

Case Study on OTT Platform

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Introduction

Netflix, Disney+ and other streaming services, for the most part, are growing quickly and globally, and making news headlines daily based on the success – or failures – of their efforts. As a result, media and entertainment companies of all shapes and sizes, regional and local, are looking for ways to establish their own OTT (over-the-top) streaming services and searching for answers about how to survive and thrive in a fiercely aggressive market.

Netflix provides streaming movies and TV shows to over 75 million subscribers across the globe. Customers can watch as many shows or movies they want as long as they are connected to the internet. Netflix produces original content and also pays for the rights to stream feature films and shows.

In order to understand customer behaviour, Netflix need to track its customer, its content, and the content that specific customers watch. Understanding which user watch which shows and movies will allow the firm to recommend similar content that the user will also likely enjoy.

Here, we have made the database for Netflix, where you will be able to see all needed data and tables, going through the case study it would be easy to find out the work.

Database description

In order for Netflix to collect information it needs many kind of tables as given below



Table Names

- Collection of shows
- Movies
- Web shows
- Actor
- Actor_work
- Genre preference
- Language preference
- Payment
- Production
- Production show
- Rating
- Statistic
- Subscribers
- Object type
- Object value
- Director
- Director_Show
- Login_Credentials
- Poster

The relationship and diagram of the tables are shown below :

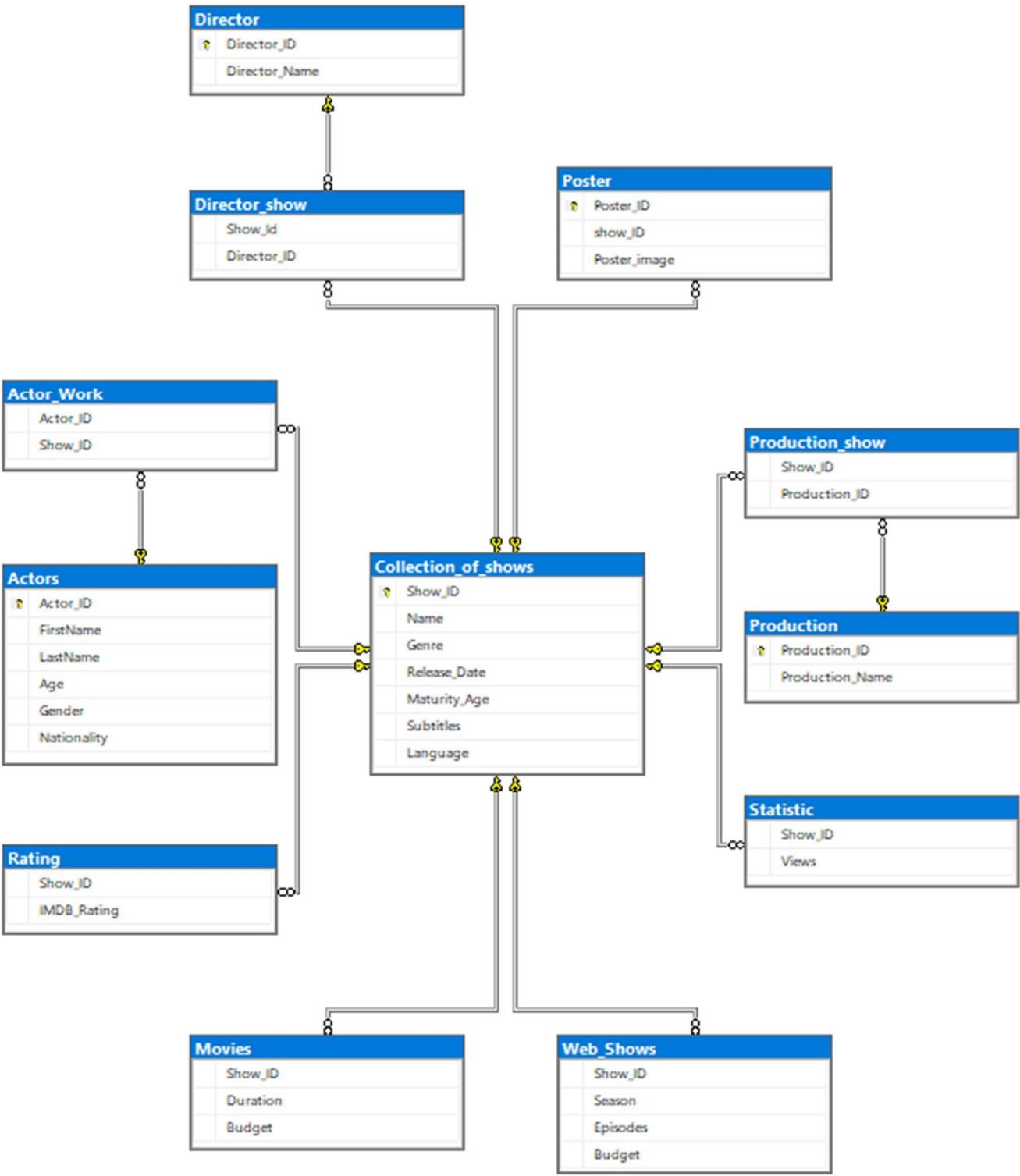


Figure 1

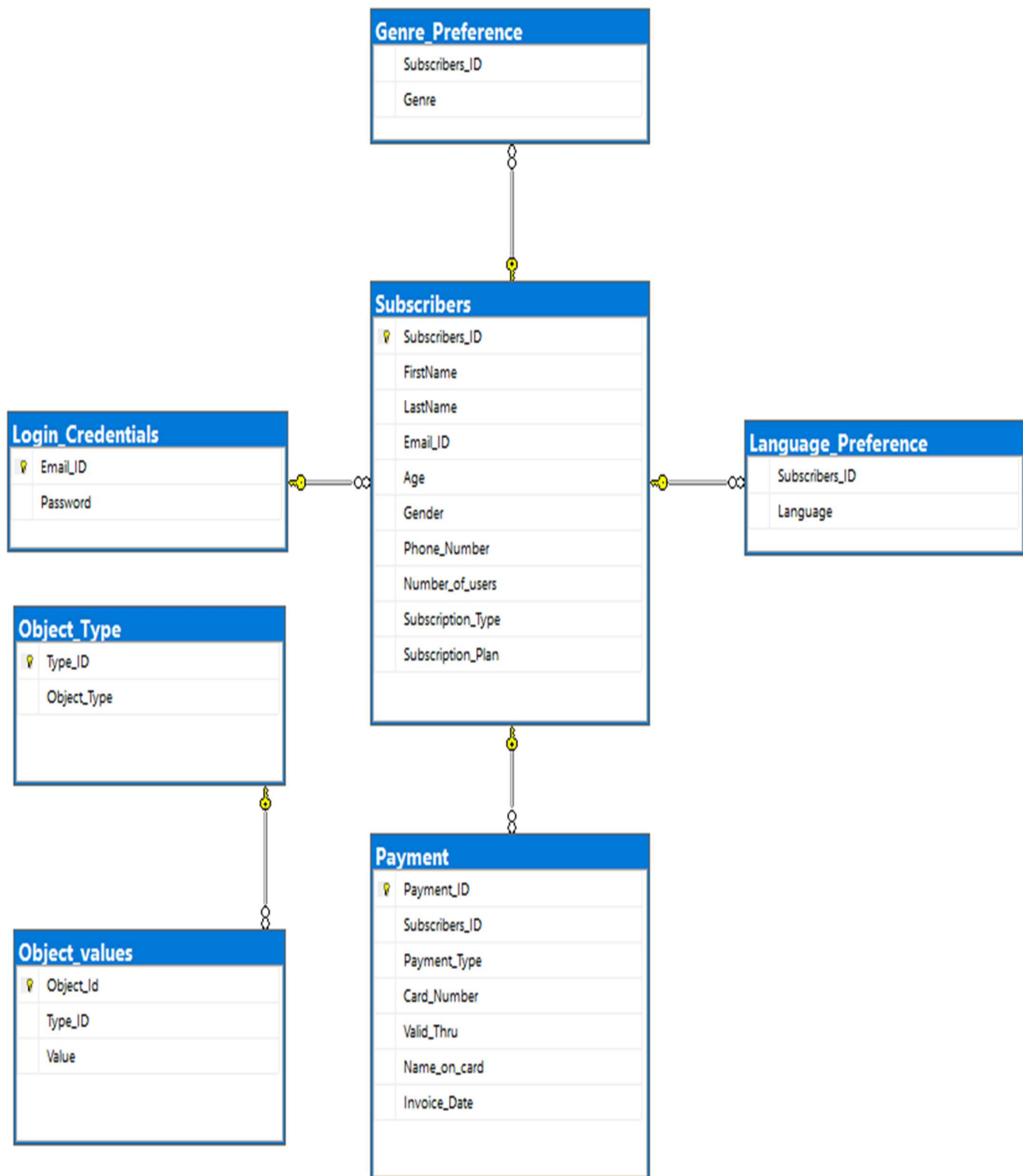


Figure 2

Collection of shows

Collection of shows			
	Column Name	Data Type	Allow Nulls
🔑	Show_ID	int	<input type="checkbox"/>
	Name	varchar(50)	<input type="checkbox"/>
	Genre	numeric(2, 0)	<input type="checkbox"/>
	Release_Date	date	<input checked="" type="checkbox"/>
	Maturity_Age	numeric(3, 0)	<input type="checkbox"/>
	Subtitles	numeric(2, 0)	<input checked="" type="checkbox"/>
	Language	numeric(2, 0)	<input checked="" type="checkbox"/>
			<input type="checkbox"/>

Movies

Movies			
	Column Name	Data Type	Allow Nulls
	Show_ID	int	<input type="checkbox"/>
	Duration	real	<input type="checkbox"/>
	Budget	money	<input type="checkbox"/>
			<input type="checkbox"/>

Web shows

Web Shows			
	Column Name	Data Type	Allow Nulls
	Show_ID	int	<input type="checkbox"/>
	Season	numeric(3, 0)	<input type="checkbox"/>
	Episodes	numeric(3, 0)	<input type="checkbox"/>
	Budget	money	<input type="checkbox"/>
			<input type="checkbox"/>

Actor

Actors			
	Column Name	Data Type	Allow Nulls
🔑	Actor_ID	int	<input type="checkbox"/>
	FirstName	varchar(20)	<input type="checkbox"/>
	LastName	varchar(20)	<input type="checkbox"/>
	Age	numeric(3, 0)	<input type="checkbox"/>
	Gender	numeric(1, 0)	<input type="checkbox"/>
	Nationality	varchar(15)	<input checked="" type="checkbox"/>
			<input type="checkbox"/>

Actor work

Actor_Work			
	Column Name	Data Type	Allow Nulls
	Actor_ID	int	<input type="checkbox"/>
	Show_ID	int	<input type="checkbox"/>
			<input type="checkbox"/>

Genre preference

Genre Preference			
	Column Name	Data Type	Allow Nulls
	Subscribers_ID	int	<input type="checkbox"/>
	Genre	numeric(2, 0)	<input checked="" type="checkbox"/>
			<input type="checkbox"/>

Language preference

Language Preference			
	Column Name	Data Type	Allow Nulls
	Subscribers_ID	int	<input type="checkbox"/>
	Language	numeric(2, 0)	<input checked="" type="checkbox"/>
			<input type="checkbox"/>

Payment

Payment			
	Column Name	Data Type	Allow Nulls
🔑	Payment_ID	int	<input type="checkbox"/>
	Subscribers_ID	int	<input type="checkbox"/>
	Payment_Type	numeric(2, 0)	<input type="checkbox"/>
	Card_Number	numeric(16, 0)	<input type="checkbox"/>
	Valid_Thru	date	<input type="checkbox"/>
	Name_on_card	varchar(30)	<input type="checkbox"/>
	Invoice_Date	date	<input type="checkbox"/>
			<input type="checkbox"/>

Production

Production			
	Column Name	Data Type	Allow Nulls
🔑	Production_ID	int	<input type="checkbox"/>
	Production_Name	varchar(50)	<input type="checkbox"/>
			<input type="checkbox"/>

Production show

Production show			
	Column Name	Data Type	Allow Nulls
	Show_ID	int	<input type="checkbox"/>
	Production_ID	int	<input type="checkbox"/>
			<input type="checkbox"/>

Rating

Rating			
	Column Name	Data Type	Allow Nulls
	Show_ID	int	<input type="checkbox"/>
	IMDB_Rating	float	<input checked="" type="checkbox"/>
			<input type="checkbox"/>

Statistic

Statistic			
	Column Name	Data Type	Allow Nulls
	Show_ID	int	<input type="checkbox"/>
	Views	int	<input type="checkbox"/>
			<input type="checkbox"/>

Subscribers

Subscribers			
	Column Name	Data Type	Allow Nulls
🔑	Subscribers_ID	int	<input type="checkbox"/>
	FirstName	varchar(20)	<input type="checkbox"/>
	LastName	varchar(20)	<input type="checkbox"/>
	Email_ID	nvarchar(50)	<input type="checkbox"/>
	Age	numeric(3, 0)	<input type="checkbox"/>
	Gender	numeric(1, 0)	<input type="checkbox"/>
	Phone_Number	numeric(10, 0)	<input type="checkbox"/>
	Number_of_users	numeric(1, 0)	<input checked="" type="checkbox"/>
	Subscription_Type	numeric(1, 0)	<input type="checkbox"/>
	Subscription_Plan	numeric(1, 0)	<input type="checkbox"/>
			<input type="checkbox"/>

Object type

Object Type			
	Column Name	Data Type	Allow Nulls
🔑	Type_ID	numeric(2, 0)	<input type="checkbox"/>
	Object_Type	varchar(20)	<input type="checkbox"/>
			<input type="checkbox"/>

Object value

Object values			
	Column Name	Data Type	Allow Nulls
🔑	Object_Id	int	<input type="checkbox"/>
	Type_ID	numeric(2, 0)	<input type="checkbox"/>
	Value	varchar(20)	<input type="checkbox"/>
			<input type="checkbox"/>

Director

Director			
	Column Name	Data Type	Allow Nulls
🔑	Director_ID	int	<input type="checkbox"/>
	Director_Name	varchar(20)	<input type="checkbox"/>
			<input type="checkbox"/>

Director Show

Director show			
	Column Name	Data Type	Allow Nulls
	Show_Id	int	<input type="checkbox"/>
	Director_ID	int	<input type="checkbox"/>
			<input type="checkbox"/>

Login_Credentials

Login_Credentials			
	Column Name	Data Type	Allow Nulls
🔑	Email_ID	nvarchar(50)	<input type="checkbox"/>
	Password	char(40)	<input type="checkbox"/>
			<input type="checkbox"/>

Poster

Poster			
	Column Name	Data Type	Allow Nulls
💡	Poster_ID	int	<input type="checkbox"/>
	show_ID	int	<input type="checkbox"/>
	Poster_image	varbinary(MAX)	<input checked="" type="checkbox"/>
			<input type="checkbox"/>