

** All prices are presented in dollars.*

Business Rules

User and Subscription Management

USERS: The entity that stores information about the platform's users. This includes:

- **Personal information:** First name, last name, nationality, date of birth.
- **Contact information:** Email address, which is used for system login and communication with the user.
- **USER_PASSWORD (Password):** A secure way to access the user's account.
- **REGISTRATION_DATE (Registration Date):** An important field for tracking user activity and history.

SUBSCRIPTION_PLAN (Subscription Plan): The platform offers various subscription plans with different access levels and prices. The plan information includes price, duration, and description, allowing users to choose the most suitable option.

SUBSCRIPTIONS: The linking table that connects users with their subscriptions. It includes information on:

- **START_DATE (Start Date)** and **END_DATE (End Date)** of the subscription.
- **IS_ACTIVE (Is Active):** This field is important for determining the current status of the user's subscription.

Business goal

We are creating an online movie streaming platform that not only provides access to a wide catalog of movies but also allows managing user subscriptions and tracking their interactions with the content. The main goal is to offer users a unique and personalized experience, supported by the platform's powerful analytical capabilities:

Users and Subscriptions

Each user must have at least one active subscription linked to a subscription plan. The subscription is defined by start and end dates and the status of activity.

Strategic Vision

Personalization

Objective:

Improve user experience by offering personalized recommendations based on preference data.

- **Suggestions of movies** that may interest users based on viewing history.
- **Send notifications** about new movies.

Result:

Increase user loyalty, increase time spent on the platform, and reduce customer churn.

Global Availability

Objective:

Attract and retain an international audience by offering movies in different languages and cultural contexts.

Result:

Market expansion, increase in subscriber base by penetrating new markets and engaging a diverse audience.

High Engagement

Objective:

Integrate information about awards and ratings to create more engaging content. Users can choose movies based on critical reviews and cinematic achievements.

Result:

Increase user engagement, increase views of award-winning movies, and enhance the platform's authority as a source of quality content.

Flexibility and Scalability**Objective:**

The platform is designed to be scalable, allowing the addition of new features such as advanced analytical tools, new languages, genres, and support for new content formats (e.g., TV series or documentaries).

Result:

Increased ability to grow and adapt to changing market demands, allowing us to remain competitive and innovative.

Future Plans**Interface Improvement****Objective:**

Develop a more intuitive and responsive interface that allows users to easily find and watch the content they are interested in.

Result:

Improved user experience, increased satisfaction, and more time spent on the platform.

Using Data for Development**Objective:**

Use data about user behavior and preferences to develop new features, personalized recommendations, and improve marketing strategies.

Result:

Increased marketing effectiveness, higher conversion rates, and improved user retention.