

Queries

1. Romance-Themed Content Identification

Query: { "title": { "\$regex": "love", "\$options": "i" } }

Analysis:

Identifies thematic emphasis on romance-related content, showing how emotional and relationship-driven narratives are used to engage viewers.

RESULT:

```
{ "_id": { "$oid": "693bdce6b6e323d3c15f4128" }, "show_id": "s26", "type": "TV Show", "title": "Love on the Spectrum", "cast": "Brooke Satchwell", "country": "Australia", "date_added": "September 21, 2021", "release_year": { "$numberInt": "2021" }, "rating": "TV-14", "duration": "2 Seasons", "listed_in": "Docuseries, International TV Shows, Reality TV", "description": "Finding love can be hard for anyone. For young adults on the autism spectrum, exploring the unpredictable world of dating is even more complicated." }
```



2. Content Added in 2021

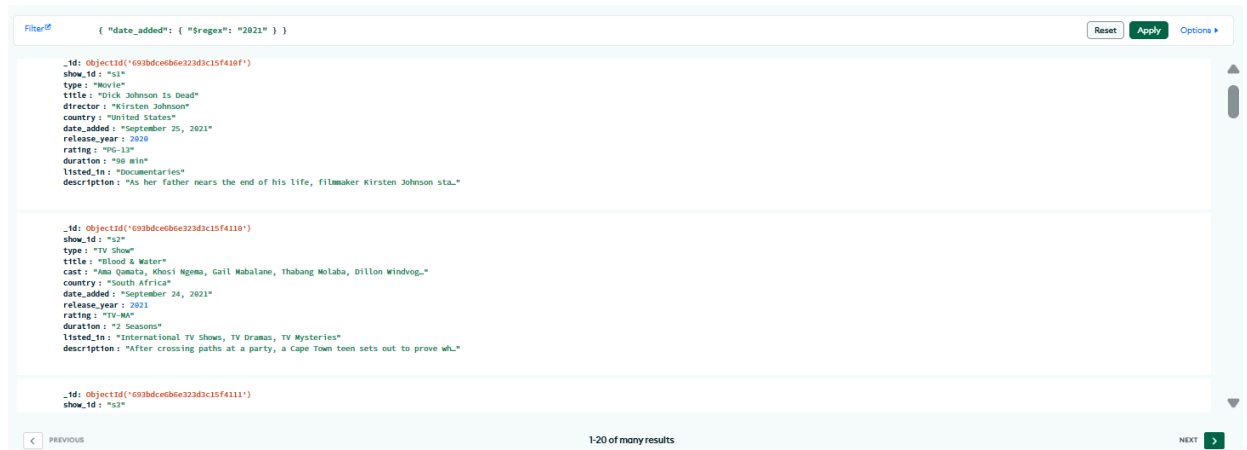
Query: { "date_added": { "\$regex": "2021" } }

Analysis:

Analyzes Netflix's content expansion during 2021, reflecting increased platform activity and strategic content additions in that year.

RESULT:

```
{ "_id": {"$oid": "693bdce6b6e323d3c15f410f"}, "show_id": "s1", "type": "Movie", "title": "Dick Johnson Is Dead", "director": "Kirsten Johnson", "country": "United States", "date_added": "September 25, 2021", "release_year": {"$numberInt": "2020"}, "rating": "PG-13", "duration": "90 min", "listed_in": "Documentaries", "description": "As her father nears the end of his life, filmmaker Kirsten Johnson stages his death in inventive and comical ways to help them both face the inevitable." }
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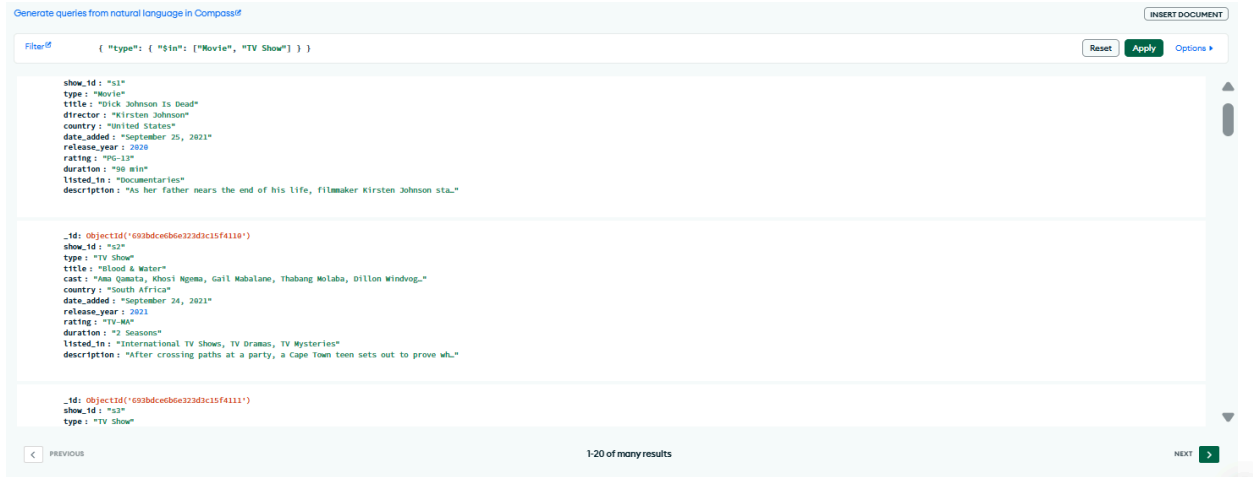
3. Content Mix: Movies vs TV Shows

Query: { "type": { "\$in": ["Movie", "TV Show"] } }

Analysis: Helps compare Netflix's strategic focus between movies and TV shows.

RESULT::

```
{ "_id": {"$oid": "693bdce6b6e323d3c15f410f"}, "show_id": "s1", "type": "Movie", "title": "Dick Johnson Is Dead", "director": "Kirsten Johnson", "country": "United States", "date_added": "September 25, 2021", "release_year": {"$numberInt": "2020"}, "rating": "PG-13", "duration": "90 min", "listed_in": "Documentaries", "description": "As her father nears the end of his life, filmmaker Kirsten Johnson stages his death in inventive and comical ways to help them both face the inevitable." }
```



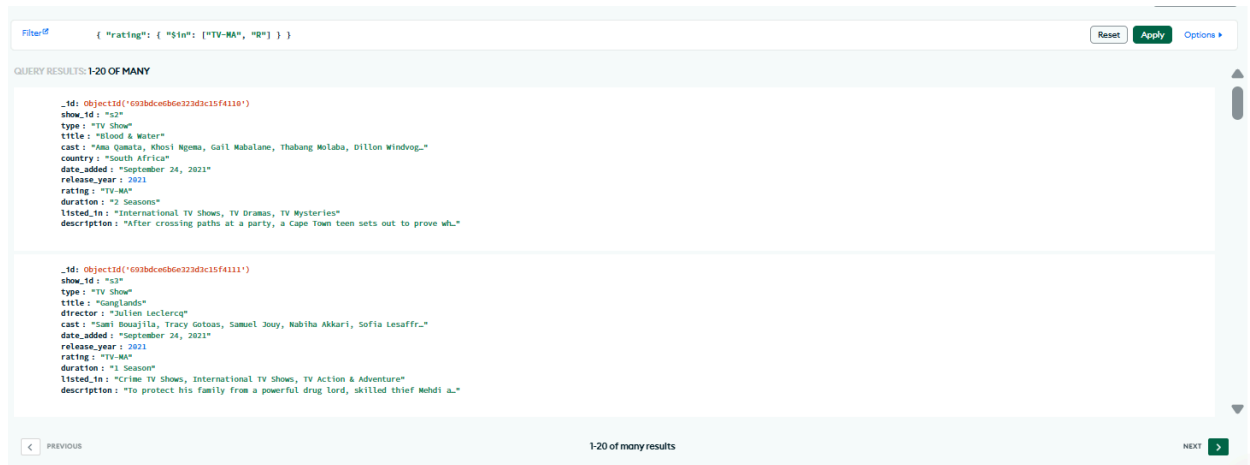
4. Mature-Audience Content Focus

Query: { "rating": { "\$in": ["TV-MA", "R"] } }

Analysis: Examines Netflix's emphasis on mature-audience content.

RESULT:

{ "_id": { "\$oid": "693bdce6b6e323d3c15f4110" }, "show_id": "s2", "type": "TV Show", "title": "Blood & Water", "cast": "Ama Qamata, Khosi Ngema, Gail Mablane, Thabang Molaba, Dillon Windvogel, Natasha Thahane, Arno Greeff, Xolile Tshabalala, Getmore Sithole, Cindy Mahlangu, Ryle De Morny, Greteli Fincham, Sello Maake Ka-Ncube, Odwa Gwanya, Mekaila Mathys, Sandi Schultz, Duane Williams, Shamilla Miller, Patrick Mofokeng", "country": "South Africa", "date_added": "September 24, 2021", "release_year": { "\$numberInt": "2021" }, "rating": "TV-MA", "duration": "2 Seasons", "listed_in": "International TV Shows, TV Dramas, TV Mysteries", "description": "After crossing paths at a party, a Cape Town teen sets out to prove whether a private-school swimming star is her sister who was abducted at birth." }



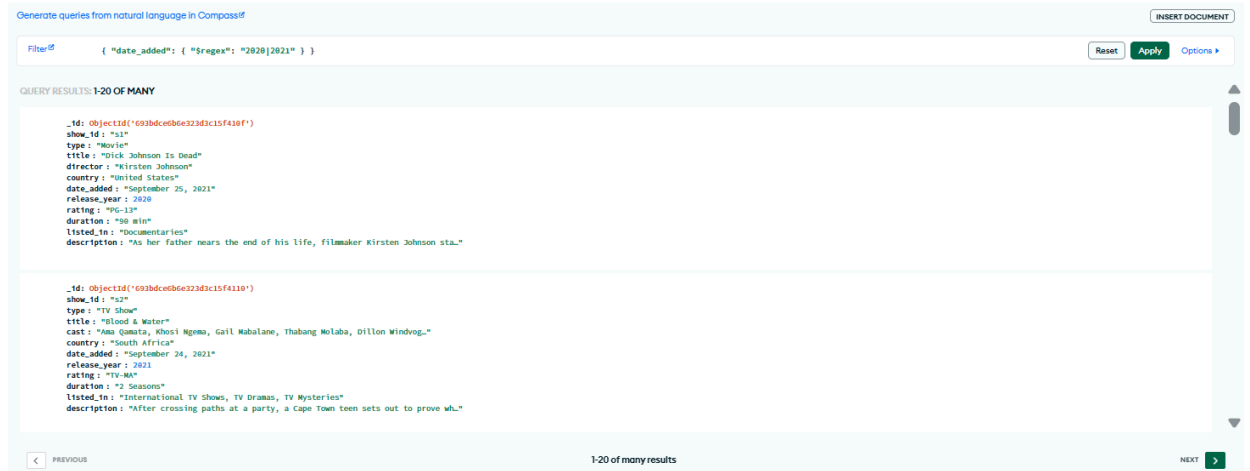
5. Pandemic-Era Content Expansion

Query: { "date_added": { "\$regex": "2020|2021" } }

Analysis: Analyzes content expansion during the pandemic period.

RESULT:

{ "_id": { "\$oid": "693bdce6b6e323d3c15f410f" }, "show_id": "s1", "type": "Movie", "title": "Dick Johnson Is Dead", "director": "Kirsten Johnson", "country": "United States", "date_added": "September 25, 2021", "release_year": { "\$numberInt": "2020" }, "rating": "PG-13", "duration": "90 min", "listed_in": "Documentaries", "description": "As her father nears the end of his life, filmmaker Kirsten Johnson stages his death in inventive and comical ways to help them both face the inevitable." }



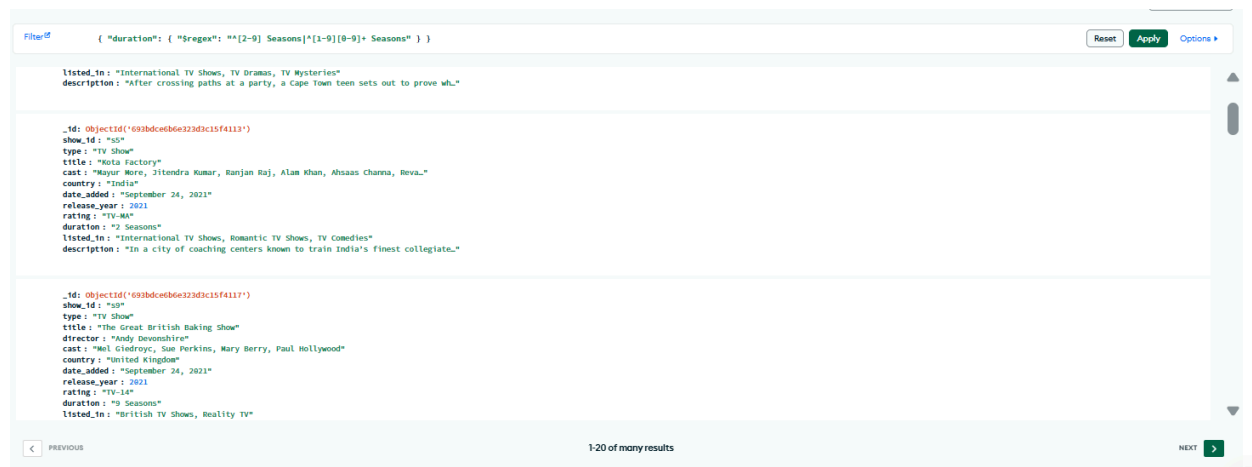
6. Multi-Season TV Shows (Retention Strategy)

Query: { "duration": { "\$regex": "^[2-9] Seasons|^[1-9][0-9]+ Seasons" } }

Analysis: Analyzes Netflix's investment in long-running episodic content to increase user retention.

RESULT:

{ "_id": {"\$oid": "693bdce6b6e323d3c15f4113"}, "show_id": "s5", "type": "TV Show", "title": "Kota Factory", "cast": "Mayur More, Jitendra Kumar, Ranjan Raj, Alam Khan, Ahsaas Channa, Revathi Pillai, Urvi Singh, Arun Kumar", "country": "India", "date_added": "September 24, 2021", "release_year": {"\$numberInt": "2021"}, "rating": "TV-MA", "duration": "2 Seasons", "listed_in": "International TV Shows, Romantic TV Shows, TV Comedies", "description": "In a city of coaching centers known to train India's finest collegiate minds, an earnest but unexceptional student and his friends navigate campus life." }



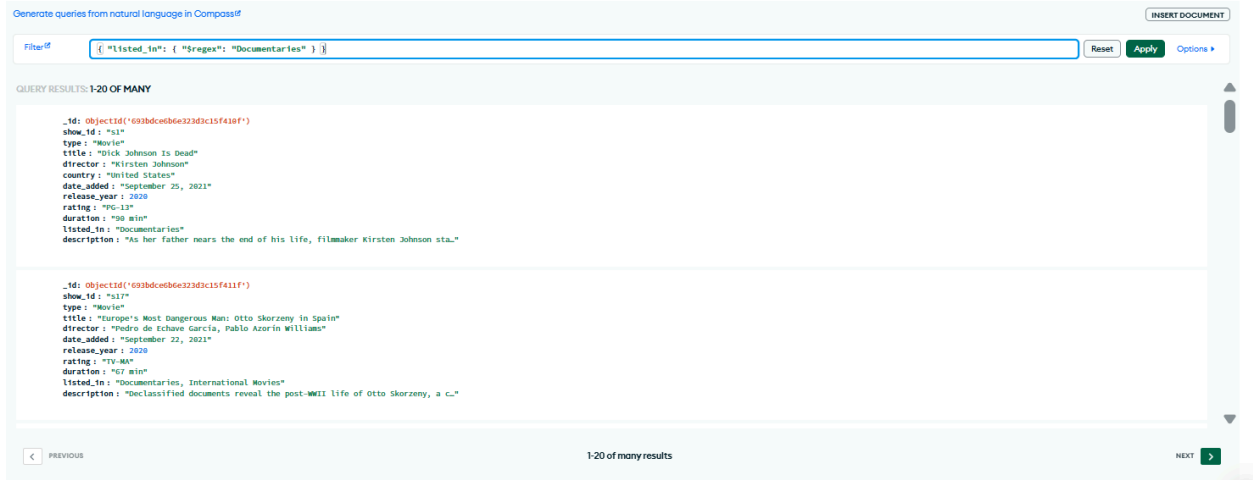
7. Documentary Content Emphasis

Query: { "listed_in": { "\$regex": "Documentaries" } }

Analysis: Analyzes Netflix's focus on factual and informational content genres.

RESULT:

{ "_id": {"\$oid": "693bdce6b6e323d3c15f410f"}, "show_id": "s1", "type": "Movie", "title": "Dick Johnson Is Dead", "director": "Kirsten Johnson", "country": "United States", "date_added": "September 25, 2021", "release_year": {"\$numberInt": "2020"}, "rating": "PG-13", "duration": "90 min", "listed_in": "Documentaries", "description": "As her father nears the end of his life, filmmaker Kirsten Johnson stages his death in inventive and comical ways to help them both face the inevitable." }



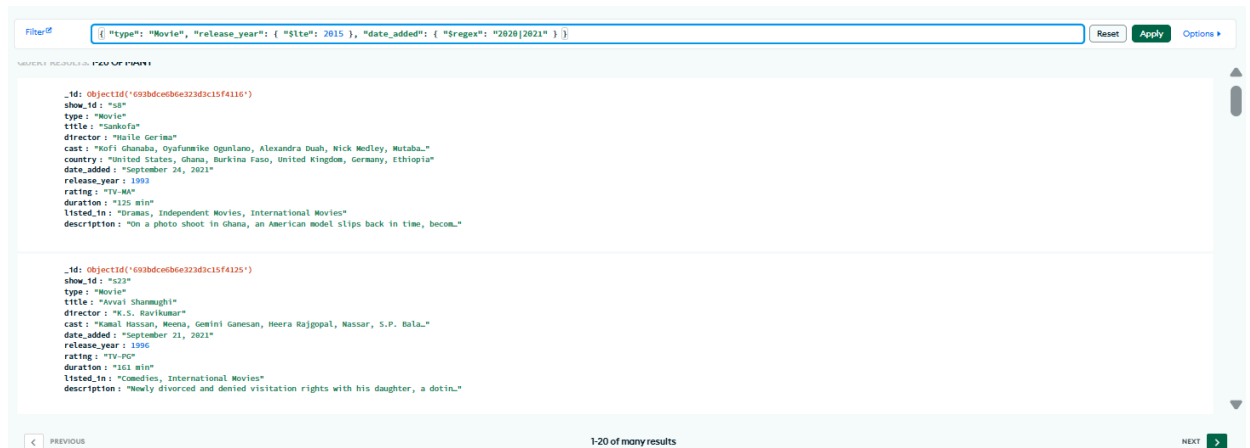
8. Delayed Content Acquisition Strategy

Query: { "type": "Movie", "release_year": { "\$lte": 2015 }, "date_added": { "\$regex": "2020|2021" } }

Analysis: Identifies delayed acquisitions, indicating Netflix's strategy of refreshing its catalog with older but relevant content.

RESULT:

{ "_id": { "\$oid": "693bdce6b6e323d3c15f4116" }, "show_id": "s8", "type": "Movie", "title": "Sankofa", "director": "Haile Gerima", "cast": "Kofi Ghanaba, Oyafunmike Ogunlano, Alexandra Duah, Nick Medley, Mutabaruka, Afemo Omilami, Reggie Carter, Mzuri", "country": "United States, Ghana, Burkina Faso, United Kingdom, Germany, Ethiopia", "date_added": "September 24, 2021", "release_year": { "\$numberInt": "1993" }, "rating": "TV-MA", "duration": "125 min", "listed_in": "Dramas, Independent Movies, International Movies", "description": "On a photo shoot in Ghana, an American model slips back in time, becomes enslaved on a plantation and bears witness to the agony of her ancestral past." }




9. International Content Beyond the US

Query: { "listed_in": { "\$regex": "International" }, "country": { "\$ne": "United States" } }

Analysis: Examines Netflix's deliberate push toward non-English global content to reduce dependence on US markets.

RESULT:

```
{ "_id": { "$oid": "693bdce6b6e323d3c15f4110" }, "show_id": "s2", "type": "TV Show", "title": "Blood & Water", "cast": "Ama Qamata, Khosi Ngema, Gail Mabalane, Thabang Molaba, Dillon Windvogel, Natasha Thahane, Arno Greeff, Xolile Tshabalala, Getmore Sithole, Cindy Mahlangu, Ryle De Morny, Greteli Fincham, Sello Maake Ka-Ncube, Odwa Gwanya, Mekaila Mathys, Sandi Schultz, Duane Williams, Shamilla Miller, Patrick Mofokeng", "country": "South Africa", "date_added": "September 24, 2021", "release_year": { "$numberInt": "2021" }, "rating": "TV-MA", "duration": "2 Seasons", "listed_in": "International TV Shows, TV Dramas, TV Mysteries", "description": "After crossing paths at a party, a Cape Town teen sets out to prove whether a private-school swimming star is her sister who was abducted at birth." }
```

Filter  { "listed_in": { "\$regex": "International" }, "country": { "\$ne": "United States" } }

Reset Apply Options

QUERY RESULTS: 1-20 OF MANY

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{
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  "country": "South Africa",
  "date_added": "September 24, 2021",
  "release_year": 2021,
  "rating": "TV-MA",
  "duration": "2 Seasons",
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  "cast": "Sam Bouajila, Tracy Gotoas, Samuel Jouy, Mabiha Akkari, Sofia Lesaffre.",
  "date_added": "September 24, 2021",
  "release_year": 2021,
  "rating": "TV-MA",
  "duration": "1 Season",
  "listed_in": "Crime TV Shows, International TV Shows, TV Action & Adventure",
  "description": "To protect his family from a powerful drug lord, skilled thief Mehdi a..."
}

```

PREVIOUS 1-20 of many results NEXT


10. Family & Youth-Oriented Content Strategy

Query: { "rating": { "\$in": ["TV-G", "TV-Y", "PG", "TV-14"] } }

Analysis: Analyzes Netflix's strategic investment in family and youth-oriented content to ensure audience base continuity across age groups.

RESULT:

{ "_id": { "\$oid": "693bdce6b6e323d3c15f4115" }, "show_id": "s7", "type": "Movie", "title": "My Little Pony: A New Generation", "director": "Robert Cullen, José Luis Ucha", "cast": "Vanessa Hudgens, Kimiko Glenn, James Marsden, Sofia Carson, Liza Koshy, Ken Jeong, Elizabeth Perkins, Jane Krakowski, Michael McKean, Phil LaMarr", "date_added": "September 24, 2021", "release_year": { "\$numberInt": "2021" }, "rating": "PG", "duration": "91 min", "listed_in": "Children & Family Movies", "description": "Equestria's divided. But a bright-eyed hero believes Earth Ponies, Pegasi and Unicorns should be pals — and, hoof to heart, she's determined to prove it." }

Filter  { "rating": { "\$in": ["TV-G", "TV-Y", "PG", "TV-14"] } }

Reset Apply Options

QUERY RESULTS: 1-20 OF MANY

```

{
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  "type": "Movie",
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  "director": "Robert Cullen, José Luis Ucha",
  "cast": "Vanessa Hudgens, Kimiko Glenn, James Marsden, Sofia Carson, Liza Koshy...",
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}

{
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  "cast": "Mel Giedroyc, Sue Perkins, Mary Berry, Paul Hollywood",
  "country": "United Kingdom",
  "date_added": "September 24, 2021",
  "release_year": 2021,
  "rating": "TV-14",
  "duration": "9 Seasons",
  "listed_in": "British TV Shows, Reality TV",
  "description": "A talented batch of amateur bakers face off in a 10-week competition, ..."
}

```

PREVIOUS 1-20 of many results NEXT

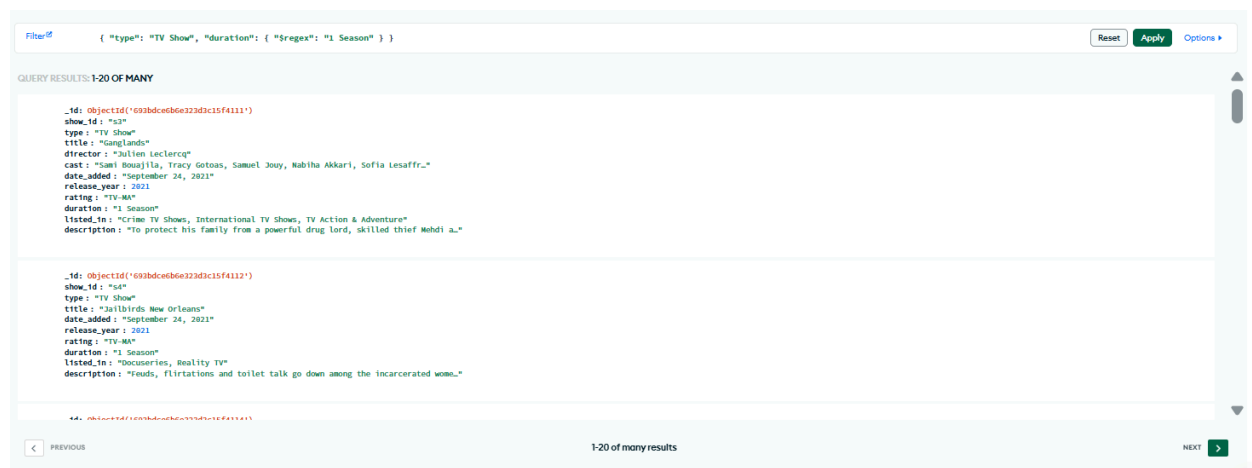
11. Portfolio Balancing Between Depth and Breadth

Query: { "type": "TV Show", "duration": { "\$regex": "1 Season" } }

Analysis: Examines Netflix's use of single-season shows to experiment with content ideas without long-term commitment.

RESULT:

```
{ "_id": { "$oid": "693bdce6b6e323d3c15f4111" }, "show_id": "s3", "type": "TV Show", "title": "Ganglands", "director": "Julien Leclercq", "cast": "Sami Bouajila, Tracy Gotoas, Samuel Jouy, Nabih Akkari, Sofia Lesaffre, Salim Kechiouche, Noureddine Farihi, Geert Van Rampelberg, Bakary Diombera", "date_added": "September 24, 2021", "release_year": { "$numberInt": "2021" }, "rating": "TV-MA", "duration": "1 Season", "listed_in": "Crime TV Shows, International TV Shows, TV Action & Adventure", "description": "To protect his family from a powerful drug lord, skilled thief Mehdi and his expert team of robbers are pulled into a violent and deadly turf war." }
```



12. Risk Mitigation via Non-Fiction & Reality Content

Query: { "listed_in": { "\$regex": "Reality|Docuseries|Documentaries" }, "type": "TV Show" }

Analysis: Analyzes Netflix's use of non-fiction and reality-based TV content as a low-risk, high-engagement strategy to stabilize viewership alongside high-budget scripted shows.

RESULT:

{"_id":{"\$_oid":"693bdce6b6e323d3c15f4112"},"show_id":"s4","type":"TV Show","title":"Jailbirds New Orleans","date_added":"September 24, 2021","release_year":{"\$_numberInt":"2021"},"rating":"TV-MA","duration":"1 Season","listed_in":"Docuseries, Reality TV","description":"Feuds, flirtations and toilet talk go down among the incarcerated women at the Orleans Justice Center in New Orleans on this gritty reality series."}

Generate queries from natural language in Compass[®] INSERT DOCUMENT

Filter[Ⓔ] { "listed_in": { "\$regex": "Reality|Docuseries|Documentaries" }, "type": "TV Show" } Reset Apply Options ▾

QUERY RESULTS: 1-20 OF MANY

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show_id: 's4'
type: 'TV Show'
title: 'Jailbirds New Orleans'
date_added: 'September 24, 2021'
release_year: 2021
rating: 'TV-MA'
duration: '1 Season'
listed_in: 'Docuseries, Reality TV'
description: 'Feuds, flirtations and toilet talk go down among the incarcerated wom...'

_id: ObjectId('693bdce6b6e323d3c15f4117')
show_id: 's9'
type: 'TV Show'
title: 'The Great British Baking Show'
director: 'Andy Devonshire'
cast: 'Mel Giedroyc, Sue Perkins, Mary Berry, Paul Hollywood'
country: 'United Kingdom'
date_added: 'September 24, 2021'
release_year: 2021
rating: 'TV-14'
duration: '9 Seasons'
listed_in: 'British TV Shows, Reality TV'
description: 'A talented batch of amateur bakers face off in a 18-week competition, ...'
```

< PREVIOUS 1-20 of many results NEXT >