | |  | | |  | amount | | numeric | | Amount paid | | |  | | |  | payment\_date | | timestamp | | Date and time the payment was made | | |  | | | **DIMENSION** | | **Column** | | **Data Type** | | **Description** |  | | | **actor** | | actor\_id | | integer | | Primary key for the actor table |  | | |  | | first\_name | | varchar(45) | | Actor's first name |  | | |  | | last\_name | | varchar(45) | | Actor's last name |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | | **address** | | address\_id | | integer | | Primary key for the address table |  | | |  | | address | | varchar(50) | | Street address of the location |  | | |  | | address2 | | varchar(50) | | Additional address details (optional) |  | | |  | | district | | varchar(20) | | District or region within the address |  | | |  | | city\_id | | integer | | Foreign key referencing the city |  | | |  | | postal\_code | | varchar(10) | | ZIP or postal code |  | | |  | | phone | | varchar(20) | | Contact phone number |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | | **category** | | category\_id | | integer | | Primary key for the category table |  | | |  | | name | | varchar(25) | | Name of the film category |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | | **city** | | city\_id | | integer | | Primary key for the city table |  | | |  | | city | | varchar(50) | | Name of the city |  | | |  | | country\_id | | integer | | Foreign key referencing the country |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | | **country** | | country\_id | | integer | | Primary key for the country table |  | | |  | | country | | varchar(50) | | Name of the country |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | | **customer** | | customer\_id | | integer | | Primary key for the customer table |  | | |  | | store\_id | | integer | | Foreign key referencing the store |  | | |  | | first\_name | | varchar(45) | | Customer's first name |  | | |  | | last\_name | | varchar(45) | | Customer's last name |  | | |  | | email | | varchar(50) | | Customer's email address |  | | |  | | address\_id | | integer | | Foreign key referencing the address |  | | |  | | activebool | | boolean | | True if the customer is currently active |  | | |  | | create\_date | | date | | Date the customer account was created |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | |  | | active | | integer | | 1 if active, 0 if inactive (legacy field) |  | | | **film** | | film\_id | | integer | | Primary key for the film table |  | | |  | | title | | varchar(255) | | Title of the film |  | | |  | | description | | text | | Synopsis or plot of the film |  | | |  | | release\_year | | integer | | Year the film was released |  | | |  | | language\_id | | integer | | Foreign key referencing the language |  | | |  | | rental\_duration | | integer | | Number of days the film can be rented |  | | |  | | rental\_rate | | numeric | | Cost to rent the film |  | | |  | | length | | integer | | Duration of the film in minutes |  | | |  | | replacement\_cost | | numeric | | Cost to replace a lost or damaged film |  | | |  | | rating | | varchar(10) | | MPAA film rating (e.g., G, PG, R) |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | |  | | special\_features | | text | | Additional features included with the film |  | | |  | | fulltext | | tsvector | | Searchable text vector for full-text queries |  | | | **film\_actor** | | actor\_id | | integer | | Foreign key referencing the actor |  | | |  | | film\_id | | integer | | Foreign key referencing the film |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | | **film\_category** | | film\_id | | integer | | Foreign key referencing the film |  | | |  | | category\_id | | integer | | Foreign key referencing the category |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | | **inventory** | | inventory\_id | | integer | | Primary key for the inventory item |  | | |  | | film\_id | | integer | | Foreign key referencing the film |  | | |  | | store\_id | | integer | | Foreign key referencing the store |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | | **language** | | language\_id | | integer | | Primary key for the language table |  | | |  | | name | | char(20) | | Name of the language |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | | **staff** | | staff\_id | | integer | | Primary key for the staff table |  | | |  | | first\_name | | varchar(45) | | Staff member's first name |  | | |  | | last\_name | | varchar(45) | | Staff member's last name |  | | |  | | address\_id | | integer | | Foreign key referencing the address |  | | |  | | email | | varchar(50) | | Staff member's email address |  | | |  | | store\_id | | integer | | Foreign key referencing the store |  | | |  | | active | | boolean | | True if the staff member is currently active |  | | |  | | username | | varchar(16) | | Login username for the staff member |  | | |  | | password | | varchar(40) | | Login password for the staff member |  | | |  | | last\_update | | timestamp | | Date and time when the record was last updated |  | | | **store** | | store\_id | | integer | | Primary key for the store table |  | | |
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**Data Dictionary with 'Links To' Column**

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| --- | --- | --- | --- | --- |
| Table | Column | Data Type | Description | Links To |
| actor | actor\_id | integer | Primary key for the actor table | film\_actor |
| address | address\_id | integer | Primary key for the address table | customer, staff |
| category | category\_id | integer | Primary key for the category table | film\_category |
| city | city\_id | integer | Primary key for the city table | address |
| country | country\_id | integer | Primary key for the country table | city |
| customer | customer\_id | integer | Primary key for the customer table | payment, rental |
| Table | Column | Data Type | Description | Links To |
| film | film\_id | integer | Primary key for the film table | film\_actor, film\_category, inventory |
| film\_actor | film\_id, actor\_id | integer | Composite key | actor, film |
| film\_category | film\_id, category\_id | integer | Composite key | film, category |
| inventory | inventory\_id | integer | Primary key for inventory | rental |
| language | language\_id | integer | Primary key for the language table | film |
| staff | staff\_id | integer | Primary key for the staff table | payment, rental |
| store | store\_id | integer | Primary key for the store table | inventory, staff, customer |