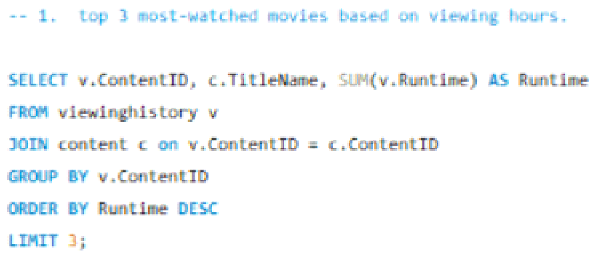
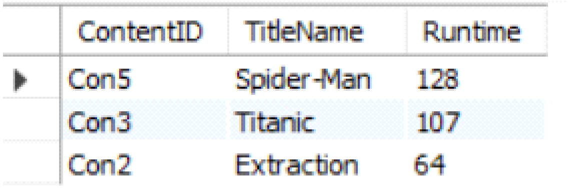
NETFLIX DATA ANALYSIS

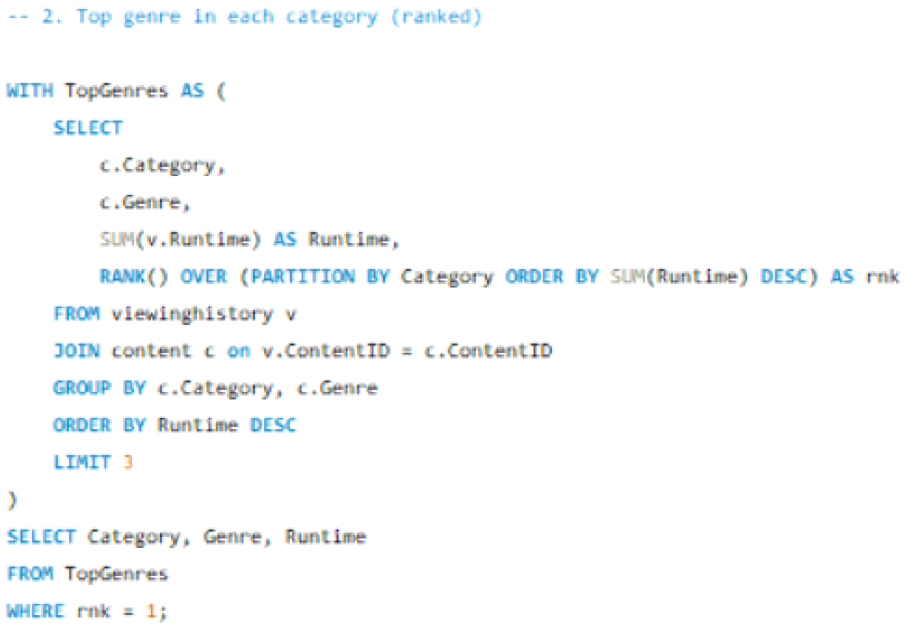


```
-- 1.  top 3 most-watched movies based on viewing hours.

SELECT v.ContentID, c.TitleName, SUM(v.Runtime) AS Runtime
FROM viewinghistory v
JOIN content c on v.ContentID = c.ContentID
GROUP BY v.ContentID
ORDER BY Runtime DESC
LIMIT 3;
```

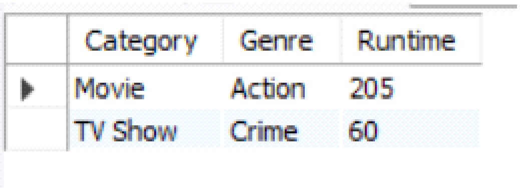


	ContentID	TitleName	Runtime
▶	Con5	Spider-Man	128
	Con3	Titanic	107
	Con2	Extraction	64

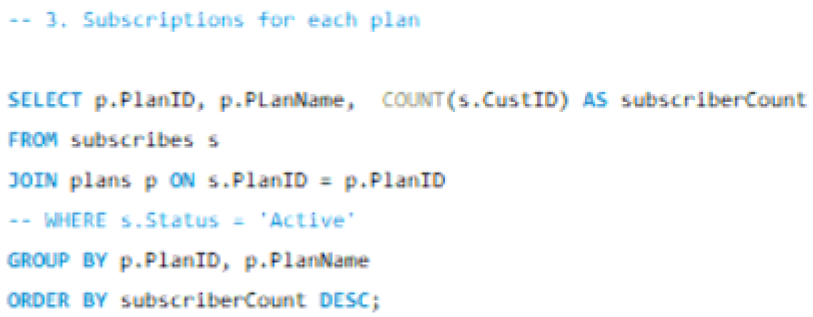


```
-- 2. Top genre in each category (ranked)

WITH TopGenres AS (
    SELECT
        c.Category,
        c.Genre,
        SUM(v.Runtime) AS Runtime,
        RANK() OVER (PARTITION BY Category ORDER BY SUM(Runtime) DESC) AS rnk
    FROM viewinghistory v
    JOIN content c on v.ContentID = c.ContentID
    GROUP BY c.Category, c.Genre
    ORDER BY Runtime DESC
    LIMIT 3
)
SELECT Category, Genre, Runtime
FROM TopGenres
WHERE rnk = 1;
```

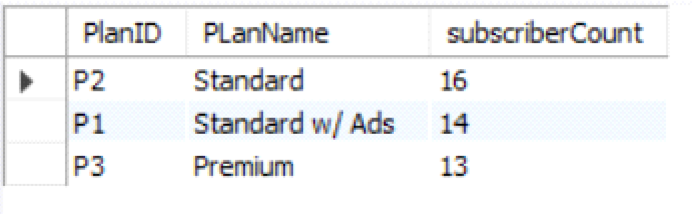


	Category	Genre	Runtime
▶	Movie	Action	205
	TV Show	Crime	60

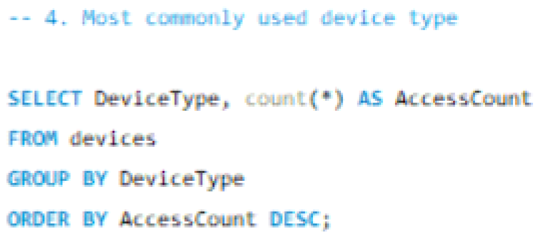


```
-- 3. Subscriptions for each plan

SELECT p.PlanID, p.PLanName,  COUNT(s.CustID) AS subscriberCount
FROM subscribes s
JOIN plans p ON s.PlanID = p.PlanID
-- WHERE s.Status = 'Active'
GROUP BY p.PlanID, p.PlanName
ORDER BY subscriberCount DESC;
```

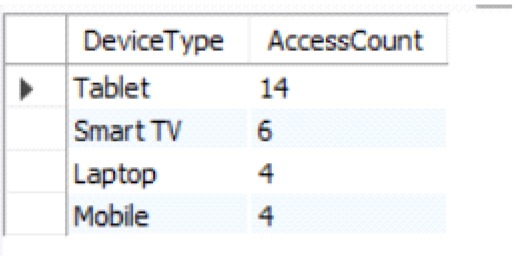


	PlanID	PLanName	subscriberCount
▶	P2	Standard	16
	P1	Standard w/ Ads	14
	P3	Premium	13

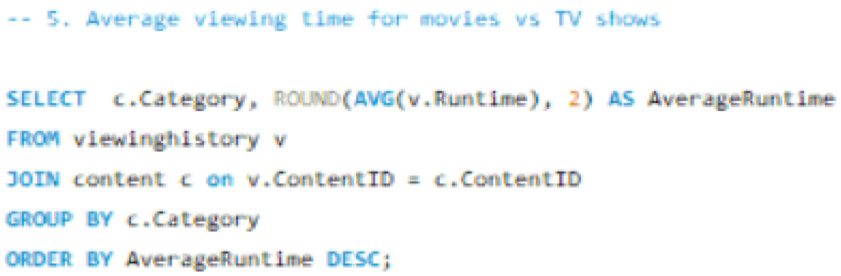


```
-- 4. Most commonly used device type

SELECT DeviceType, count(*) AS AccessCount
FROM devices
GROUP BY DeviceType
ORDER BY AccessCount DESC;
```

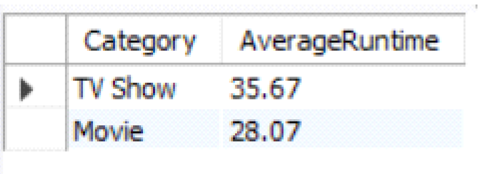


	DeviceType	AccessCount
▶	Tablet	14
	Smart TV	6
	Laptop	4
	Mobile	4

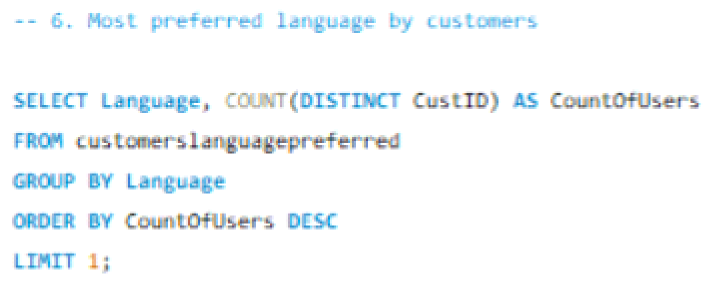


```
-- 5. Average viewing time for movies vs TV shows

SELECT  c.Category, ROUND(AVG(v.Runtime), 2) AS AverageRuntime
FROM viewinghistory v
JOIN content c on v.ContentID = c.ContentID
GROUP BY c.Category
ORDER BY AverageRuntime DESC;
```

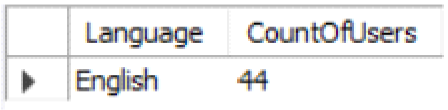


	Category	AverageRuntime
▶	TV Show	35.67
	Movie	28.07

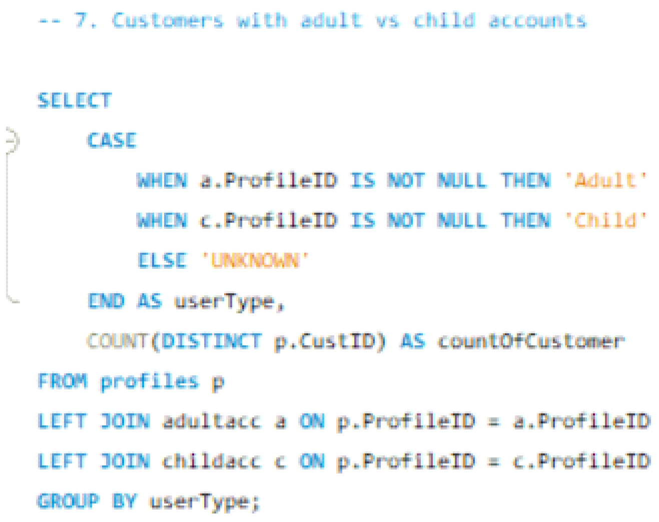


```
-- 6. Most preferred language by customers

SELECT Language, COUNT(DISTINCT CustID) AS CountOfUsers
FROM customerslanguagepreferred
GROUP BY Language
ORDER BY CountOfUsers DESC
LIMIT 1;
```

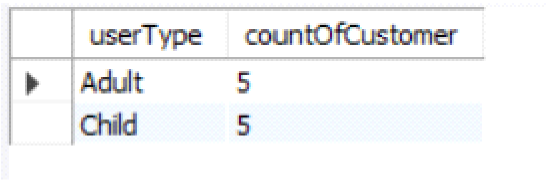


	Language	CountOfUsers
▶	English	44

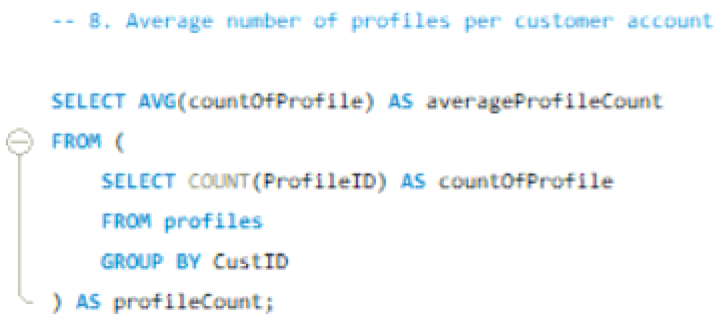


```
-- 7. Customers with adult vs child accounts

SELECT
    CASE
        WHEN a.ProfileID IS NOT NULL THEN 'Adult'
        WHEN c.ProfileID IS NOT NULL THEN 'Child'
        ELSE 'UNKNOWN'
    END AS userType,
    COUNT(DISTINCT p.CustID) AS countOfCustomer
FROM profiles p
LEFT JOIN adultacc a ON p.ProfileID = a.ProfileID
LEFT JOIN childacc c ON p.ProfileID = c.ProfileID
GROUP BY userType;
```

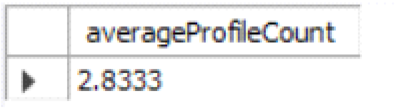


	userType	countOfCustomer
▶	Adult	5
	Child	5

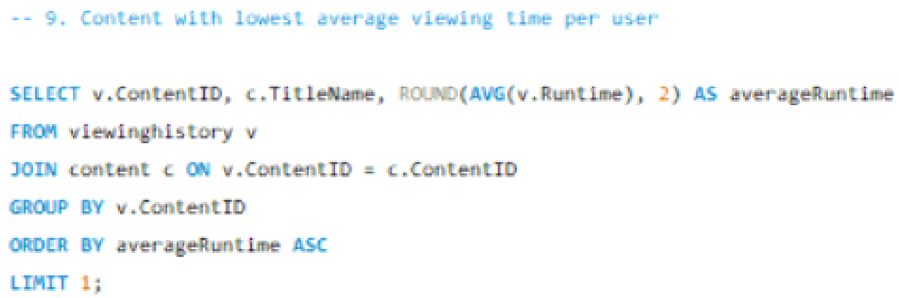


```
-- 8. Average number of profiles per customer account

SELECT AVG(countOfProfile) AS averageProfileCount
FROM (
    SELECT COUNT(ProfileID) AS countOfProfile
    FROM profiles
    GROUP BY CustID
) AS profileCount;
```

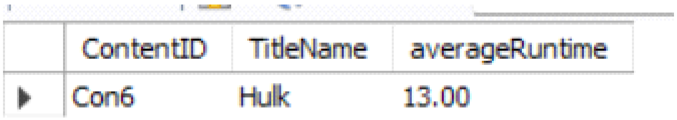


	averageProfileCount
▶	2.8333

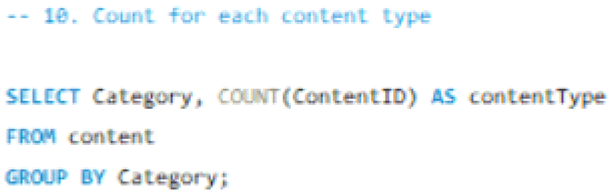


```
-- 9. Content with lowest average viewing time per user

SELECT v.ContentID, c.TitleName, ROUND(AVG(v.Runtime), 2) AS averageRuntime
FROM viewinghistory v
JOIN content c ON v.ContentID = c.ContentID
GROUP BY v.ContentID
ORDER BY averageRuntime ASC
LIMIT 1;
```

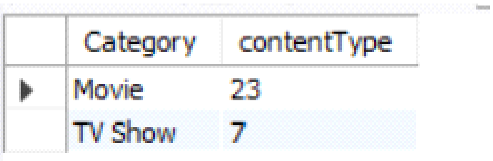


	ContentID	TitleName	averageRuntime
▶	Con6	Hulk	13.00

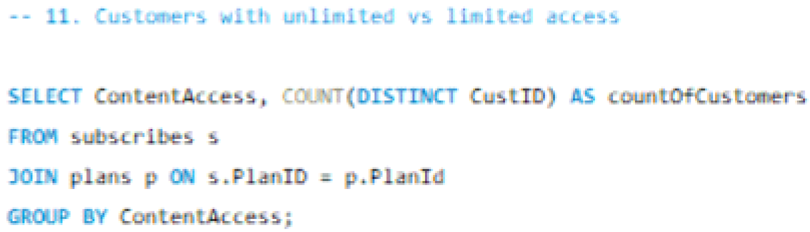


```
-- 10. Count for each content type

SELECT Category, COUNT(ContentID) AS contentType
FROM content
GROUP BY Category;
```

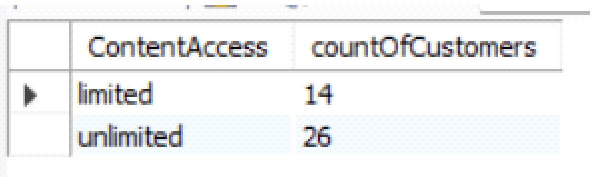


	Category	contentType
▶	Movie	23
	TV Show	7

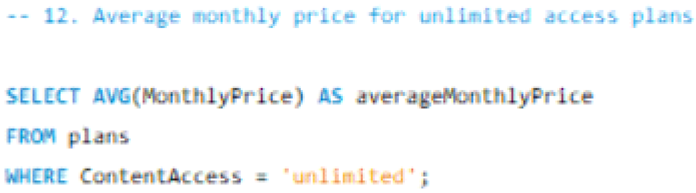


```
-- 11. Customers with unlimited vs limited access

SELECT ContentAccess, COUNT(DISTINCT CustID) AS countOfCustomers
FROM subscribes s
JOIN plans p ON s.PlanID = p.PlanId
GROUP BY ContentAccess;
```

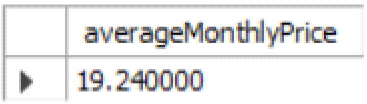


	ContentAccess	countOfCustomers
▶	limited	14
	unlimited	26

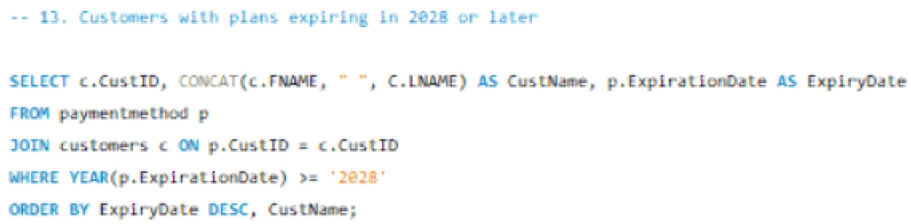


```
-- 12. Average monthly price for unlimited access plans

SELECT AVG(MonthlyPrice) AS averageMonthlyPrice
FROM plans
WHERE ContentAccess = 'unlimited';
```

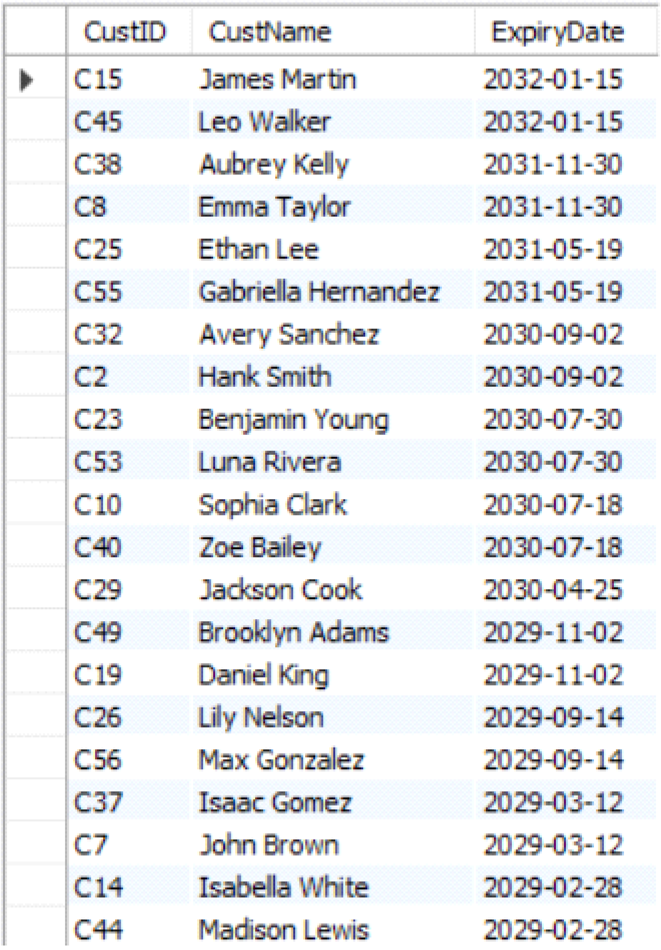


	averageMonthlyPrice
▶	19.240000

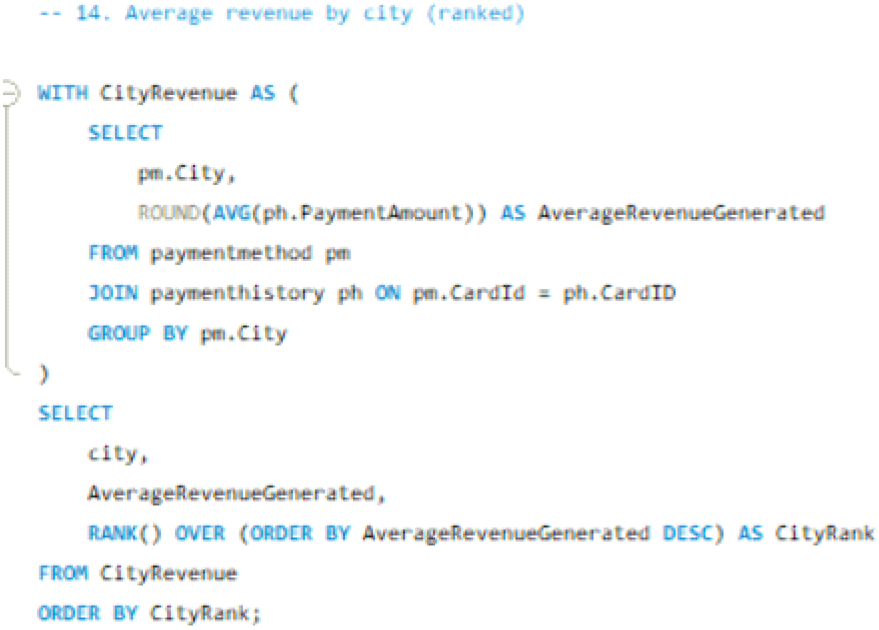


```
-- 13. Customers with plans expiring in 2028 or later

SELECT c.CustID, CONCAT(c.FNAME, " ", C.LNAME) AS CustName, p.ExpirationDate AS ExpiryDate
FROM paymentmethod p
JOIN customers c ON p.CustID = c.CustID
WHERE YEAR(p.ExpirationDate) >= '2028'
ORDER BY ExpiryDate DESC, CustName;
```

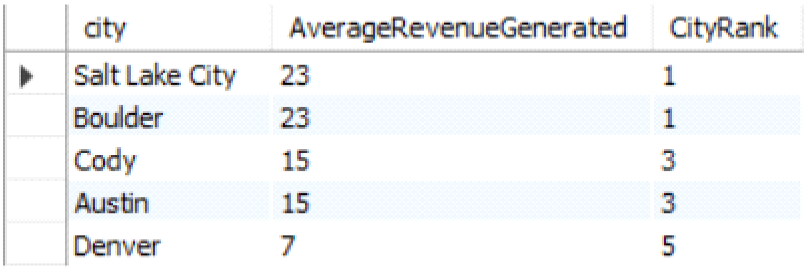


	CustID	CustName	ExpiryDate
▶	C15	James Martin	2032-01-15
	C45	Leo Walker	2032-01-15
	C38	Aubrey Kelly	2031-11-30
	C8	Emma Taylor	2031-11-30
	C25	Ethan Lee	2031-05-19
	C55	Gabriella Hernandez	2031-05-19
	C32	Avery Sanchez	2030-09-02
	C2	Hank Smith	2030-09-02
	C23	Benjamin Young	2030-07-30
	C53	Luna Rivera	2030-07-30
	C10	Sophia Clark	2030-07-18
	C40	Zoe Bailey	2030-07-18
	C29	Jackson Cook	2030-04-25
	C49	Brooklyn Adams	2029-11-02
	C19	Daniel King	2029-11-02
	C26	Lily Nelson	2029-09-14
	C56	Max Gonzalez	2029-09-14
	C37	Isaac Gomez	2029-03-12
	C7	John Brown	2029-03-12
	C14	Isabella White	2029-02-28
	C44	Madison Lewis	2029-02-28

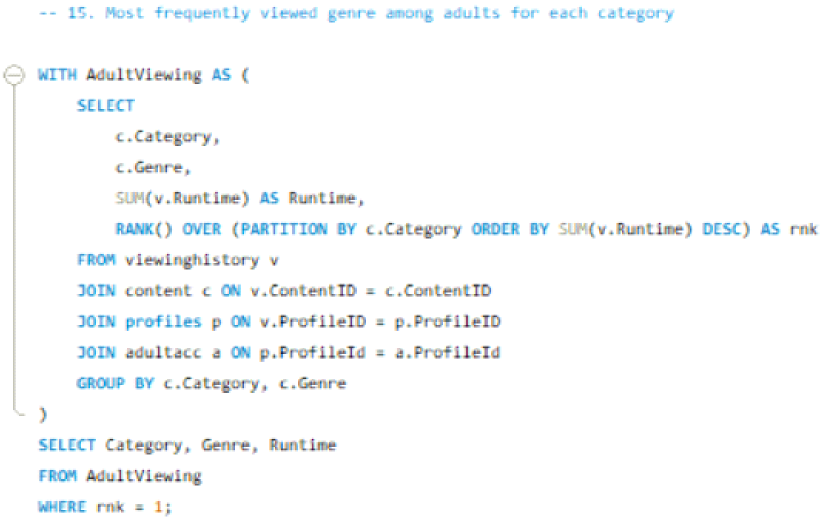


```
-- 14. Average revenue by city (ranked)

WITH CityRevenue AS (
    SELECT
        pm.City,
        ROUND(AVG(ph.PaymentAmount)) AS AverageRevenueGenerated
    FROM paymentmethod pm
    JOIN paymenthistory ph ON pm.CardId = ph.CardID
    GROUP BY pm.City
)
SELECT
    city,
    AverageRevenueGenerated,
    RANK() OVER (ORDER BY AverageRevenueGenerated DESC) AS CityRank
FROM CityRevenue
ORDER BY CityRank;
```

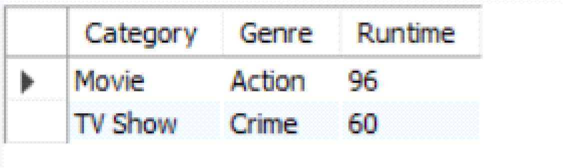


city	AverageRevenueGenerated	CityRank
Salt Lake City	23	1
Boulder	23	1
Cody	15	3
Austin	15	3
Denver	7	5



```
-- 15. Most frequently viewed genre among adults for each category

WITH AdultViewing AS (
    SELECT
        c.Category,
        c.Genre,
        SUM(v.Runtime) AS Runtime,
        RANK() OVER (PARTITION BY c.Category ORDER BY SUM(v.Runtime) DESC) AS rnk
    FROM viewinghistory v
    JOIN content c ON v.ContentID = c.ContentID
    JOIN profiles p ON v.ProfileID = p.ProfileID
    JOIN adultacc a ON p.ProfileId = a.ProfileId
    GROUP BY c.Category, c.Genre
)
SELECT Category, Genre, Runtime
FROM AdultViewing
WHERE rnk = 1;
```



Category	Genre	Runtime
Movie	Action	96
TV Show	Crime	60