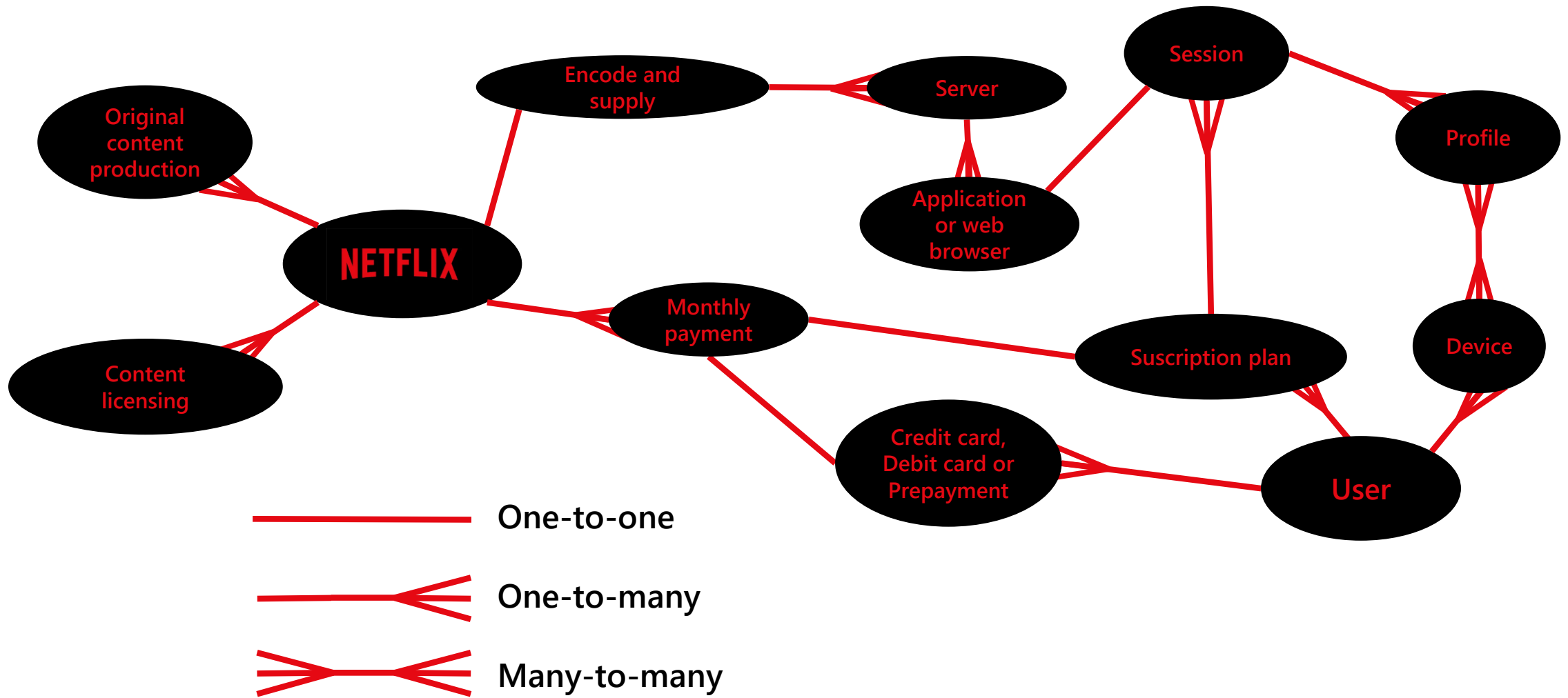
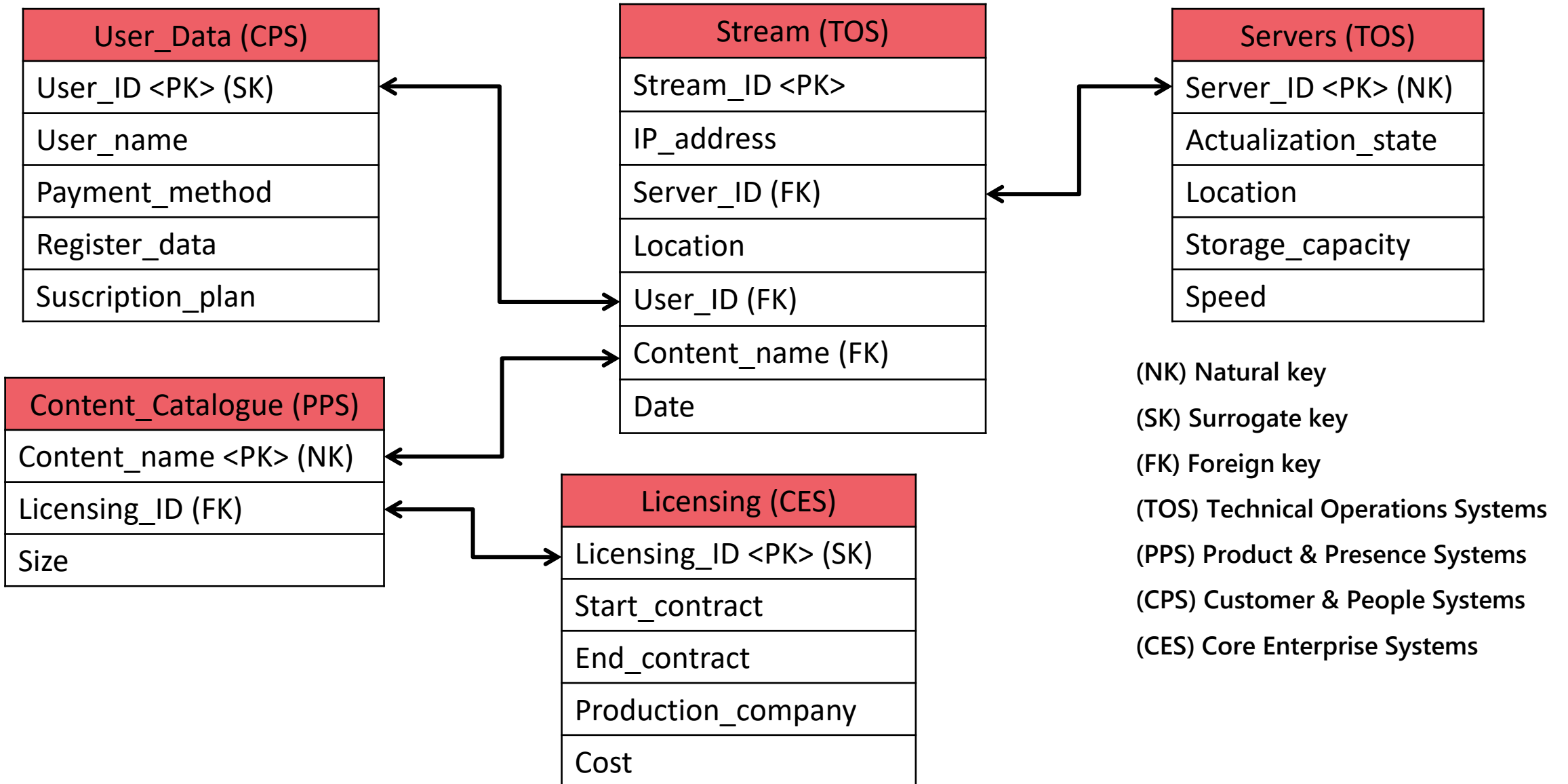


Netflix's Business model



Relational data model for Netflix's online streaming service



SQL queries

Query #1:

For this query the extract of the number of streams of each content and the duration of its contract is of particular interest due to the fact that a graph showing the density of views (views per time) could help in deciding if a contract should be renewed.

USE name_of_database

```
SELECT Stream.Content_name,  
COUNT(Stream.Content_name) AS number_views,  
DATEDIFF(Day,Licensing.Start_contract,  
Licensing.End_contract) AS duration  
FROM Stream  
INNER JOIN Content_Catalogue ON  
Stream.Content_name =  
Content_Catalogue.Content_name  
INNER JOIN Licensing ON  
Content_Catalogue.Licensing_ID =  
Licensing.Licensing_ID  
GROUP BY Stream.Content_name,  
Licensing.End_contract, Licensing.Start_contract;
```

Query #2:

This query will help us know which server has the most users connected. It is of great importance because this data will tell us where can we implement more servers.

USE name_of_database

```
SELECT a.Location, COUNT(b.Stream_ID) as  
Streams_number  
FROM Servers a  
LEFT JOIN Stream b ON a.Server_ID = b.Server_Id  
GROUP BY a.Location;
```

Sensitive Data and Data Quality

Personally Identifiable Information (PII)

Users data

Consumer Financial Information (CFI)

Payment data

Customer Proprietary Network Information (CPNI)

IP address, Time of stream and Devices

Protected Health Information (PHI)

Nothing

Completeness

The Stream_ID may suffer of completeness due to the fact that a great amount of network disconnections may count as another view for certain content.

Accuracy

The date of the stream may not be taken correctly if we take the data from the device that is streaming.

Conformance / Validity

Every date should be in the same format. We may be very interested in different comparisons between them.

Timeliness

We must have the Actualization_state, Licensing_contract and payment information when we need them.

Timeliness

Payment data could give problems because of the many ways people try to falsify payments.