# Netflix Business Insights Report

## Introduction

This report provides SQL-based business insights derived from the Netflix dataset. The queries analyze content distribution, market trends, audience engagement, and strategic planning for the platform.

- **SQL Level:** Intermediate to Advanced
- **Database:** SQL Server
- **Dataset:** Netflix Movies and TV shows (Kaggle)

## 1. Total Number of Titles Available on Netflix

**Business Use Case:** Determines the overall library size to track content growth.

**SQL Query:**

```
SELECT COUNT(*) AS total_titles FROM netflix_titles;
```

**Result:**

| | total_titles |
|---|---|
| 1 | 8807 |

## 2. Breakdown of Movies vs. TV Shows

**Business Use Case:** Helps Netflix decide investment distribution between movies and TV shows.

**SQL Query:**

```
SELECT type, COUNT(*) AS count
FROM netflix_titles
GROUP BY type;
```

**Result:**

| | type | count |
|---|---|---|
| 1 | TV Show | 2676 |
| 2 | Movie | 6131 |

# 3. Top 5 Countries Producing the Most Content

**Business Use Case:** Identifies key markets for content acquisition and localization.

**SQL Query:**

```
SELECT TOP 5 country, COUNT(*) AS count
FROM netflix_titles
WHERE country IS NOT NULL
GROUP BY country
ORDER BY count DESC;
```

**Result:**

| | country | count |
|---|---|---|
| 1 | United States | 2818 |
| 2 | India | 972 |
| 3 | United Kingdom | 419 |
| 4 | Japan | 245 |
| 5 | South Korea | 199 |

# 4. Yearly Trend of Content Added to Netflix

**Business Use Case:** Analyzes Netflix's content expansion over the years.

**SQL Query:**

```
SELECT release_year, COUNT(*) AS count
FROM netflix_titles
GROUP BY release_year
ORDER BY release_year DESC;
```

**Result:**

| | release_year | count |
|---|---|---|
| 1 | 2021 | 592 |
| 2 | 2020 | 953 |
| 3 | 2019 | 1030 |
| 4 | 2018 | 1147 |
| 5 | 2017 | 1032 |
| 6 | 2016 | 902 |
| 7 | 2015 | 560 |
| 8 | 2014 | 352 |
| 9 | 2013 | 288 |
| 10 | 2012 | 237 |
| 11 | 2011 | 185 |
| 12 | 2010 | 194 |
| 13 | 2009 | 152 |
| 14 | 2008 | 136 |
| 15 | 2007 | 88 |
| 16 | 2006 | 96 |
| 17 | 2005 | 80 |
| 18 | 2004 | 64 |
| 19 | 2003 | 61 |
| 20 | 2002 | 51 |
| 21 | 2001 | 45 |

# 5. Most Popular Ratings (Target Audience Analysis)

**Business Use Case:** Determines age groups that Netflix caters to the most.

**SQL Query:**

```
SELECT TOP 5 rating , COUNT(*) AS counts
FROM netflix_titles
GROUP BY rating
ORDER BY counts DESC
```

**Result:**

| | rating | counts |
|---|---|---|
| 1 | TV-MA | 3207 |
| 2 | TV-14 | 2160 |
| 3 | TV-PG | 863 |
| 4 | R | 799 |
| 5 | PG-13 | 490 |

# 6. Most Common Content Categories (Genres) on Netflix

**Business Use Case:** Guides content investment for trending genres.

**SQL Query:**

```
SELECT TOP 5 listed_in, COUNT(*) AS count
FROM netflix_titles
GROUP BY listed_in
ORDER BY count DESC
```

**Result:**

| | listed_in | count |
|---|---|---|
| 1 | Dramas, International Movies | 362 |
| 2 | Documentaries | 359 |
| 3 | Stand-Up Comedy | 334 |
| 4 | Comedies, Dramas, International Movies | 274 |
| 5 | Dramas, Independent Movies, International Movies | 252 |

# 7. Most Prolific Directors on Netflix

**Business Use Case:** Identifies key talent partnerships for future projects.

**SQL Query:**

```
SELECT TOP 5 director, COUNT(*) AS count
FROM netflix_titles
WHERE director IS NOT NULL
GROUP BY director
ORDER BY count DESC
```

**Result:**

| | director | count |
|---|---|---|
| 1 | Rajiv Chilaka | 19 |
| 2 | Raúl Campos, Jan Suter | 18 |
| 3 | Marcus Raboy | 16 |
| 4 | Suhas Kadav | 16 |
| 5 | Jay Karas | 14 |

# 8. Countries Producing the Most TV Shows

**Business Use Case:** Identifies regions that dominate TV show production.

**SQL Query:**

```
SELECT TOP 5 country, COUNT(*) AS count
FROM netflix_titles
WHERE type = 'TV Show' AND country IS NOT NULL
GROUP BY country
ORDER BY count DESC
```

**Result:**

| | country | count |
|---|---|---|
| 1 | United States | 760 |
| 2 | United Kingdom | 213 |
| 3 | Japan | 169 |
| 4 | South Korea | 158 |
| 5 | India | 79 |

# 9. Top 5 Most Common Movie Durations

**Business Use Case:** Understands preferred movie lengths for audience engagement.

**SQL Query:**

```
SELECT TOP 5 duration , COUNT(*) AS counts
FROM netflix_titles
WHERE type='Movie'
GROUP BY duration
ORDER BY counts DESC
```

**Result:**

| | duration | counts |
|---|---|---|
| 1 | 90 min | 152 |
| 2 | 93 min | 146 |
| 3 | 97 min | 146 |
| 4 | 94 min | 146 |
| 5 | 91 min | 144 |

# 10. Find the Latest Content Added to Netflix

**Business Use Case:** Tracks Netflix's most recent content additions.

**SQL Query:**

```
SELECT TOP 5 title, date_added
FROM netflix_titles
WHERE date_added IS NOT NULL
ORDER BY CONVERT(DATE, date_added, 101) DESC
```

**Result:**

| | title | date_added |
|---|---|---|
| 1 | Dick Johnson Is Dead | September 25, 2021 |
| 2 | Blood & Water | September 24, 2021 |
| 3 | Ganglands | September 24, 2021 |
| 4 | Jailbirds New Orleans | September 24, 2021 |
| 5 | Kota Factory | September 24, 2021 |

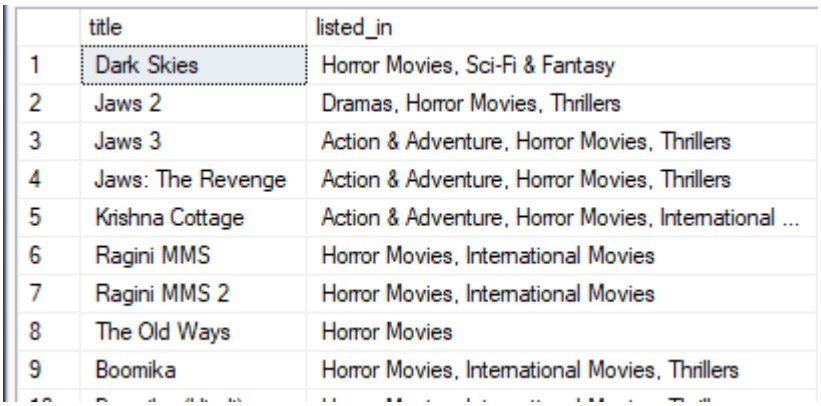
# 11. Find All Horror Movies for Targeted Marketing

**Business Use Case:** Plans promotions around horror-themed content (e.g., Halloween campaigns).

**SQL Query:**

```
SELECT title ,listed_in
FROM netflix_titles
WHERE type = 'Movie' AND listed_in LIKE '%Horror%';
```

**Result:**



| | title | listed_in |
|---|---|---|
| 1 | Dark Skies | Horror Movies, Sci-Fi & Fantasy |
| 2 | Jaws 2 | Dramas, Horror Movies, Thrillers |
| 3 | Jaws 3 | Action & Adventure, Horror Movies, Thrillers |
| 4 | Jaws: The Revenge | Action & Adventure, Horror Movies, Thrillers |
| 5 | Krishna Cottage | Action & Adventure, Horror Movies, International ... |
| 6 | Ragini MMS | Horror Movies, International Movies |
| 7 | Ragini MMS 2 | Horror Movies, International Movies |
| 8 | The Old Ways | Horror Movies |
| 9 | Boomika | Horror Movies, International Movies, Thrillers |

# 12. Identify TV Shows with More Than 3 Seasons

**Business Use Case:** Recognizes successful long-running series for potential marketing and renewal.

**SQL Query:**

```
SELECT title, duration
FROM netflix_titles
WHERE type = 'TV Show'
AND
   duration LIKE '%Seasons'
AND
   CAST(SUBSTRING(duration, 1, CHARINDEX(' ', duration) - 1) AS INT) > 3;
```

**Result:**

| | title | duration |
|---|---|---|
| 1 | The Great British Baking Show | 9 Seasons |
| 2 | Dear White People | 4 Seasons |
| 3 | Resurrection: Ertugrul | 5 Seasons |
| 4 | Nailed It | 6 Seasons |
| 5 | Numberblocks | 6 Seasons |
| 6 | Saved by the Bell | 9 Seasons |
| 7 | Jack Whitehall: Travels with My Father | 5 Seasons |
| 8 | Lucifer | 6 Seasons |
| 9 | Mighty Raju | 4 Seasons |
| 10 | Punk'd | 5 Seasons |

# 13. Number of Titles Produced by Year

**Business Use Case:** Tracks production trends to determine peak content creation years.

**SQL Query:**

```
SELECT release_year, COUNT(*) AS count
FROM  netflix_titles
GROUP BY release_year
ORDER BY release_year DESC
```

**Result:**

| | release_year | count |
|---|---|---|
| 1 | 2021 | 592 |
| 2 | 2020 | 953 |
| 3 | 2019 | 1030 |
| 4 | 2018 | 1147 |
| 5 | 2017 | 1032 |
| 6 | 2016 | 902 |
| 7 | 2015 | 560 |
| 8 | 2014 | 352 |
| 9 | 2013 | 288 |

# 14. Identify Actors with the Most Appearances on Netflix

**Business Use Case:** Determines which actors are most frequently featured for casting insights.

**SQL Query:**

```
SELECT TOP 5 casts , COUNT(*) AS count
FROM netflix_titles
WHERE casts IS NOT NULL
GROUP BY casts
ORDER BY count DESC
```

**Result:**

| | casts | count |
|---|---|---|
| 1 | David Attenborough | 19 |
| 2 | Vatsal Dubey, Julie Tejwani, Rupa Bhimani, Jigna ... | 14 |
| 3 | Samuel West | 10 |
| 4 | Jeff Dunham | 7 |
| 5 | Craig Sechler | 6 |

# 15. Finding the Percentage of Movies vs. TV Shows

**Business Use Case:** Understands the balance between movies and TV shows in Netflix's catalog.

**SQL Query:**

```
SELECT type, COUNT(*) * 100/( SELECT COUNT(*) FROM netflix_titles)  AS Percentage
FROM netflix_titles
GROUP BY type
ORDER BY percentage
```

**Result:**

| | type | Percentage |
|---|---|---|
| 1 | TV Show | 30 |
| 2 | Movie | 69 |

# 16. Monthly Trend of Content Added to Netflix

**Business Use Case:** Identifies peak months for content releases.

**SQL Query:**

```
SELECT
    FORMAT(CAST(date_added AS DATE), 'yyyy-MM') AS month_year,
    COUNT(*) AS count
FROM netflix_titles
WHERE date_added IS NOT NULL
GROUP BY FORMAT(CAST(date_added AS DATE), 'yyyy-MM')
ORDER BY month_year DESC;
```

**Result:**

| | month_year | count |
|---|---|---|
| 1 | 2021-09 | 183 |
| 2 | 2021-08 | 178 |
| 3 | 2021-07 | 257 |
| 4 | 2021-06 | 207 |
| 5 | 2021-05 | 132 |
| 6 | 2021-04 | 188 |
| 7 | 2021-03 | 112 |
| 8 | 2021-02 | 109 |
| 9 | 2021-01 | 132 |

# 17. Find the Most Common Genre Combinations

**Business Use Case:** Determines which genre mixes perform well.

**SQL Query:**

```
SELECT TOP 5 listed_in, COUNT(*) AS count
FROM netflix_titles
GROUP BY listed_in
ORDER BY count DESC
```

**Result:**

| | listed_in | count |
|---|---|---|
| 1 | Dramas, International Movies | 362 |
| 2 | Documentaries | 359 |
| 3 | Stand-Up Comedy | 334 |
| 4 | Comedies, Dramas, International Movies | 274 |
| 5 | Dramas, Independent Movies, International Movies | 252 |

# 18. Most Active Directors by Year

**Business Use Case:** Tracks directors who consistently produce content for Netflix.

**SQL Query:**

```
SELECT TOP 10 release_year, director, COUNT(*) AS count
FROM netflix_titles
WHERE director IS NOT NULL
GROUP BY release_year, director
ORDER BY count DESC
```

**Result:**

| | release_year | director | count |
|---|---|---|---|
| 1 | 2018 | Raúl Campos, Jan Suter | 12 |
| 2 | 2017 | Marcus Raboy | 6 |
| 3 | 2013 | Rajiv Chilaka | 6 |
| 4 | 2017 | Hidenori Inoue | 5 |
| 5 | 2017 | Edward Cotterill | 4 |
| 6 | 2019 | Fernando Ayllón | 4 |
| 7 | 2017 | Jay Chapman | 4 |
| 8 | 2018 | Justin G. Dyck | 4 |
| 9 | 2020 | Kayode Kasum | 4 |

# 19. Average Number of Titles Added Per Year Per Country

**Business Use Case:** Compares Netflix's content growth across different countries.

**SQL Query:**

```
SELECT TOP 10 country, COUNT(*) / COUNT(DISTINCT release_year) AS
avg_titles_per_year
FROM netflix_titles
WHERE country IS NOT NULL
GROUP BY country
ORDER BY avg_titles_per_year DESC
```

**Result:**

| | country | avg_titles_per_year |
|---|---|---|
| 1 | United States | 40 |
| 2 | India | 17 |
| 3 | South Korea | 14 |
| 4 | Spain | 14 |
| 5 | United Kingdom | 12 |
| 6 | Canada | 10 |
| 7 | Japan | 8 |
| 8 | Brazil | 7 |
| 9 | France | 7 |
| 10 | Nigeria | 7 |

# 20. Top 5 Years with the Highest Number of New TV Shows

**Business Use Case:** Analyzes when Netflix invested heavily in TV Show production.

**SQL Query:**

```
SELECT TOP 5 release_year, COUNT(*) AS tv_show_count
FROM netflix_titles
WHERE type = 'TV Show'
GROUP BY release_year
ORDER BY tv_show_count DESC
```

**Result:**

| | release_year | tv_show_count |
|---|---|---|
| 1 | 2020 | 436 |
| 2 | 2019 | 397 |
| 3 | 2018 | 380 |
| 4 | 2021 | 315 |
| 5 | 2017 | 265 |

# Conclusion

These SQL queries provide **key business insights** into Netflix's content distribution, audience engagement, and market trends. By leveraging these insights, Netflix can make informed decisions on **content acquisition, marketing strategies, and regional expansions**.