Business-Oriented Questions for SQL Analysis

Content Trends & Strategy

1. **What months see the highest content additions?**

```
SELECT MONTH(date_added) AS month, COUNT(*) AS total
FROM netflix_titles
WHERE date_added IS NOT NULL
GROUP BY month
ORDER BY total DESC;
```

2. **How has the volume of content additions changed yearly?**

```
SELECT YEAR(date_added) AS year, COUNT(*) AS total
FROM netflix_titles
WHERE date_added IS NOT NULL
GROUP BY year
ORDER BY year;
```

3. **Are movies or TV shows becoming more dominant over time?**

```
SELECT YEAR(date_added) AS year, type, COUNT(*) AS total
FROM netflix_titles
WHERE date_added IS NOT NULL
GROUP BY year, type
ORDER BY year;
```

4. **Are shorter or longer movies becoming more popular?**

```
SELECT duration, COUNT(*) AS total
FROM netflix_titles
WHERE type = 'Movie' AND duration LIKE '%min%'
GROUP BY duration
```

```
ORDER BY total DESC
LIMIT 10;
```

Global Reach & Localization

5. **Which countries are the top content producers?**

```
SELECT country, COUNT(*) AS total
FROM netflix_titles
WHERE country IS NOT NULL
GROUP BY country
ORDER BY total DESC
LIMIT 10;
```

7. **How has content by country changed over time?**

```
SELECT YEAR(date_added) AS year, country, COUNT(*) AS total
FROM netflix_titles
WHERE country IS NOT NULL AND date_added IS NOT NULL
GROUP BY year, country
ORDER BY year;
```

8. **What genres dominate in different countries?**

```
SELECT country, listed_in, COUNT(*) AS total
FROM netflix_titles
WHERE country IS NOT NULL
GROUP BY country, listed_in
ORDER BY total DESC
LIMIT 50;
```

Genre Preferences & Shifts

9. **What are the top genres overall?**

```
SELECT listed_in, COUNT(*) AS total
FROM netflix_titles
GROUP BY listed_in
ORDER BY total DESC
```

```
LIMIT 10;
```

10. What genres have seen recent growth?

```
SELECT YEAR(date_added) AS year, listed_in, COUNT(*) AS total
FROM netflix_titles
WHERE date_added IS NOT NULL
GROUP BY year, listed_in
ORDER BY year;
```

Audience Insight & Personalization

11. What genre-rating combos are most common?

```
SELECT listed_in, rating, COUNT(*) AS total
FROM netflix_titles
GROUP BY listed_in, rating
ORDER BY total DESC
LIMIT 20;
```

Strategic Leadership Insight

12. Who are the most featured directors?

```
SELECT director, COUNT(*) AS total
FROM netflix_titles
WHERE director IS NOT NULL
GROUP BY director
ORDER BY total DESC
LIMIT 10;
```