



Themelion

30-Day SQL Data Analysis Challenge

Project Presentation

Movie Rating Database: Analyzing User Preferences with SQL

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Group B



Project Overview



Problem:

Unstructured movie rating data makes it difficult to analyze audience behavior.

Goal:

Create a relational SQL database to manage movies, users, and ratings.

Outcome:

Actionable insights into user behavior and content performance.

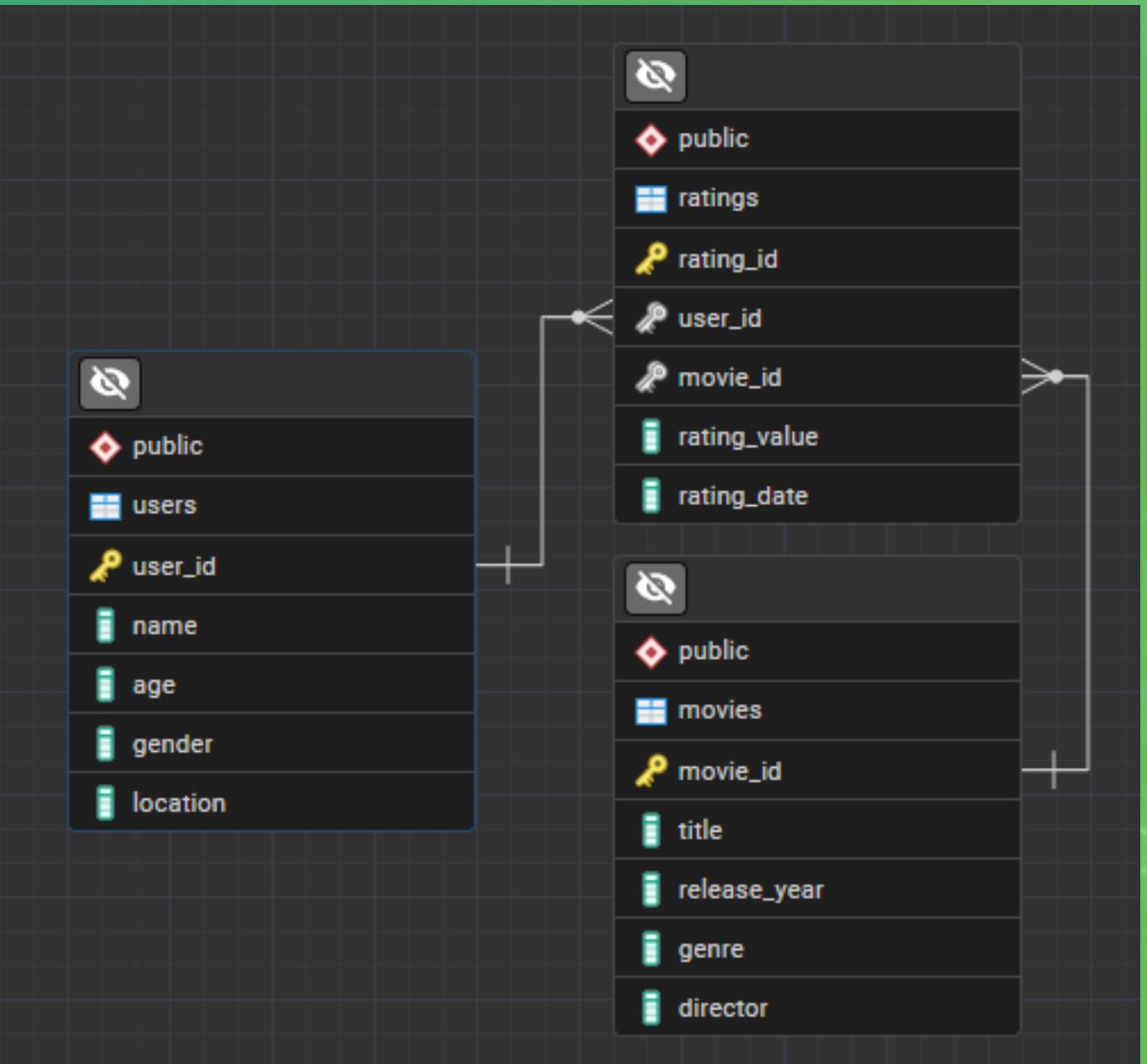
Relevance & Impact

- Helps platforms identify top-performing genres and movies.
- Supports marketing segmentation by age, gender, and location.
- Improves content strategy through data-driven decision-making.



Project Workflow

- Data Collection: 20 Movies, 20 Users, 60 Ratings
- Database Design: Created ER diagram linking Users, Movies, and Ratings
- Implementation: Built SQL tables with Primary & Foreign Keys
- Analysis: Ran SQL queries to extract insights

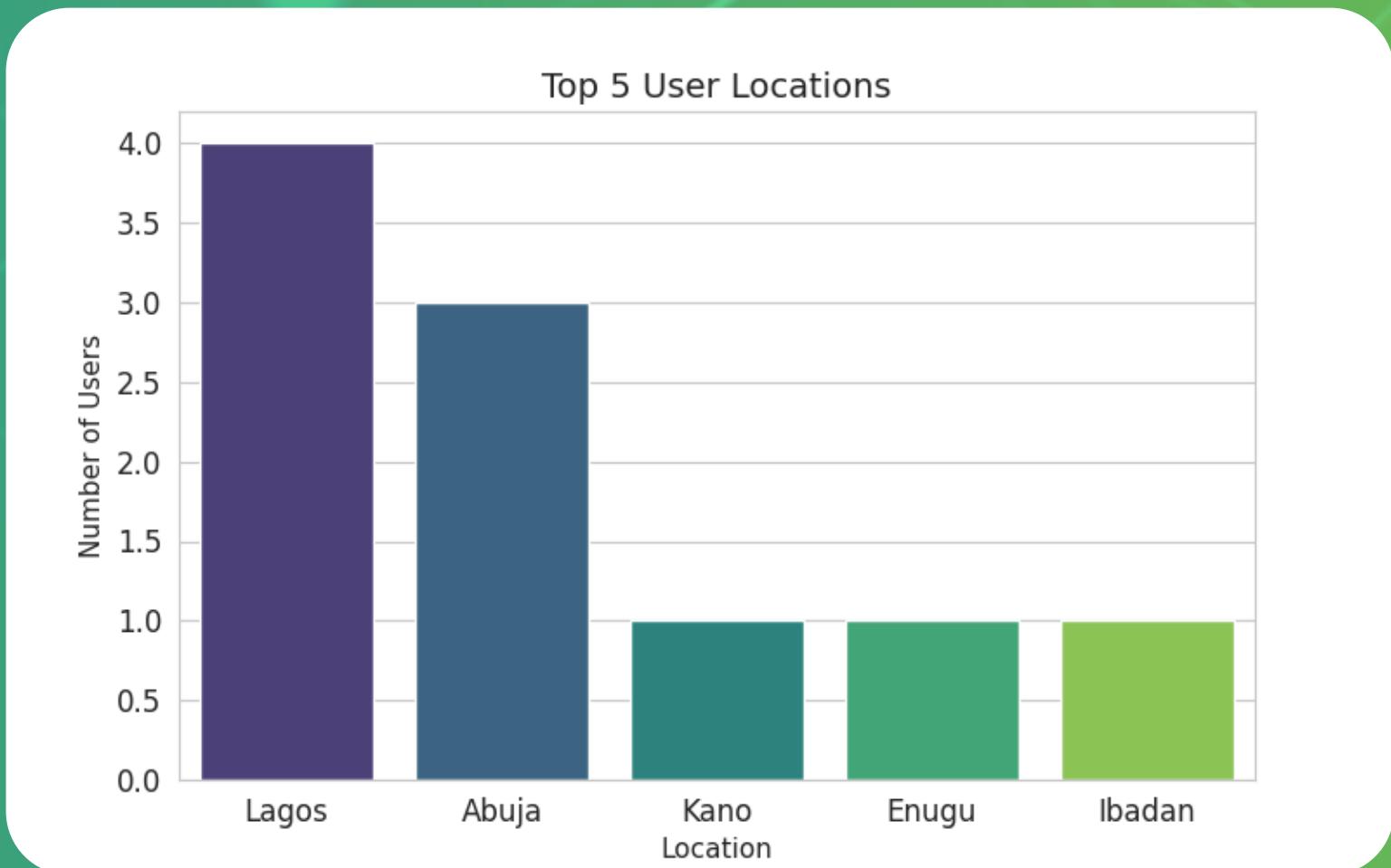




User Demographics Insights

Key Stats:

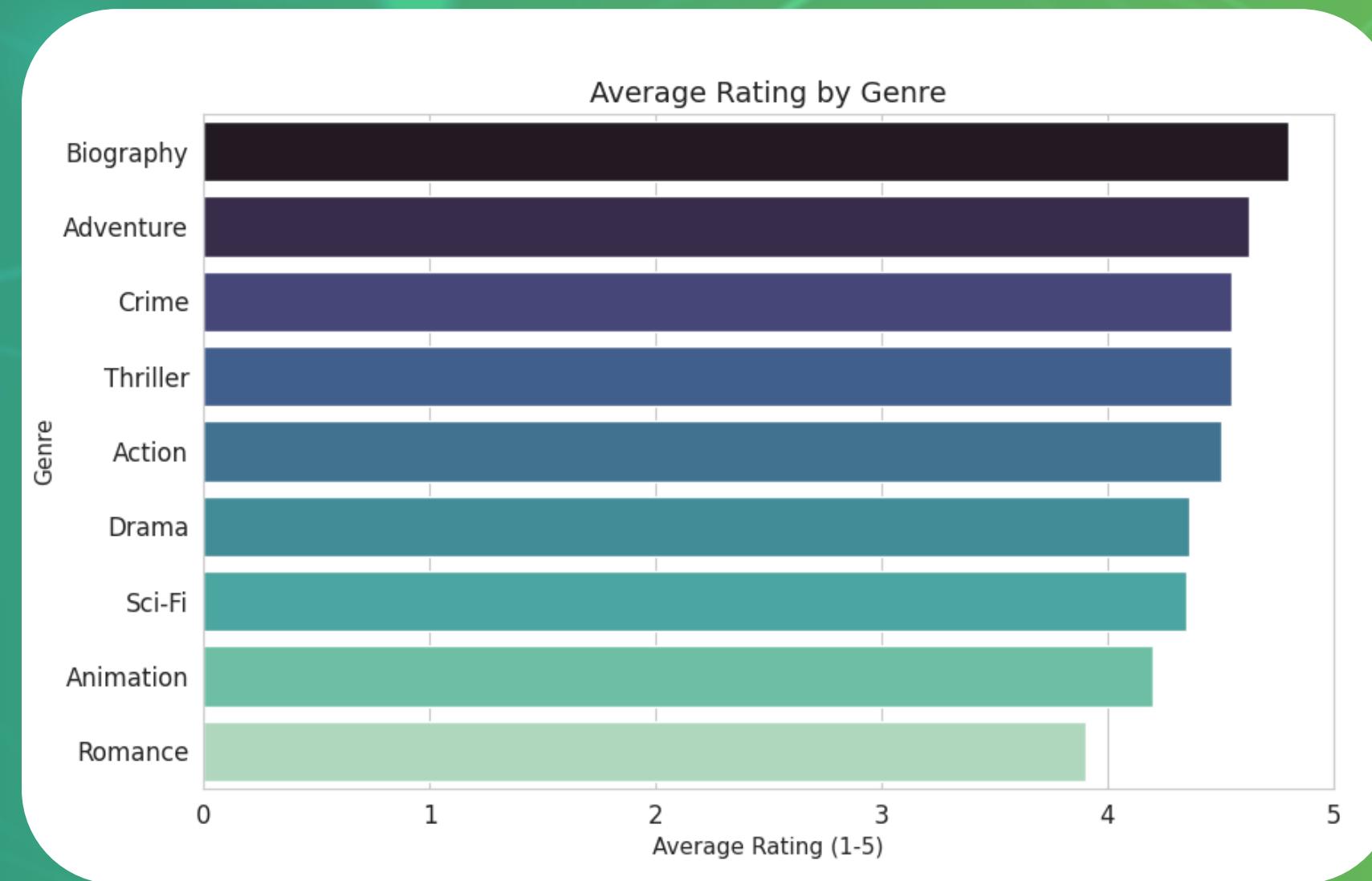
- Gender Split: 50% Male, 50% Female
- Average Age: 29 years
- Top Locations: Lagos (20%), Abuja (15%), Kano (5%)



Top-Rated Movies & Genres

Key Insights:

- Top Movie: Oppenheimer (4.8/5)
- Top Genres:
 - a. Biography (4.8)
 - b. Adventure (4.6)
 - c. Crime (4.55)
- Average Rating: 4.4 (High satisfaction)





Recommendations

- Expand High-Rated Genres: Add more Biography & Adventure titles.
- Target Marketing: Focus campaigns in Lagos & Abuja.
- Balanced Content Mix: Maintain gender-neutral recommendations.

Challenges & Solutions

Challenges:

- Technical: Maintaining referential integrity (foreign keys).
 - Solution: Create tables and insert data in dependency order.
- Analytical: Limited dataset scope.
 - Solution: Focused analysis with deeper insights per query.





Conclusion

- The MovieRating DB highlights strong viewer preference for Biography and Adventure genres.
- User demographics reveal balanced engagement across gender and cities.
- Next Steps: Add ***review text*** and ***watch time*** for richer analysis.

🔗 GitHub Repository: <https://github.com/jimoladuja/MoviesRating-DB>



I've been James.

Thank you for
listening!