SQUID GAME

ALICE IN BORDERLAND
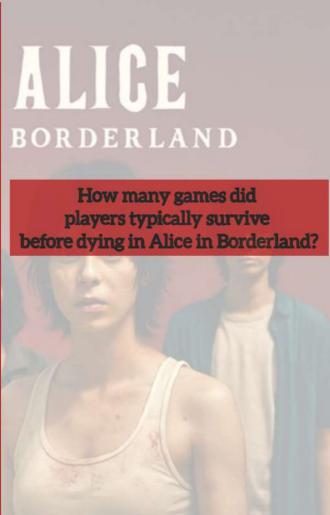
Case study:

Netflix has witnessed unprecedented success with death game series, particularly Squid Game and Alice in Borderland. This case study analyzes player survival patterns, game mechanics, and viewing behaviors to understand what makes these series compelling and how they compare across multiple dimensions.

Who had the highest debt amount among all the players in Squid Game?

```sql
20    SELECT Name, Debt_Amount
21    FROM squid_game_alice_players_data
22    WHERE Series = 'Squid Game' AND Status = 'Alive'
23    ORDER BY Debt_Amount DESC
24    LIMIT 1;
```

1 query result (1.87 seconds) **View log**

T Name ⌄	# Debt_Amount ⌄	
1 Player 306	9514411557	

```
1    SELECT Name, Series, Final_Rank
2    FROM squid_game_alice_players_data
3    WHERE Status = 'Alive'
4    ORDER BY Series, Final_Rank;
```

101 query results (2.01 seconds) View log

	Name		Series		#	Final_Rank	
1	Ryohei Arisu		Alice in Borderland			1	
2	Yuzuha Usagi		Alice in Borderland			2	
3	Shuntaro Chishiya		Alice in Borderland			3	
4	Hikari Kuina		Alice in Borderland			4	
5	Player 15		Alice in Borderland			15	
6	Player 48		Alice in Borderland			48	
7	Player 69		Alice in Borderland			69	
8	Player 80		Alice in Borderland			80	
9	Player 81		Alice in Borderland			81	
10	Player 82		Alice in Borderland			82	
11	Player 83		Alice in Borderland			83	
12	Player 85		Alice in Borderland			85	
13	Player 92		Alice in Borderland			92	
14	Player 93		Alice in Borderland			93	
15	Player 107		Alice in Borderland			107	
16	Player 109		Alice in Borderland			109	

ALICE
BORDERLAND

How many games did
players typically survive
before dying in Alice in Borderland?

Which gender had a higher survival rate in each series?

```
15    SELECT Series, Gender,
16         COUNT(CASE WHEN Status = 'Alive' THEN 1 END) * 100.0 / COUNT(*) AS Survival_Rate
17    FROM squid_game_alice_players_data
18    GROUP BY Series, Gender;
19
```

4 query results (1.59 seconds) View log

Series	Gender	Survival_Rate
1 Squid Game	Male	17.8571
2 Alice in Borderland	Male	23.6111
3 Squid Game	Female	16.8142
4 Alice in Borderland	Female	20.5882

Which series had higher number of female ?

```sql
31    SELECT Series, COUNT(*) AS Female_Count
32    FROM squid_game_alice_players_data
33    WHERE Gender = 'Female'
34    GROUP BY Series
35    ORDER BY Female_Count DESC;
36
```

2 query results (2.97 seconds) **View log**

T	Series ⌄	#	Female_Count ⌄	
1	Alice in Borderland		136	
2	Squid Game		113	

Compare the final ranks of top 5 players in each series.

```sql
26    SELECT Name, Series, Final_Rank
27    FROM squid_game_alice_players_data
28    WHERE Final_Rank <= 5
29    ORDER BY Series, Final_Rank;
30
```

10 query results (2.28 seconds) View log

	Name	Series	Final_Rank
1	Ryohei Arisu	Alice in Borderland	1
2	Yuzuha Usagi	Alice in Borderland	2
3	Shuntaro Chishiya	Alice in Borderland	3
4	Hikari Kuina	Alice in Borderland	4
5	Suguru Niragi	Alice in Borderland	5
6	Seong Gi-hun	Squid Game	1
7	Cho Sang-woo	Squid Game	2
8	Kang Sae-byeok	Squid Game	3
9	Oh Il-nam	Squid Game	4
10	Jang Deok-su	Squid Game	5

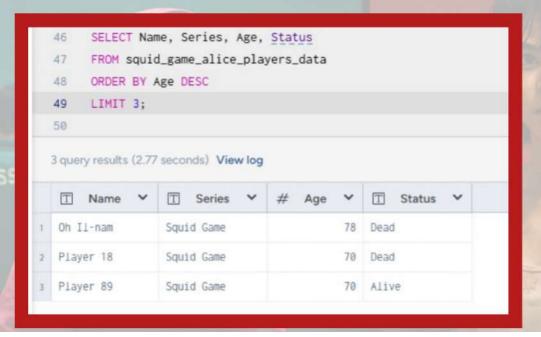# What was the average of survivors vs. non survivors for each series?

```
6    SELECT Series, Status, AVG(Age) AS Average_Age
7    FROM squid_game_alice_players_data
8    GROUP BY Series, Status;
9
```

4 query results (2.33 seconds) **View log**

T Series	T Status	# Average_Age
Squid Game	Dead	44.6774
Alice in Borderland	Alive	42.6774
Alice in Borderland	Dead	44.1927
Squid Game	Alive	44.2051

List the top 3 oldest players and their outcomes in both series.

```
46    SELECT Name, Series, Age, Status
47    FROM squid_game_alice_players_data
48    ORDER BY Age DESC
49    LIMIT 3;
50
```

3 query results (2.77 seconds) View log

Name	Series	Age	Status
Oh Il-nam	Squid Game	78	Dead
Player 18	Squid Game	70	Dead
Player 89	Squid Game	70	Alive

Compare the average no. of games survived in both the series.

```sql
10    SELECT Series, AVG(Games_Survived) AS Avg_Games_Survived
11    FROM squid_game_alice_players_data
12    WHERE Status = 'Dead'
13    GROUP BY Series;
```

2 query results (3.17 seconds) View log

Series	# Avg_Games_Survived
Squid Game	3.3495
Alice in Borderland	6.5505

Write a query to display each episode's title, duration, genre, country, and like percentage of its series.

```sql
10
11   WITH avg_episode_duration AS (
12       SELECT
13           series_id,
14           AVG(duration_min) AS avg_episode_duration
15       FROM episode_details
16       GROUP BY series_id
17   )
18   SELECT
19       si.title AS series_title,
20       aed.avg_episode_duration,
21       nm.avg_watch_time_min,
22       ROUND(nm.avg_watch_time_min / aed.avg_episode_duration, 2) AS completion_efficiency
23   FROM avg_episode_duration aed
24   JOIN netflix_metrics nm ON aed.series_id = nm.series_id
25   JOIN series_info si ON aed.series_id = si.series_id;
26
```

2 query results (2.64 seconds) View log

	series_title	# avg_episode_duration	# avg_watch_time_min	# completion_efficiency
1	Squid Game	58.7778	58	0.99
2	Alice in Borderland	51.2222	52	1.02

Using a CTE, calculate the average episode duration per series. Then, compare it with the average watch time from netflix_metrics to find a "completion efficiency" ratio.

```sql
28  SELECT
29      si.genre,
30      ROUND(AVG(nm.netflix_views_millions), 2) AS avg_views,
31      ROUND(AVG(nm.completion_rate_percent), 2) AS avg_completion_rate,
32      ROUND(AVG(nm.like_percentage), 2) AS avg_like_percentage
33  FROM series_info si
34  JOIN netflix_metrics nm ON si.series_id = nm.series_id
35  GROUP BY si.genre;
36
37
```

2 query results (1.65 seconds) View log

genre	avg_views	avg_completion_rate	avg_like_percentage
1 Sci-Fi/Thriller	65.0	78.0	85.0
2 Thriller/Drama	142.0	87.0	91.0

Compare the average no. of games survived in both the series.

```sql
10    SELECT Series, AVG(Games_Survived) AS Avg_Games_Survived
11    FROM squid_game_alice_players_data
12    WHERE Status = 'Dead'
13    GROUP BY Series;
```

2 query results (3.17 seconds) View log

T Series	# Avg_Games_Survived
1 Squid Game	3.3495
2 Alice in Borderland	6.5505

Write a query to show average views, completion rate, and like percentage grouped by genre.

```sql
1  SELECT
2      ed.title AS episode_title,
3      ed.duration_min,
4      si.genre,
5      si.country,
6      nm.like_percentage
7  FROM episode_details ed
8  JOIN series_info si ON ed.series_id = si.series_id
9  JOIN netflix_metrics nm ON ed.series_id = nm.series_id;
```

18 query results (2.96 seconds) **View log**

episode_title	duration_min	genre	country	like_percentage
Squid Ep 1	55	Thriller/Drama	South Korea	91
Squid Ep 2	62	Thriller/Drama	South Korea	91
Squid Ep 3	54	Thriller/Drama	South Korea	91
Squid Ep 4	57	Thriller/Drama	South Korea	91
Squid Ep 5	59	Thriller/Drama	South Korea	91
Squid Ep 6	63	Thriller/Drama	South Korea	91
Squid Ep 7	58	Thriller/Drama	South Korea	91
Squid Ep 8	60	Thriller/Drama	South Korea	91
Squid Ep 9	61	Thriller/Drama	South Korea	91
Alice Ep 1	48	Sci-Fi/Thriller	Japan	85
Alice Ep 2	50	Sci-Fi/Thriller	Japan	85
Alice Ep 3	47	Sci-Fi/Thriller	Japan	85

Insights:

•Squid Game had a higher death rate per game, suggesting a more physically brutal structure compared to Alice in Borderland's strategic depth.

•Heart-suit games in Alice in Borderland showed the lowest survival rates, indicating the psychological games were the deadliest.

•Male players outnumbered female players, and generally had slightly higher survival chances in both series.

•Middle-aged players (25–35) were most common and had better survival outcomes, showing a blend of mental and physical adaptability.

•Games with teamwork elements in AIB had higher survival rates, while solo physical challenges in Squid Game led to mass eliminations.

Which one is better?🏆

Choosing between "Squid Game" and "Alice in Borderland" which one is "better" ultimately comes down to your taste, as both excel in different areas.

•Squid Game is a clear winner if you are looking for a powerful journey with intense emotions.

•Alice in Borderland will be more captivating for the people who are drawn to strategic gameplay, celebral challenges and full of mystery.

Conclusion

Squid Game and Alice in Borderland are two intense survival series on Netflix compared in this case study. The study uncovers how game design player diversity and survival statistics converge to brutality, strategic nuance, mentally taxing and strategically rich environment. This also highlights why these shows resonate so deeply with audiences and contribute to Netflix content portfolio.