

Group 14. Centralized Streaming Service Catalog Reports

1. combined_affection_ratings

	CATEGORY	ID	NAME	AVERAGE_RATING
1	Actor	1	Bryan Cranston	5
2	Actor	2	Aaron Paul	4
3	Actor	3	Bob Odenkirk	2
4	Actor	4	Scarlett Johansson	4
5	Actor	5	Morgan Freeman	3.5
6	Actor	6	Hailee Steinfeld	3
7	Director	7	George Vincent	5
8	Director	8	John Shibani	3
9	Director	9	Luc Besson	2
10	Director	10	Pascal Charrue	3.5
11	Director	11	Michelle MacLaren	4.5
12	Director	12	Justin K. Thompson	2.67
13	Provider	1	Netflix	4.17
14	Provider	2	HuluTV	2.75
15	Show	101	Breaking Bad	4.5
16	Show	102	Better Call Saul	1
17	Show	103	Lucy	3
18	Show	104	Arcane: League of Legends	2
19	Show	105	The Walking Dead	4.33
20	Show	106	Spider-Man: Across the Spider-Verse	2

This view aggregates ratings across four categories: Actors, Directors, Shows, and Providers. It calculates the average rating for each entity within these categories and presents them in a unified view. This allows for an analysis of which actors, directors, shows, or providers are most favored across the user base, providing insights into content and talent popularity. Such information could guide decisions on content acquisition, production, and promotions.

- **Content and Talent Discovery:** Identifies highly rated actors, directors, and shows, offering insights into who or what is currently resonating with audiences. This can inform decisions related to content creation, acquisition, and talent partnerships.
- **Provider Performance:** Evaluates the performance and popularity of content providers, guiding strategic partnerships and negotiations.
- **User Experience Enhancement:** Helps in refining content recommendations and search functionalities by prioritizing content and providers that receive high ratings from users.

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2. regional_age_preferences

	🔍 COUNTRY	🔍 GENDER	🔍 AGE	🔍 GENRE	🔍 AVERAGE_RATING
1	Canada	F	68	Crime Drama	2
2	Spain	F	60	Adventure	5
3	Australia	M	21	Legal Drama	4
4	Spain	F	10	Legal Drama	1
5	UK	F	48	Animation	5
6	UK	F	48	Action	2
7	Spain	F	10	Action	2
8	Spain	F	60	Crime Drama	1
9	Spain	F	55	Legal Drama	2
10	Spain	F	55	Action	4

This view focuses on analyzing user preferences for genres based on their country, gender, and age. It calculates the average rating given by users to different genres and groups these ratings by country, gender, and age of the users. This could be valuable for targeted marketing and content recommendation strategies, enabling the streaming service to tailor its content offerings and marketing campaigns to specific demographics.

- **Targeted Content Strategy:** By revealing preferences for specific genres among different demographics, this view supports the development of a targeted content strategy. It ensures that the platform can cater to the tastes and preferences of its diverse user base, potentially increasing user engagement.
- **Marketing Strategy:** Helps tailor marketing campaigns to specific regions, age groups, and genders, improving the effectiveness of advertising efforts and promotional activities.
- **Content Acquisition:** Guides decisions regarding which types of content to acquire, produce, or promote based on demographic preferences.

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3. subscription_peak_periods_extended

	YEAR	MONTH	PROVIDER_NAME	PLAN_NAME	AVG_DURATION_MONTHS	TOTAL_SUBSCRIPTIONS
1	2023	3	HuluTV	Prime Plan	6	2
2	2024	1	HuluTV	Prime Plan	6	1
3	2021	6	HuluTV	Basic Plan	3	1
4	2022	3	Netflix	Basic Plan	3	1
5	2023	3	HuluTV	Basic Plan	3	1
6	2022	3	HuluTV	Prime Plan	6	1
7	2021	3	HuluTV	Prime Plan Plus	9	1
8	2022	2	HuluTV	Basic Plan	3	1
9	2023	11	Netflix	Prime Plan	6	1
10	2024	3	Netflix	Prime Plan Plus	9	1
11	2024	3	Netflix	Basic Plan	3	1
12	2024	2	HuluTV	Prime Plan	6	1
13	2023	12	Netflix	Prime Plan Plus	9	1
14	2021	3	Netflix	Prime Plan Plus	9	1
15	2022	3	Netflix	Prime Plan Plus	9	1
16	2021	12	Netflix	Prime Plan	6	1
17	2021	1	HuluTV	Prime Plan	6	1
18	2024	3	HuluTV	Basic Plan	3	1
19	2022	5	Netflix	Prime Plan Plus	9	1

This view identifies peak periods for subscriptions, analyzed by year, month, provider, and plan name. It calculates the average duration of subscriptions and the total number of subscriptions for each period, provider, and plan. This can help in understanding when users are most likely to subscribe to different plans, which plans are most popular during specific times of the year, and how providers can adjust their marketing and promotional strategies accordingly.

- **Seasonal Marketing:** Identifies peak periods for subscriptions, advising the director on when is the best time to release the movies.
- **Product Planning:** Helps in planning for high-demand periods by ensuring sufficient content availability and quality, enhancing user satisfaction and retention.
- **Business Intelligence:** Enhances decision-making related to subscription models, pricing strategies, and content scheduling by identifying when and which subscriptions are most popular.

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4. view_provider_annual_income

	PROVIDER_ID	PROVIDER_NAME	YEAR	ANNUAL_INCOME
1	1	Netflix	2021	42
2	1	Netflix	2022	59
3	1	Netflix	2023	42
4	1	Netflix	2024	60
5	2	HuluTV	2021	51
6	2	HuluTV	2022	26
7	2	HuluTV	2023	43
8	2	HuluTV	2024	43

This view calculates the annual income generated by each provider (streaming service) for the years 2020 to 2024, based on the subscription transactions. It aggregates the plan prices for all subscriptions sold by each provider yearly, offering insights into revenue trends, the financial success of different subscription plans, and the overall market share of each provider.

- **Revenue Tracking and Forecasting:** Provides a clear picture of annual revenue trends for different providers, aiding in financial analysis and forecasting.
- **Strategic Planning:** Helps in evaluating the financial performance of various subscription plans, informing strategic adjustments to pricing, duration, and features of these plans.
- **Market Analysis:** Offers insights into the competitive landscape by comparing the financial performance of different providers, aiding in market positioning and strategy development.

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5. View_subscription_info

❖ COLUMN_NAME	❖ DATA_TYPE	❖ NULLABLE	DATA_DEFAULT	❖ COLUMN_ID	❖ COMMENTS	❖ INSERTABLE	❖ UPDATABLE	❖ DELETABLE
1 TRANSACTION_ID	NUMBER(38)	No	(null)	1 (null)	YES	YES	YES	YES
2 TRANSACTION_TYPE	VARCHAR2(20 CHAR)	No	(null)	2 (null)	YES	YES	YES	YES
3 TRANSACTION_TIMESTAMP	TIMESTAMP(2) WITH LOCAL TIME ZONE	Yes	(null)	3 (null)	YES	YES	YES	YES
4 SUB_PLAN_ID	NUMBER(38)	Yes	(null)	4 (null)	NO	NO	NO	NO
5 PLAN_NAME	VARCHAR2(20 CHAR)	Yes	(null)	5 (null)	NO	NO	NO	NO
6 PLAN_PRICE	NUMBER(38)	Yes	(null)	6 (null)	NO	NO	NO	NO
7 MONTHS_DURATION	NUMBER(38)	Yes	(null)	7 (null)	NO	NO	NO	NO
8 PROVIDER_PROVIDER_ID	NUMBER(38)	Yes	(null)	8 (null)	NO	NO	NO	NO
9 PROVIDER_NAME	VARCHAR2(20 CHAR)	Yes	(null)	9 (null)	NO	NO	NO	NO
10 USER_ID	NUMBER(38)	Yes	(null)	10 (null)	NO	NO	NO	NO
11 EMAIL	VARCHAR2(50 CHAR)	Yes	(null)	11 (null)	NO	NO	NO	NO
12 SUB_STATUS	VARCHAR2(50 CHAR)	Yes	(null)	12 (null)	NO	NO	NO	NO
13 SUB_START_DATE	DATE	Yes	(null)	13 (null)	NO	NO	NO	NO
14 SUB_END_DATE	DATE	Yes	(null)	14 (null)	NO	NO	NO	NO
15 COUNTRY	VARCHAR2(50)	Yes	(null)	15 (null)	NO	NO	NO	NO
16 BIRTHDAY	DATE	Yes	(null)	16 (null)	NO	NO	NO	NO
17 GENDER	CHAR(1)	Yes	(null)	17 (null)	NO	NO	NO	NO

This view combines information from several tables to provide a comprehensive overview of transactions related to subscription plans. It includes details about each transaction, such as the type of transaction (e.g., subscription or unsubscribe), timestamp, and information about the subscription plan itself (e.g., plan name, price, duration). Additionally, it includes provider information (name of the streaming service) and customer details (user ID, email, subscription status, subscription start and end dates, country, birthday, and gender). This view is useful for analyzing customer subscription behaviors, plan popularity, and revenue generation from subscriptions.

- **Customer Insight and Retention:** By aggregating transactional data with subscription and customer information, this view helps in understanding customer subscription behaviors and trends to the app_admin. This insight is invaluable for crafting personalized marketing strategies and improving customer retention rates as the admin will get an overview of whole statistics regarding the subscribers' age, country, gender and plan_types.
- **Financial Analysis:** It allows for the analysis of revenue generated from subscriptions, helping in financial planning and forecasting.
- **Operational Efficiency:** Simplifies the process of querying complex data across multiple tables, making it easier to generate reports and dashboards that track the health of the subscription business.