

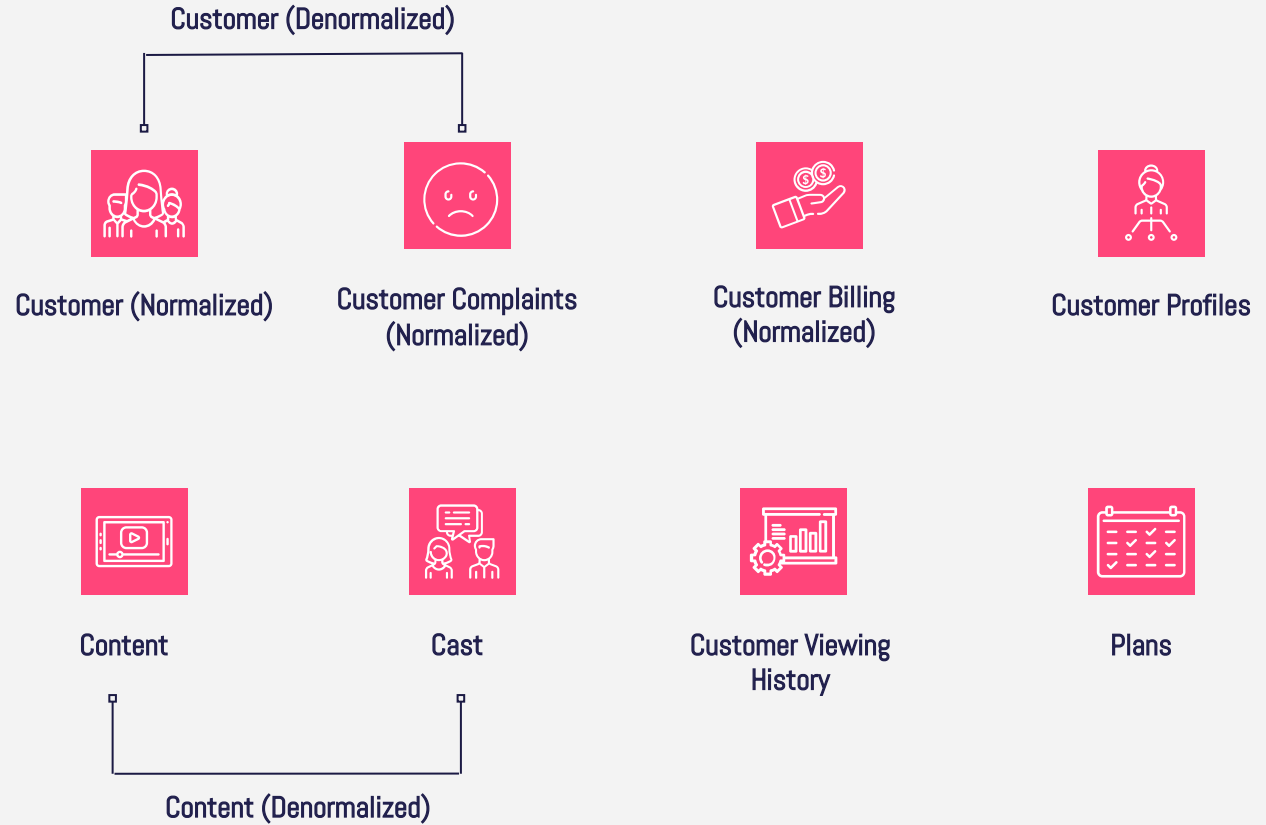
NETFLIX

ANALYSIS

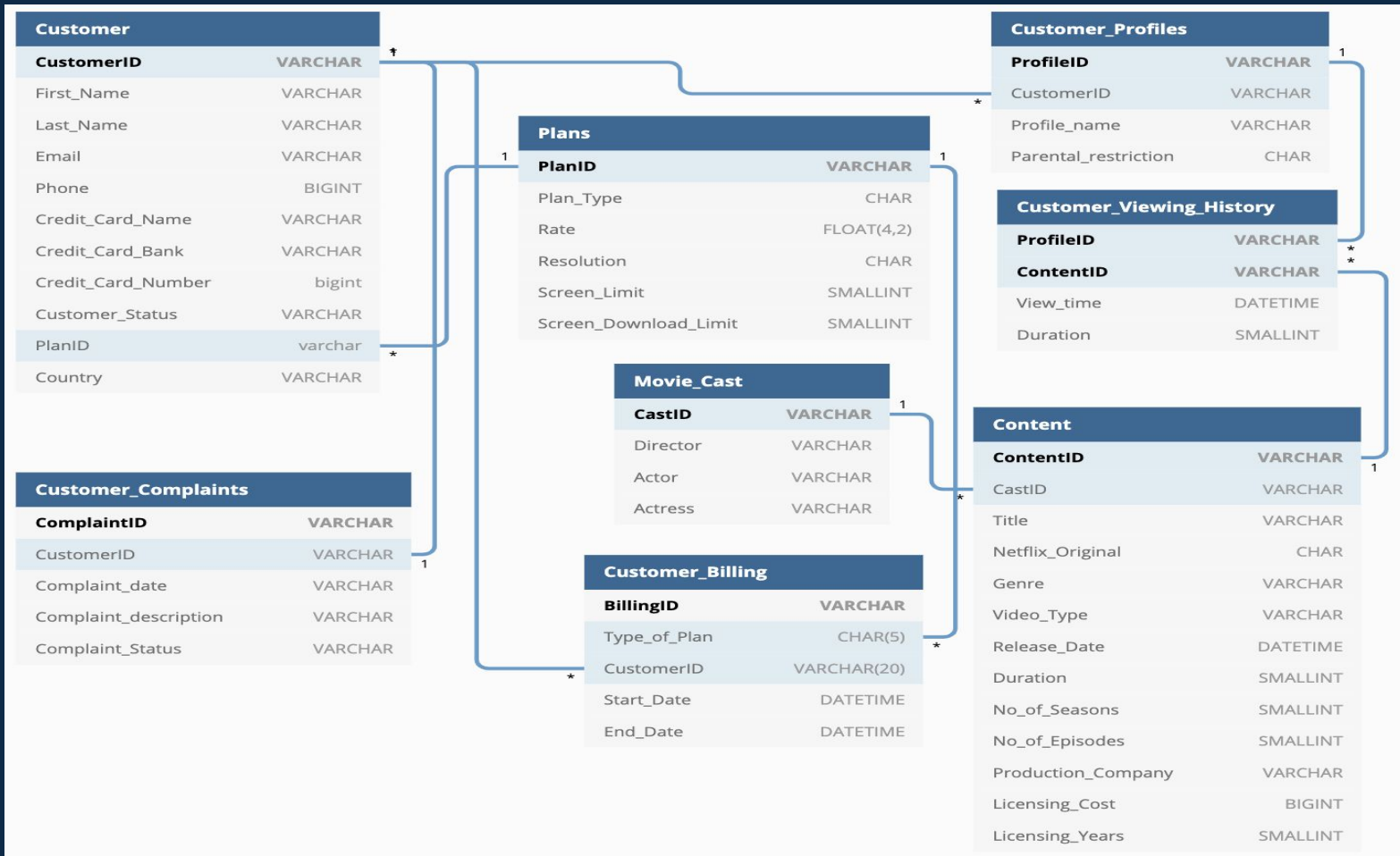
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Relevant Tables



Schema Diagram



Business Questions



1

How can we retain customers? Why are they choosing Netflix?



2

Are customers willing to pay higher prices for more material or higher resolution?



3

How many customers have left Netflix after raising complaints?



01

How can we
retain
customers?

Why are they
choosing
Netflix?

We can evaluate:

- What movies users are watching the most of? What genre are they?
- Are they Netflix Originals?
- How many profiles have viewed the content?

```
SELECT cvh.ContentID, ct.Title , ct.Genre, ct.Netflix_Original, ct.Video_Type,  
SUM(ct.Duration) AS Total_Duration,  
COUNT(DISTINCT(cp.ProfileID)) AS Total_Profile_Views,  
SUM(p.Rate) AS Revenue_From_Customers_Watching  
FROM Customer_Viewing_History cvh  
INNER JOIN Content ct ON cvh.ContentID = ct.ContentID  
LEFT JOIN Customer_Profiles cp ON cvh.ProfileID = cp.ProfileID  
LEFT JOIN Customer_Billing cb ON cp.CustomerID = cb.CustomerID  
LEFT JOIN Plans p ON cb.Type_of_Plan = p.PlanID  
GROUP BY ContentID  
ORDER BY Total_Duration DESC  
LIMIT 5;
```

ContentID	Title	Genre	Netflix_Original	Video_Type	Total_Duration	Total_Profile_Views	Revenue_From_Customers_Watching
00000M8	Luck in the night	Romance	No	Movie	210	2	22.98
00000M10	Strangers of hope	Drama	No	Movie	145	1	13.99
00000T3	what happened to monday	Science Fiction	Yes	Movie	128	1	13.99
00000M2	Disclosure	Documentary	No	Movie	120	1	17.99
00000M5	Moonlight	Drama	No	Movie	120	1	13.99

We can evaluate:

- If the customer has unsubscribed, how much time did they spend on Netflix?
- How much do active members spend on Netflix?

```
CREATE VIEW Detailed_Customer_View AS  
SELECT c.CustomerID, SUM(cvh.Duration) AS Total_Viewing_Time  
FROM Customer c  
INNER JOIN Customer_Profiles cp ON c.CustomerID = cp.CustomerID  
INNER JOIN Customer_Viewing_History cvh ON cp.ProfileID = cvh.ProfileID  
GROUP BY CustomerID;
```

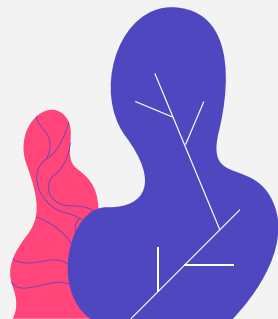
CustomerID	Years_of_Membership	Total_Viewing_Time
C00002	3.9178	718
C00001	3.0055	338
C00018	3.0027	NULL
C00004	2.1781	245
C00014	2.1671	NULL
C00019	1.8932	NULL
C00007	1.2493	100
C00020	1.0959	NULL
C00012	1.0000	NULL
C00016	0.9178	NULL
C00008	0.9151	45
C00003	NULL	105
C00005	NULL	1184
C00006	NULL	35
C00009	NULL	NULL
C00010	NULL	607
C00011	NULL	NULL
C00013	NULL	NULL
C00015	NULL	NULL
C00017	NULL	NULL



Are customers
willing to pay
higher prices for
better resolution?

Netflix Plans

Plan	Basic	Standard	Premium
Price (\$)	8.99	13.99	17.99
Resolution	480	1080	4k+HDR
Number of screens you can watch/download from	1	2	4



We can evaluate:

Customer complaints
about streaming
resolution

```
SELECT Complaint_description, Complaint_date, Complaint_Status
FROM Customer_Complaints
WHERE Complaint_description LIKE '%quality%'
OR Complaint_description like '%HD%'
OR Complaint_description like '%Resolution%';
```

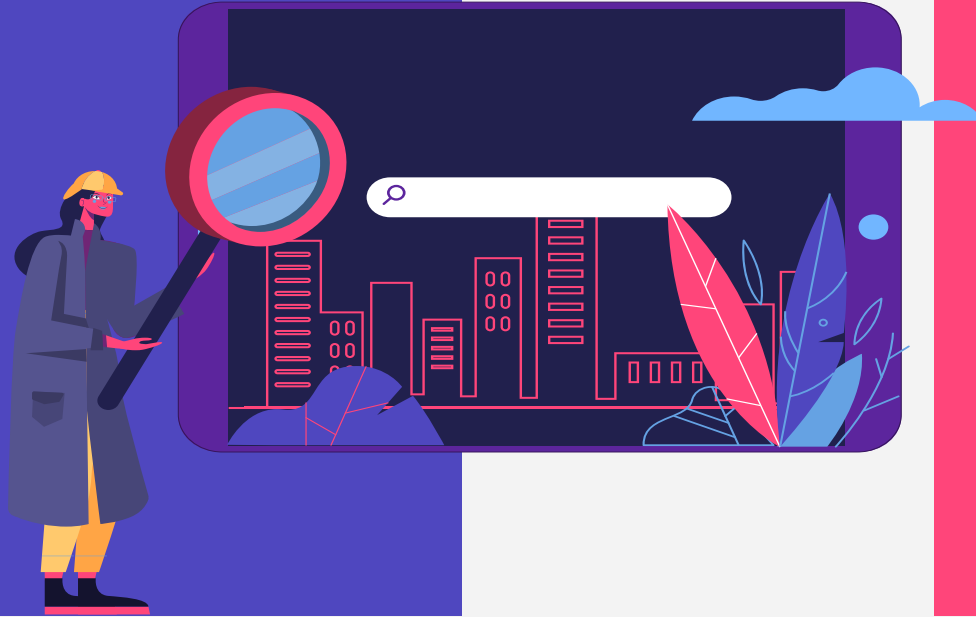
Complaint_description	Complaint_date	Complaint_Status
Resolution is not good	2017-07-01 14:00:00	Open
I always had the high def plan but times are tou...	2020-10-03 14:54:00	Closed
The quality of these movies are not HD more lik...	2019-03-03 20:56:05	Open
Not loads of quality content, and the video qualit...	2019-06-13 21:54:00	Closed

We can evaluate:

Customers who have Basic Plan complained about streaming quality but had not upgraded to higher plans and left Netflix.

```
SELECT cmp.CustomerID, cmp.Complaint_description, c.PlanID,  
c.Customer_Status FROM Customer_Complaints cmp  
JOIN Customer c ON cmp.CustomerID = c.CustomerID  
WHERE (Complaint_description LIKE '%quality%'  
OR Complaint_description like '%HD%'  
OR Complaint_description like '%streaming%'  
OR Complaint_description like '%Resolution%') AND PlanID = 'B';
```

CustomerID	Complaint_description	PlanID	Customer_Status
C00001	Resolution is not good	B	Not Active
C00018	Not loads of quality content, and the video qualit...	B	Not Active



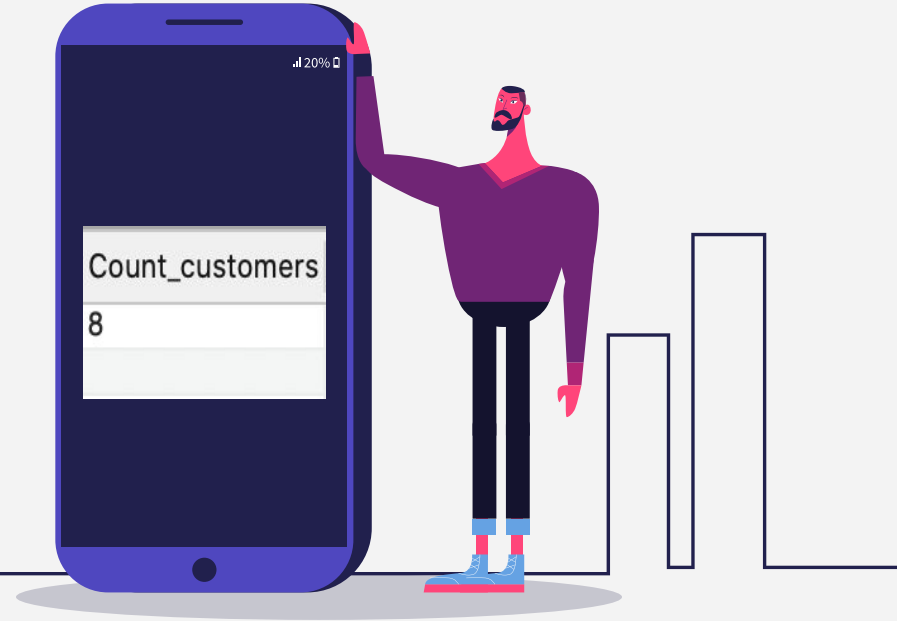
03

How many
customers have
left Netflix after
raising
complaints?

We can evaluate:

The number of non-active customers who have open complaint status

```
SELECT COUNT(*) FROM Customer WHERE  
Customer_Status='Not Active' AND CustomerID  
IN (SELECT CustomerID FROM  
Customer_Complaints WHERE  
Complaint_Status='Open');
```

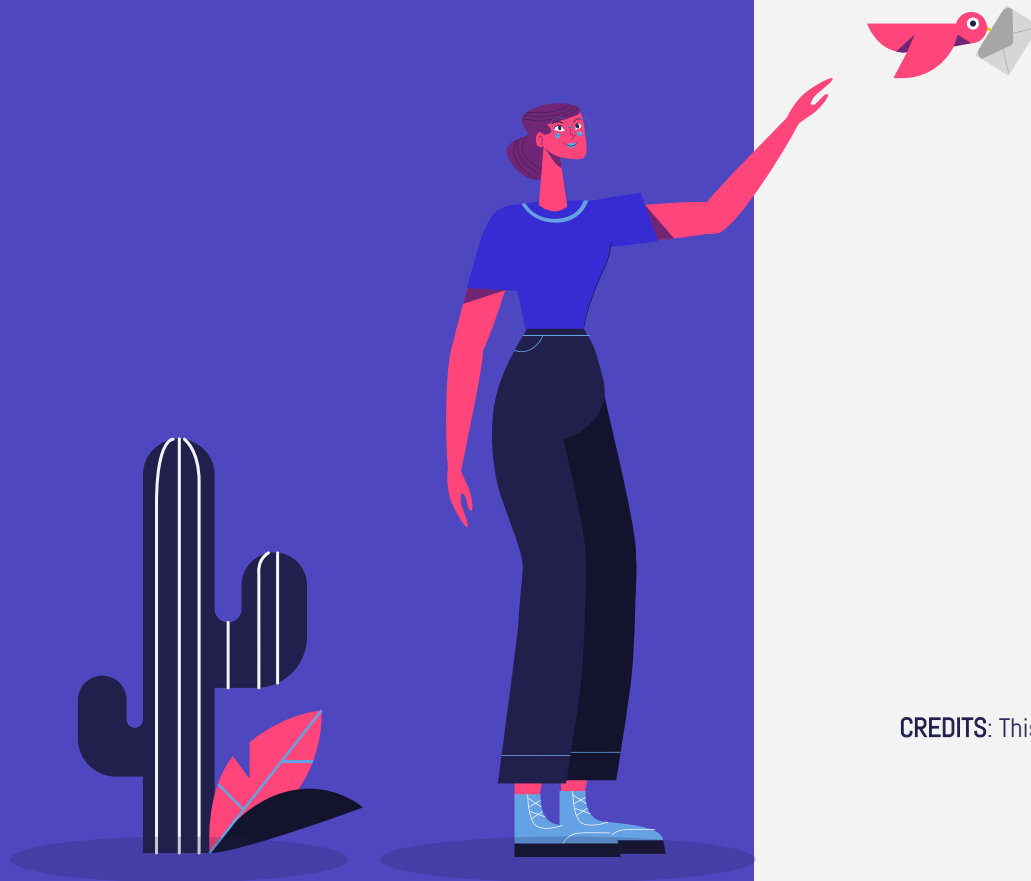


We can evaluate:

Customers who left Netflix
after having unresolved
complaints for long
durations especially loyal
customers.

```
SELECT cmp.CustomerID, cmp.Complaint_Status, cmp.Complaint_date, cb.End_Date,  
c.Customer_Status,TIMESTAMPDIFF(MONTH, cmp.Complaint_date, cb.End_Date) AS  
Lead_time FROM Customer_Complaints cmp JOIN Customer c ON  
cmp.CustomerID=c.CustomerID JOIN Customer_Billing cb ON  
cb.CustomerID=c.CustomerID WHERE c.Customer_Status='Not Active' AND  
cmp.Complaint_Status='Open';
```

CustomerID	Complaint_Status	Complaint_date	End_Date	Customer_Status	Lead_time
C00001	Open	2017-07-01 14:00:00	2020-06-02 14:00:00	Not Active	35
C00001	Open	2019-06-01 14:00:00	2020-06-02 14:00:00	Not Active	12
C00002	Open	2015-04-14 18:09:00	2019-03-14 18:09:00	Not Active	47
C00002	Open	2017-04-14 18:09:00	2019-03-14 18:09:00	Not Active	23
C00004	Open	2018-03-03 20:56:05	2020-05-06 08:34:22	Not Active	26
C00004	Open	2019-03-03 20:56:05	2020-05-06 08:34:22	Not Active	14
C00007	Open	2020-10-01 08:44:00	2020-12-30 23:04:50	Not Active	2
C00008	Open	2017-08-05 13:20:00	2018-04-02 12:32:17	Not Active	7
C00008	Open	2018-03-03 13:20:00	2018-04-02 12:32:17	Not Active	0
C00016	Open	2020-01-19 10:20:00	2020-03-19 10:30:00	Not Active	2
C00019	Open	2020-09-29 12:35:00	2020-10-20 18:30:00	Not Active	0
C00020	Open	2020-06-10 08:50:00	2020-08-13 08:10:00	Not Active	2



THANK YOU!

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