**Netflix Movies and Shows – Exploratory Data Analysis using SQL**

**Business Problem:**

Netflix aims to derive meaningful insights from its extensive dataset of shows and movies to enhance the subscriber experience. However, with approximately **82,000 rows of data**, extracting valuable insights efficiently poses a challenge. They require a **scalable and robust data analytics solution** to process large volumes of data and identify key trends and patterns effectively.

**Proposed Solution:**

To help Netflix extract actionable insights from its vast dataset, we have leveraged **SQL** for data extraction and **exploratory data analysis**

* Using **SQL**, we have analyzed key metrics such as **viewer ratings, popularity trends, genre preferences, and viewership patterns**. SQL functions will help filter, aggregate, and structure the data for deeper analysis.

This approach will enable Netflix to make data-driven decisions, improving content recommendations and overall user engagement.