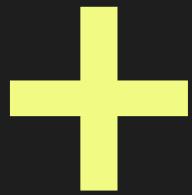
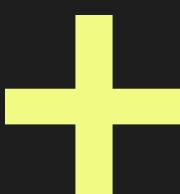




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SHODWE



NETFLIX



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ABOUT US

TO HELP YOU DISCOVER SOMETHING GREAT EVERY TIME, NO MATTER WHAT YOU'RE LOOKING FOR. FANDOM. WHEN OUR SERIES AND FILMS BECOME CULTURAL MOMENTS



ABOUT ME

MITALI GUPTA, A PROFICIENT DATA ANALYST, DEVELOPED AN SQL PROJECT ON NETFLIX USING POSTGRESQL TO ANALYZE STREAMING DATA AND USER BEHAVIOR. THE PROJECT INVOLVED QUERYING LARGE DATASETS TO EXTRACT INSIGHTS ON CONTENT TRENDS, VIEWER PREFERENCES, AND PLATFORM PERFORMANCE. SHE UTILIZED ADVANCED SQL TECHNIQUES SUCH AS WINDOW FUNCTIONS, CTEs, AND JOINS TO ANALYZE MOVIE GENRES, RATINGS, AND REGIONAL POPULARITY. THE PROJECT PROVIDED VALUABLE INSIGHTS INTO NETFLIX'S CONTENT STRATEGY, HELPING TO UNDERSTAND FACTORS INFLUENCING USER ENGAGEMENT AND RETENTION.

COUNT THE NUMBER OF MOVIES VS TV SHOWS

```
select show_type,  
       count(show_id) as "total_of content"  
  from netflix  
 group by 1
```

FIND THE MOST COMMON RATING FOR MOVIES AND TV SHOWS

```
select * from
  (select show_type,
  rating,
  count(show_id) as "total_content",
  rank() over(partition by show_type order by count(show_id) desc) as "ranking"
  from netflix
  group by 1,2)
  where ranking = 1
```

LIST ALL MOVIES RELEASED IN A SPECIFIC YEAR (E.G., 2020)

```
select * from netflix
  where show_type = 'Movie'
    and release_year = 2020
```

FIND THE TOP 5 COUNTRIES WITH THE MOST CONTENT ON NETFLIX

```
select unnest(string_to_array(country, ',')),  
        count(show_id) as "total_content"  
    from netflix  
   group by 1  
  order by 2 desc  
 limit 5
```

IDENTIFY THE LONGEST MOVIE

```
select show_type,  
title,  
duration  
from netflix  
where show_type = 'Movie'  
and duration = (select max(duration) from netflix)
```

FIND CONTENT ADDED IN THE LAST 5 YEARS

```
select show_type,  
       title,  
       date_added:: date from netflix  
where date_added:: date > current_date - interval '5 years'
```

FIND ALL THE MOVIES/TV SHOWS BY DIRECTOR 'RAJIV CHILAKA'!

```
select show_type,  
director  
from netflix  
where director like '%Rajiv Chilaka%'
```

LIST ALL TV SHOWS WITH MORE THAN 5 SEASONS

```
select * from
  (select show_type,
  title,
  duration,
  split_part(duration, ' ',1):: int as "season"
  from netflix
  where show_type = 'TV Show')
where season > 5
```

COUNT THE NUMBER OF CONTENT ITEMS IN EACH GENRE

```
select show_type,  
unnest(string_to_array(listed_in,',')) as "type_of_content",  
count(show_id)  
from netflix  
group by 1,2  
order by 3 desc
```

FIND EACH YEAR AND THE AVERAGE NUMBERS OF CONTENT RELEASE IN INDIA ON NETFLIX RETURN TOP 5 YEAR WITH HIGHEST AVG CONTENT RELEASE!

```
select Extract('Year' from date_added:: date),  
    count(),  
    round(count()::numeric/(select count(*))  
        from netflix  
    where country = 'India'),2) * 100 as "Avg_content"  
    from netflix  
    where country = 'India'  
    group by 1
```

LIST ALL MOVIES THAT ARE DOCUMENTARIES

```
select * from
  (select show_id,
  show_type,
  title,
  unnest(string_to_array(listed_in,',')) as "genre"
  from netflix
  where show_type = 'Movie')
  where genre = 'Documentaries'
```

FIND ALL CONTENT WITHOUT A DIRECTOR

```
select show_type,  
      title,  
      director  
    from netflix  
   where director is null
```

FIND HOW MANY MOVIES ACTOR 'SALMAN KHAN' APPEARED IN LAST 10 YEARS!

```
select title,  
       show_cast,  
       release_year  
  from netflix  
 where show_cast like '%Salman Khan%' and  
       release_year :: numeric >= Extract('Year' from current_date - interval '10 years' )
```

FIND THE TOP 10 ACTORS WHO HAVE APPEARED IN THE HIGHEST NUMBER OF MOVIES PRODUCED IN INDIA.

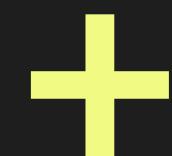
```
select unnest(string_to_array(show_cast, ',')),  
count(show_id)  
from netflix  
where country like 'India%'  
group by 1  
order by 2 desc  
limit 10
```

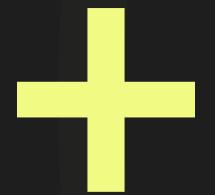
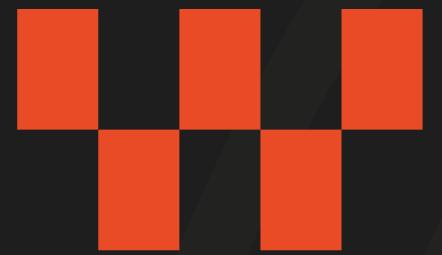
CATEGORIZE THE CONTENT BASED ON THE PRESENCE OF THE KEYWORDS 'KILL' AND 'VIOLENCE' IN -- THE DESCRIPTION FIELD. LABEL CONTENT CONTAINING THESE KEYWORDS AS 'BAD' AND ALL OTHER -- CONTENT AS 'GOOD'. COUNT HOW MANY ITEMS FALL INTO EACH CATEGORY.

```
select content_based,
       count(*) from
      (select show_type,
              title,
              descriptions,
              case
                  when descriptions ilike '%kill%' then 'bad'
                  when descriptions ilike '%violence%' then 'bad'
                  else 'good'
              end as content_based
       from netflix)
      group by 1
```

DEVELOP A SOLID BUSINESS PLAN

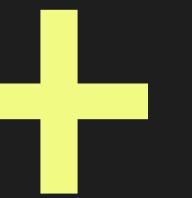
CREATE A COMPREHENSIVE BUSINESS PLAN THAT OUTLINES YOUR GOALS, STRATEGIES, AND FINANCIAL PROJECTIONS. A WELL-THOUGHT-OUT PLAN SERVES AS A ROADMAP FOR YOUR BUSINESS.





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DELIVER EXCEPTIONAL CUSTOMER SERVICE TO
BUILD LOYALTY AND ENCOURAGE REPEAT
BUSINESS. LISTEN TO CUSTOMER FEEDBACK
AND CONTINUOUSLY IMPROVE YOUR SERVICE.

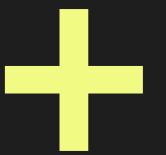


FOCUS ON CUSTOMER SERVICE



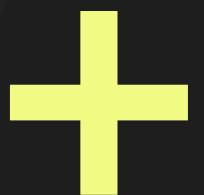
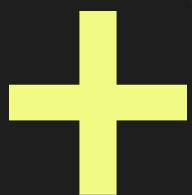


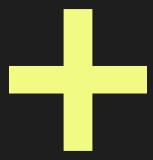
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MANAGE YOUR FINANCES

KEEP TRACK OF YOUR INCOME AND EXPENSES.
CREATE A BUDGET, MONITOR CASH FLOW, AND
ENSURE YOU HAVE ENOUGH CAPITAL TO
SUSTAIN YOUR BUSINESS OPERATIONS.





UTILIZE TECHNOLOGY TO
STREAMLINE YOUR OPERATIONS
AND IMPROVE EFFICIENCY.

INVEST IN TOOLS AND SOFTWARE THAT
CAN HELP AUTOMATE TASKS AND ENHANCE
PRODUCTIVITY.

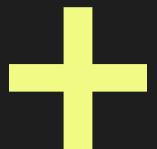


EMBRACE TECHNOLOGY





NETWORK & BUILD RELATIONSHIPS



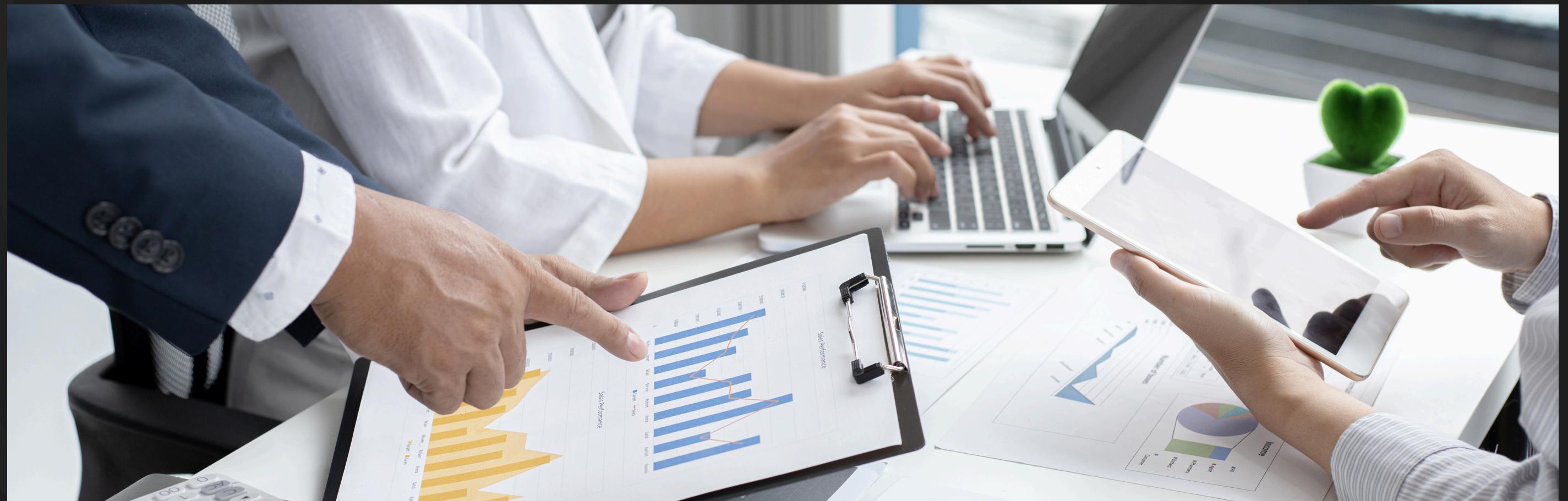
ESTABLISH CONNECTIONS WITH OTHER PROFESSIONALS, INDUSTRY LEADERS, AND POTENTIAL CLIENTS. ATTEND NETWORKING EVENTS, JOIN BUSINESS ASSOCIATIONS, AND LEVERAGE SOCIAL MEDIA.



STAY FLEXIBLE AND ADAPTABLE

BE PREPARED TO PIVOT AND ADAPT TO CHANGING MARKET CONDITIONS. FLEXIBILITY ALLOWS YOU TO SEIZE NEW OPPORTUNITIES AND STAY COMPETITIVE.

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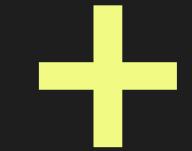
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MONITOR YOUR COMPETITORS

KEEP AN EYE ON YOUR COMPETITORS TO
UNDERSTAND THEIR STRATEGIES AND IDENTIFY
AREAS WHERE YOU CAN DIFFERENTIATE.

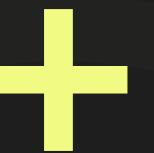


COMPETITIVE ANALYSIS HELPS
YOU STAY AHEAD IN THE MARKET.





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**THANK YOU FOR
YOUR ATTENTION**



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