

Netflix Movies and TV Shows

About this Dataset:

Netflix is one of the most popular media and video streaming platforms. They have over 8000 movies or tv shows available on their platform, as of mid-2021, they have over 200M Subscribers globally.

This is a personal project that is based on two datasets about Netflix. One is a qualitative dataset, while the other is quantitative. Both datasets were chosen in-order to create more insights into how Netflix performed pre-covid and during covid, and the kind of content available on Netflix.

This dataset was downloaded from Kaggle, and this SQL Project is to determine the kind of content on Netflix between the years 2020 & 2021, Which country contributed the most to revenue and subscription during covid and what kind of content did they watch? And how covid affected their revenue and subscriber numbers.

- Does Netflix have more focus on TV Shows than movies in recent years?
- How many shows were produced in Netflix's country of origin? United states?
- The top 5 movie directors according to Wikipedia include: Steven Spielberg, Peter Jackson, and Michael Bay. Which of their movies are on Netflix?
- According to Wikipedia, Top 4 biggest movie producing countries in Africa by revenue and average movies produced are Nigeria, Ghana, Kenya, and Tanzania. How many of their movies are on Netflix?

*/*the first task is to determine if netflix has more focus on shows than movies in previous years */*

```
SELECT
    count(show_type) as num_of_tvshows
FROM da-practice-381012.netflix_moviesdata.netflix_data
where
    show_type = 'TV Show'
    and date_added between '01-Jan-20' and '31-Dec-21'
--between jan 20 and Dec 21, netflix has added 144 tv shows to their platform
```

```
SELECT count(show_type) as num_of_movies
FROM da-practice-381012.netflix_moviesdata.netflix_data
where
    show_type = 'Movie'
    and date_added between '01-Jan-20' and '31-Dec-21'
--between jan 20 and Dec 21, netflix has added 4800 movies to their platform
```

```
SELECT count(show_type) as num_of_movies
FROM da-practice-381012.netflix_moviesdata.netflix_data
where
    show_type = 'Movie' and
    Country = 'Nigeria'
    and date_added between '01-Jan-20' and '31-Dec-21'
--out of the 4800 movies that were added to their platform in this period, 70 were
produced in Nigeria.
```

```

/* how many shows were produced in the united states */

select count(case when country = 'United States' then 1 else null end) united_state_sh
ows,

```

```

from da-practice-381012.netflix_moviesdata.netflix_data

```

```

--2047 out of 5751 shows on netflix were produced in the United States alone

```

```

/* how many movies were produced in netflix country of origin; United States*/

```

```

SELECT
    country, genre, show_type, title
FROM da-practice-381012.netflix_moviesdata.netflix_data
WHERE
    Country = "United States" and
    show_type = "Movie"
ORDER BY Title ASC

```

```

--1999 movies were produced in United States

```

```

SELECT
    country, genre, show_type, title
FROM da-practice-381012.netflix_moviesdata.netflix_data
WHERE
    Country = "United States" and
    show_type = "TV Show"
ORDER BY Title ASC

```

```

--only 48 TV Shows were produced in United States

```

```

/* Top 5 movie directors according to Wikipedia include: Steven Spielberg, James Cameron, Russo brothers, Peter Jackson, and Michael Bay. Which of their movies are on Netflix? */

```

```

SELECT
    show_type,
    director,
    title,
    genre
FROM da-practice-381012.netflix_moviesdata.netflix_data
WHERE show_type = 'Movie' and director = 'Steven Spielberg'
ORDER BY title ASC

```

```

--11 of his movies is on Netflix, including the popular Indiana Jones

```

```

SELECT
    show_type, director, title, genre
FROM da-practice-381012.netflix_moviesdata.netflix_data
WHERE show_type = 'Movie' and director = 'Peter Jackson'
ORDER BY title ASC

```

--3 of his movies is on Netflix including 'The lord of the rings'.

```
SELECT
    show_type,
    director,
    title,
    genre
FROM da-practice-381012.netflix_moviesdata.netflix_data
WHERE show_type = 'Movie' and director = 'Michael Bay'
ORDER BY title ASC
--3 of his movies is on Netflix, including 'Bad Boys'
```

/* According to Wikipedia, Top 4 biggest movie producing countries in Africa by revenue and average movies produced are Nigeria, Ghana, Kenya and Tanzania. How many of their movies are on Netflix */

```
SELECT
    count(show_type) as num_of_9ja_movies

FROM da-practice-381012.netflix_moviesdata.netflix_data
WHERE country = 'Nigeria'
-- 9ja has 90 movies on Netflix
```

```
SELECT
    count(show_type) as num_of_Gh_movies

FROM da-practice-381012.netflix_moviesdata.netflix_data
WHERE country = 'Ghana'
--Ghana has only 3 movies on Netflix
```

```
SELECT
    count(show_type) as num_of_Tanz_movies

FROM da-practice-381012.netflix_moviesdata.netflix_data
WHERE country = 'Tanzania'
--Tanzania has 0 movies on Netflix
```

```
SELECT
    count(show_type) as num_of_kenya_movies
FROM da-practice-381012.netflix_moviesdata.netflix_data
WHERE country = 'Kenya'
--Kenya has only 3 movies on Netflix
```

-- In Conclusion, Netflix has more focus on Movies than TV shows, also, 35.5% of Netflix movies were produced in the United States and some of these movies were directed by famous movie directors such as Steven Spielberg and Peter Jackson, this was probably done to attract their target audience.

However, Netflix has come to realize that they may have more audience in other continents including Africa, hence the inclusion of 70 movies from top movie producing African countries like Nigeria between 01-01-2020 and 31-12-2021. This figure is expected to increase in the next 3-5 years due to Netflix's recent investment in the Nollywood Industry.

The Impact of Covid19 on Netflix Video Streaming Platform between 2018- 2020

-- Highest Performing Region in terms of revenue & subscribers pre-covid (2018)

```
select
  R.years,
  R.area,
  sum (S.subscribers) as total_sub,
  sum (R.revenue) as total_rev
from da-practice-381012.netflix_moviesdata.Netflix_Subscriber as S
full outer join da-practice-381012.netflix_moviesdata.Netflix_Revenue as R
on S.years = R.years
where R.years= 2018 and (S.years= 2018) and (R.quarter= 'Q4') and (S.quarter = 'Q4')
group by R.years,R.area, S.subscribers, R.revenue
limit 4
```

years	area	total_sub	total_rev
2018	United States and Canada	64,757,000	2,160,979,000.00
2018	Europe, Middle East and Africa	37,818,000	1,096,812,000.00
2018	Latin America	26,077,000	567,137,000.00
2018	Asia-Pacific	10,607,000	276,756,000.00

-- united states and Canada had the highest number of subscribers & Revenue pre covid.

-- Highest Performing Region in terms of revenue during covid (2019)

```
select
  area,
  sum(revenue) as total_rev
from da-practice-381012.netflix_moviesdata.Netflix_Revenue
where years = 2019 and (quarter='Q4')
group by area
order by total_rev desc
```

-- United states & Canada were top performers with a record of \$ 2,671,908,000.00M

```
select
  area,
  sum(revenue) as total_rev
from da-practice-381012.netflix_moviesdata.Netflix_Revenue
where years = 2020 and (quarter='Q2')
group by area
order by total_rev desc
```

-- US & Canada

-- Highest Performing Region in terms of subscribers during-covid (2019 & 2020)

```
select
  area,
  years,
  sum(subscribers) as total_sub
```

```
from da-practice-381012.netflix_moviesdata.Netflix_Subscriber
where years = 2019 and (quarter = 'Q4')
group by area, years
order by total_sub desc
```

-- US & Canada

```
select
  area,
  years,
  sum(subscribers) as total_sub
from da-practice-381012.netflix_moviesdata.Netflix_Subscriber
where years = 2020 and (quarter = 'Q2')
group by area, years
order by total_sub desc
```

-- United States & Canada had the best performance in terms of revenue during covid.

Insights

- Although my analysis was limited to the dataset available, I was still able to arrive at the conclusion that United states & Canada remained the biggest market for Netflix during covid, while Middle East & Africa were second in place.
- US & Canada subscribers preferred to watch movies than TV shows.

Tools used.

