# Movie Streaming Platform Analytics

## SQL Database Project Report

### 1. Project Overview

This project simulates a Movie Streaming Platform database designed using PostgreSQL. The objective is to model real-world streaming platform operations and perform business analytics using SQL.

**The project demonstrates:**

• Database design (DDL)

• Data manipulation (DML)

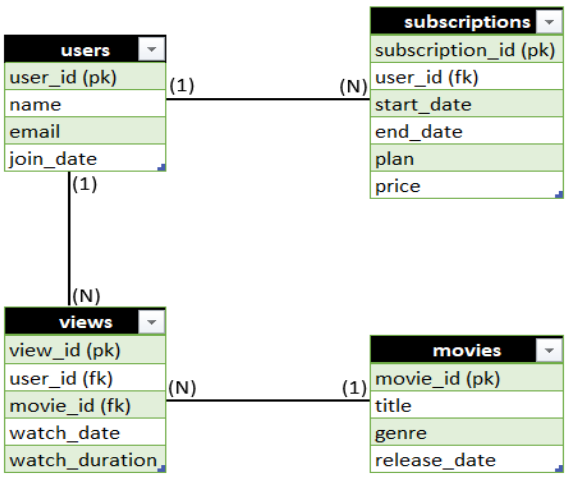
• Joins and aggregations

• Subqueries

• Window functions

• Business-oriented analytical queries

### 2. Database Schema Design



## 3. Analytical Queries Implemented

**Basic Analytics:**

• Total number of users

• Total subscription revenue

• Revenue by subscription plan

**Intermediate Analytics:**

• Most watched movie

• Top 3 most watched movies

• Average watch duration per user

• Total watch time per movie

• Most popular genre

• Users who watched more than 2 movies

• Active users in April 2025

**Advanced Analytics (Window Functions):**

• Ranking movies by watch count

• Percentage contribution of each genre

• Top engaging users using DENSE_RANK()

## 4. Business Insights

Using this database, we can derive insights such as

- most popular content,
- revenue distribution,
- user engagement levels,
- platform growth trends.

## 5. Technologies Used

• PostgreSQL

• SQL (DDL, DML, Window Functions)

• Excel (ER Diagram Design)

• GitHub (Project Hosting)

## 6. Conclusion

This project demonstrates the ability to design relational databases, implement foreign keys, write analytical SQL queries, and extract business insights.