**Search and Discovery**  
Main data stores in PostgreSQL . Users search by title/actor, API queries for quick results.

**Recommendations**  
User history and ratings go to services . It returns movie IDs, API fetches details, and shows them.

**Notifications**  
User device tokens are stored. When a new movie matches their tags, system sends push and logs it in DB.

**Caching**  
it is good to cache popular movies, user profiles, and recommendations. This reduces DB load and improves speed.

**Authentication**  
Users log in via email/password or OAuth. This is used for secure sessions.

**Backup**  
We keep regular backups of user information and movie data. This ensures recovery in case of failure.