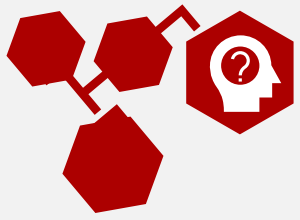


NETFLIX Data SQL Analysis



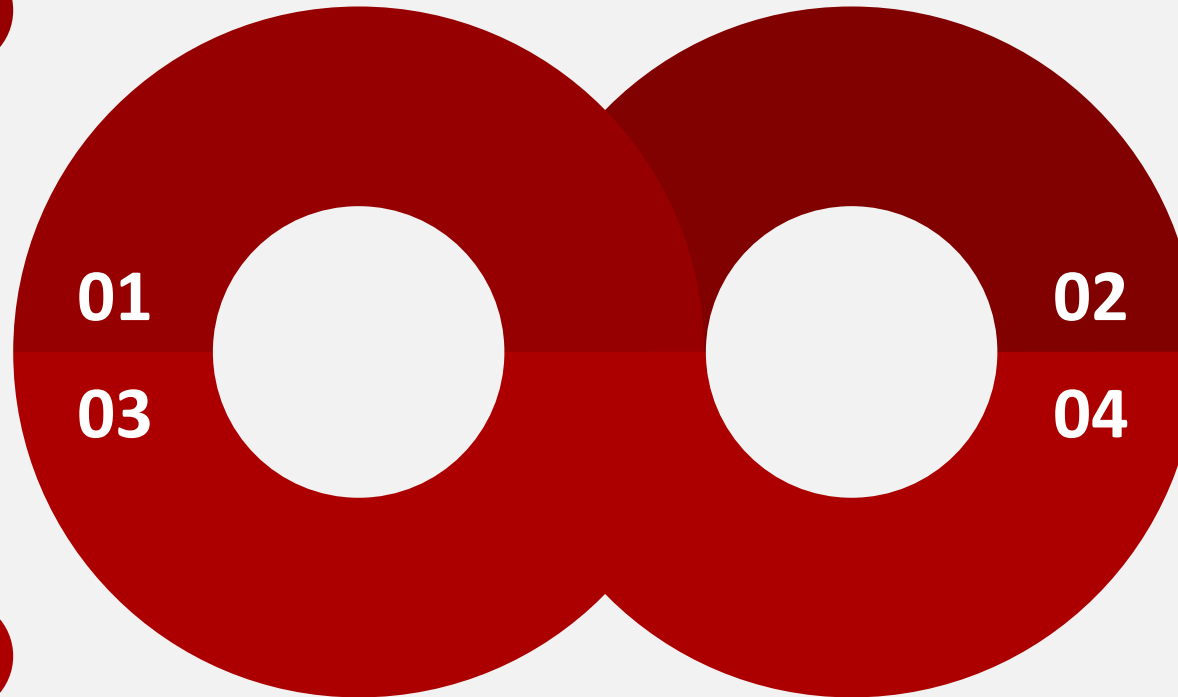


Project Overview

SQL-based
analysis of Netflix
dataset



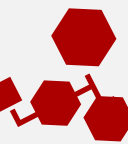
Focus on Movies,
TV Shows,
Genres, Ratings,
Countries,
Actors

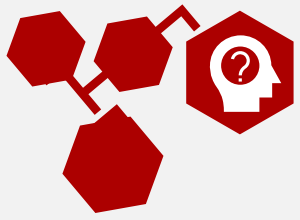


Answered 15
real-world
business
questions

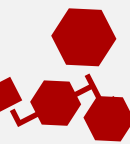
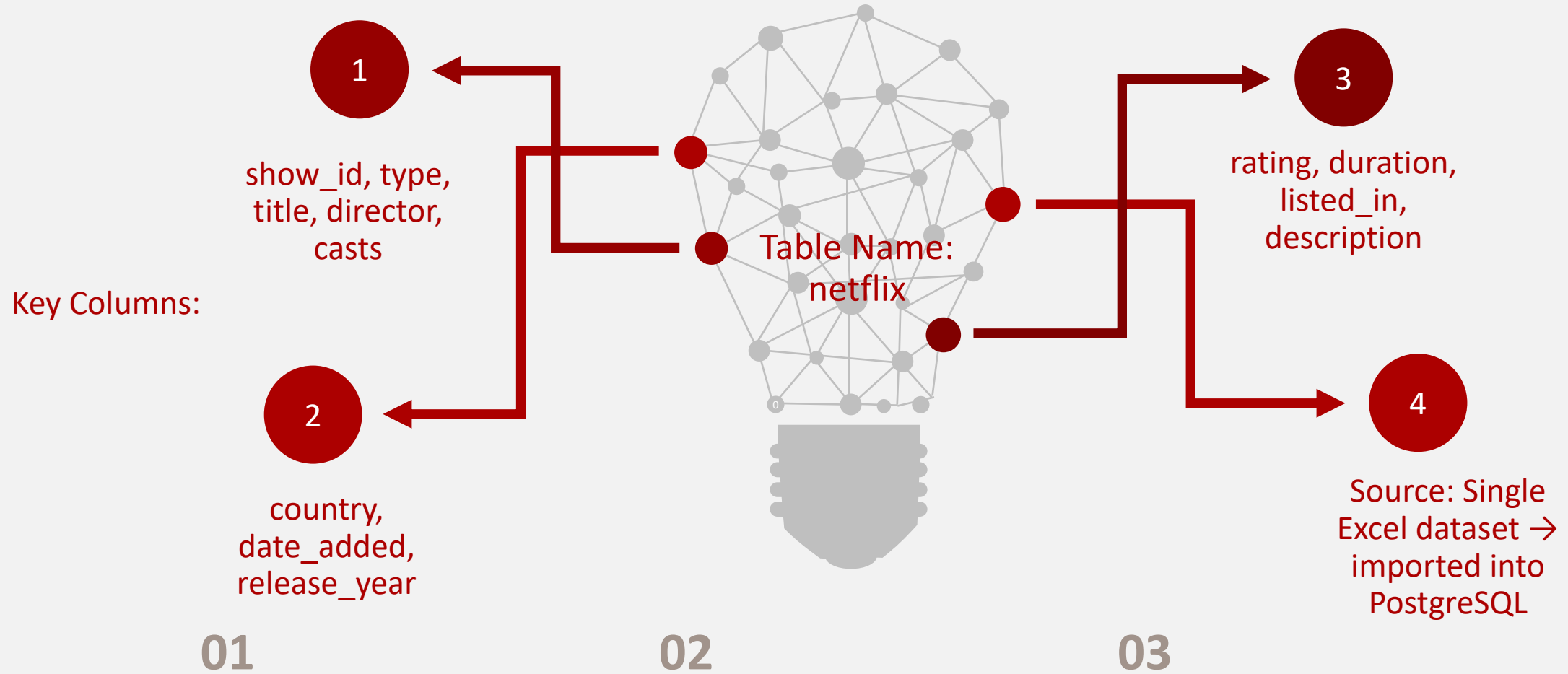


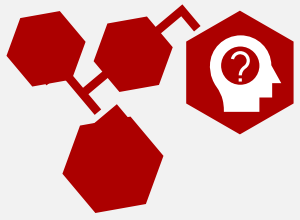
Useful for
streaming
platforms,
analysts &
strategists





Dataset Used





Project Objectives

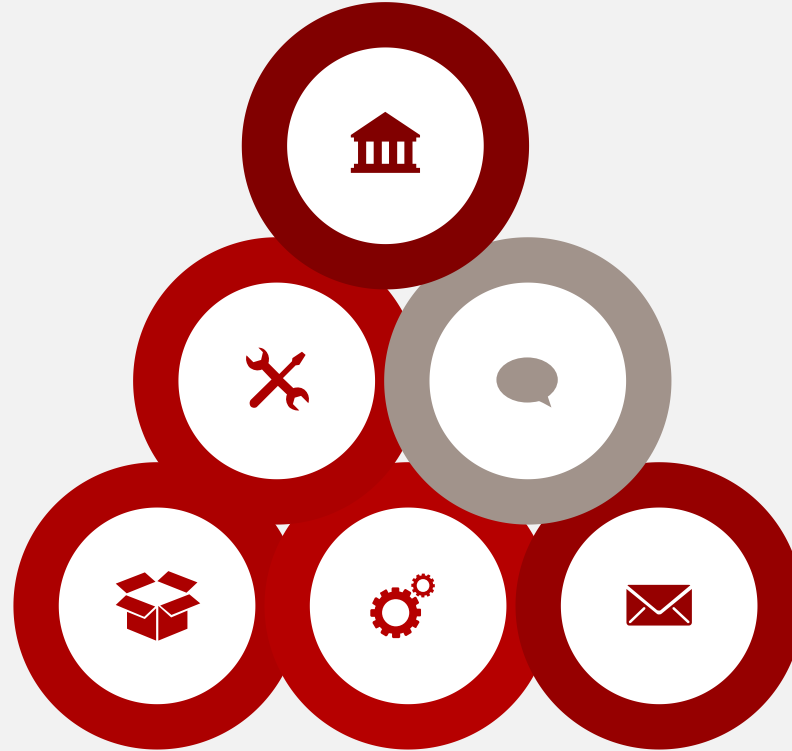
Compare Movies vs
TV Shows count



Analyze country-wise
distribution



Track yearly release
trends (India focus)



Identify top actors &
directors

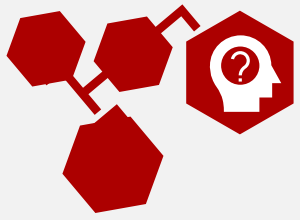


Study ratings &
audience
segmentation

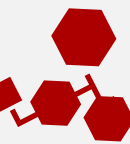
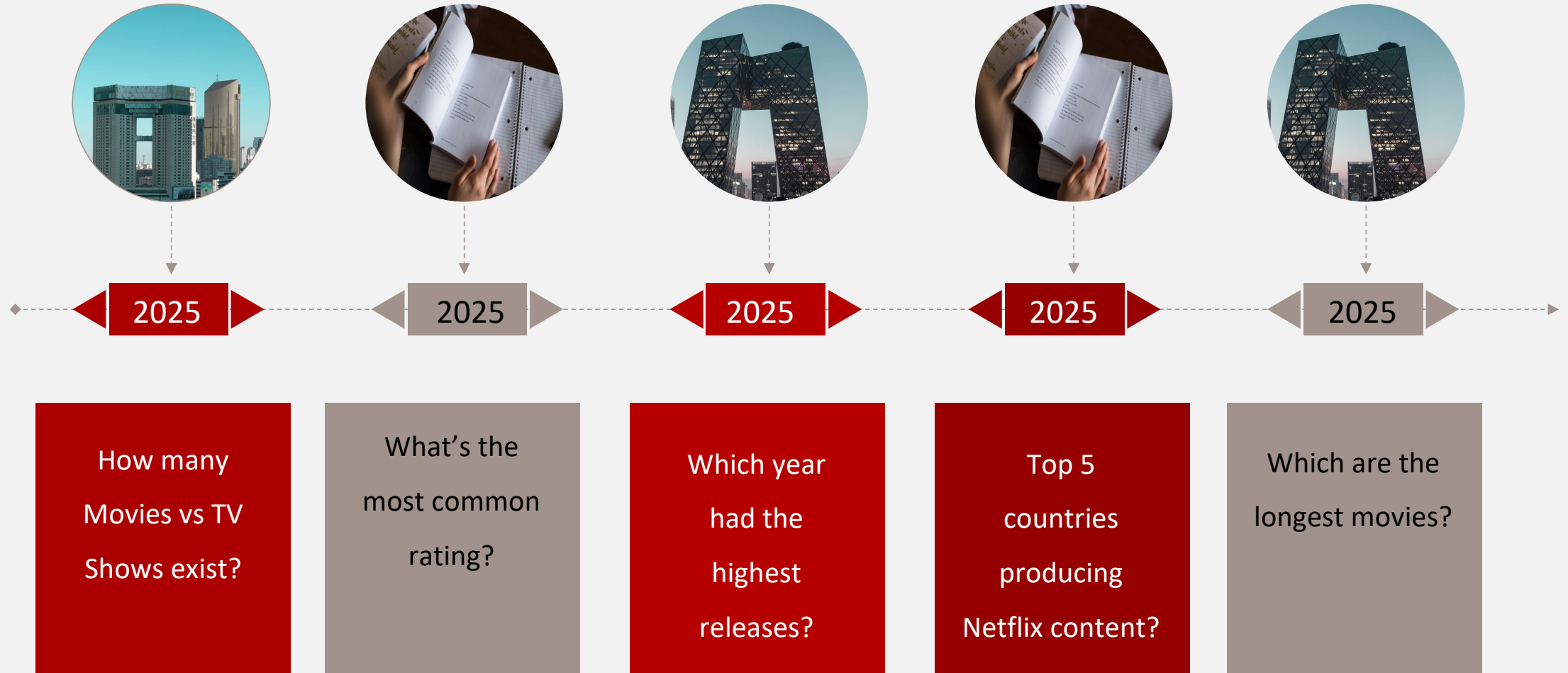


Detect
violent/sensitive
content patterns





Business Problems Addressed (Part 1)



Business Problems Addressed (Part 2)

NETFLIX

01



- Content added in last 5 years
- Which directors have the most shows?

02



- TV shows with more than 5 seasons
- Which genres dominate Netflix?

03

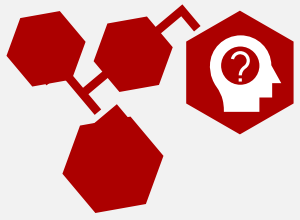


- Netflix content from India (trends by year)
- Actor insights (Salman Khan + Top 10 Indian actors)

04

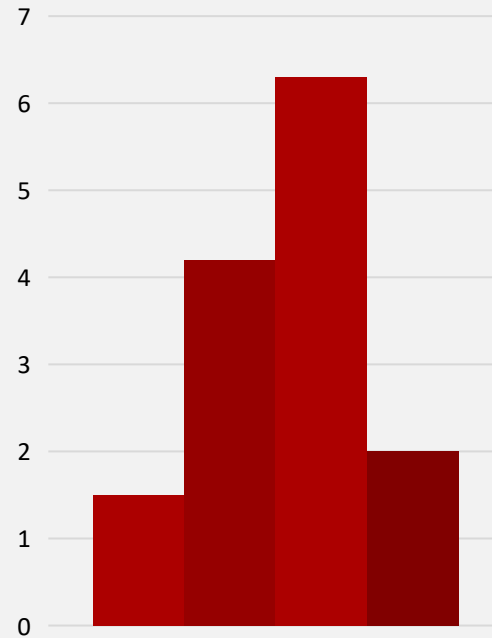
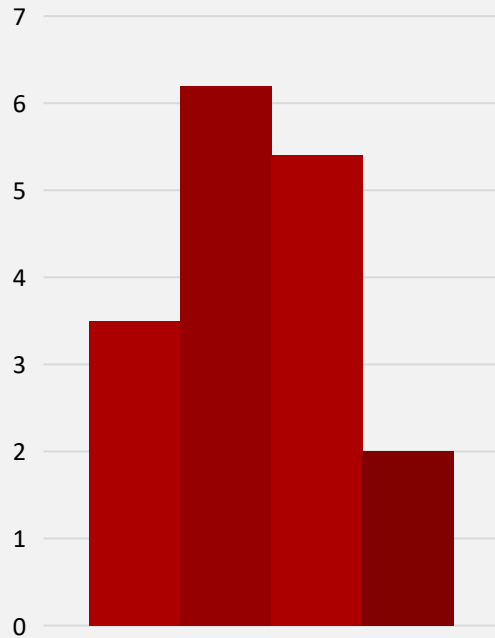


- Content flagged as Good vs Bad (violence)



Methodology

Steps followed:



1

Data Preparation – Import Excel → PostgreSQL, assign data types

2

Basic Exploration – SELECT, DISTINCT, WHERE

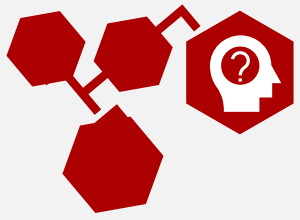
3

Advanced Analysis – Aggregations, Date filters, Text search

4

Array Handling – UNNEST, STRING_TO_ARRAY for actors/genres





Key Insights

1

Movies dominate
over TV Shows

2

Most common
rating = TV-MA
(mature audience)

3

Top producing
countries = USA,
India

4

Longest movie
identified by
runtime field

5

Recent years =
steady content
growth

5

Top Indian actors
frequently featured

6

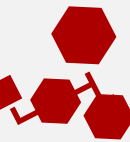
Salman Khan
appeared in
multiple movies
(last 10 years)

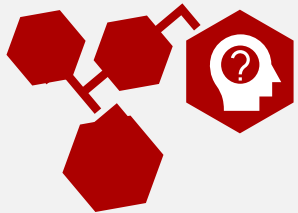
7

Genres: Drama,
Comedy,
International
Movies dominate

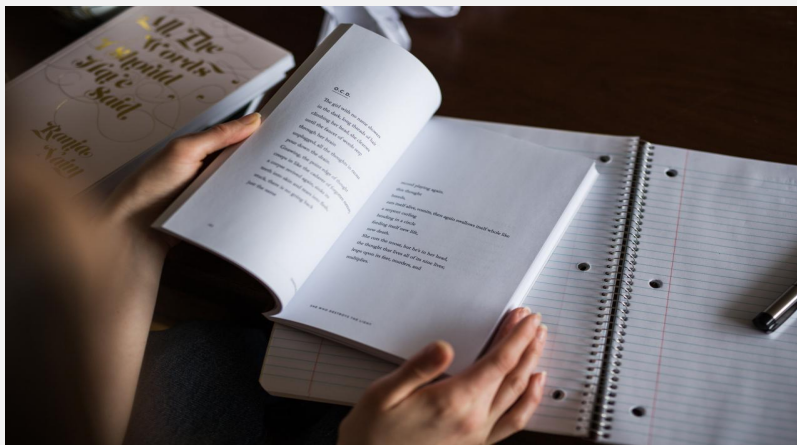
8

Categorization:
Good vs Bad
(Violent content
detection)





Sample Queries



```
--15. Categorize the content based on the presence of the keywords 'kill' and 'violence' in
--content as 'Good'. Count how many items fall into each category.
SELECT category, TYPE,
COUNT(*) AS content_count
FROM (SELECT *,
CASE
WHEN description ILIKE '%kill%' OR description ILIKE '%violence%' THEN 'Bad'
ELSE 'Good'
END AS category
FROM netflix
) AS categorized_content
GROUP BY 1,2
ORDER BY 2;
```

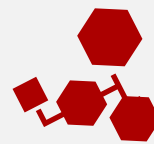
Output Messages Notifications

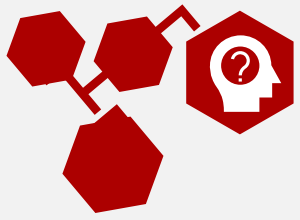
SQL

Showing rows: 1 to 4 Page No: 1

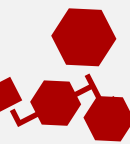
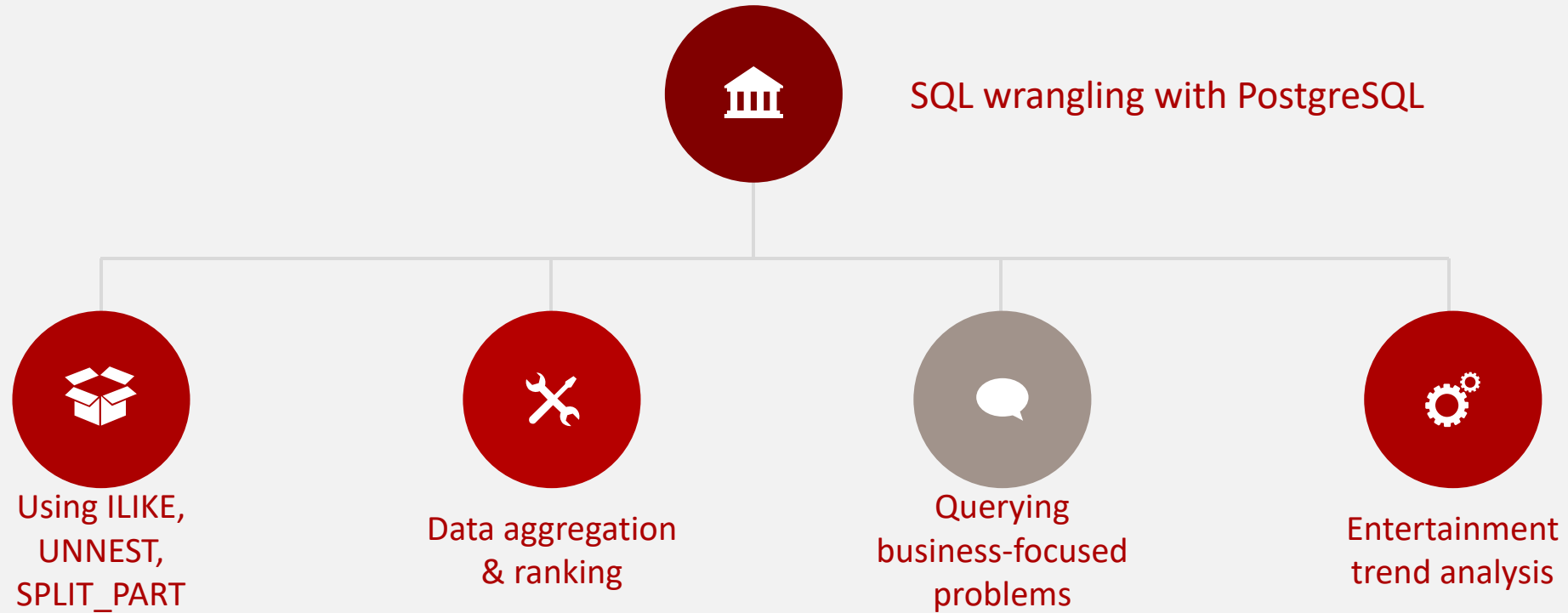
category	type	content_count
Bad	Movie	110
Good	Movie	2681
Bad	TV Show	20
Good	TV Show	905

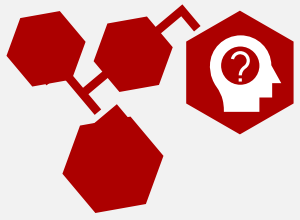
✓ Successfully run. Total query runtime: 2





Skills Gained





Why This Project Matters

02

Can extend to Power BI/Tableau dashboards



01

Simulates real streaming analytics



03

Perfect for GitHub/LinkedIn portfolio



03

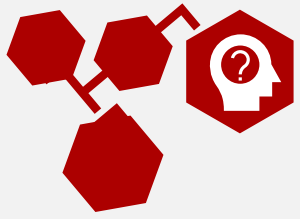
Proof of SQL skills on real dataset



03

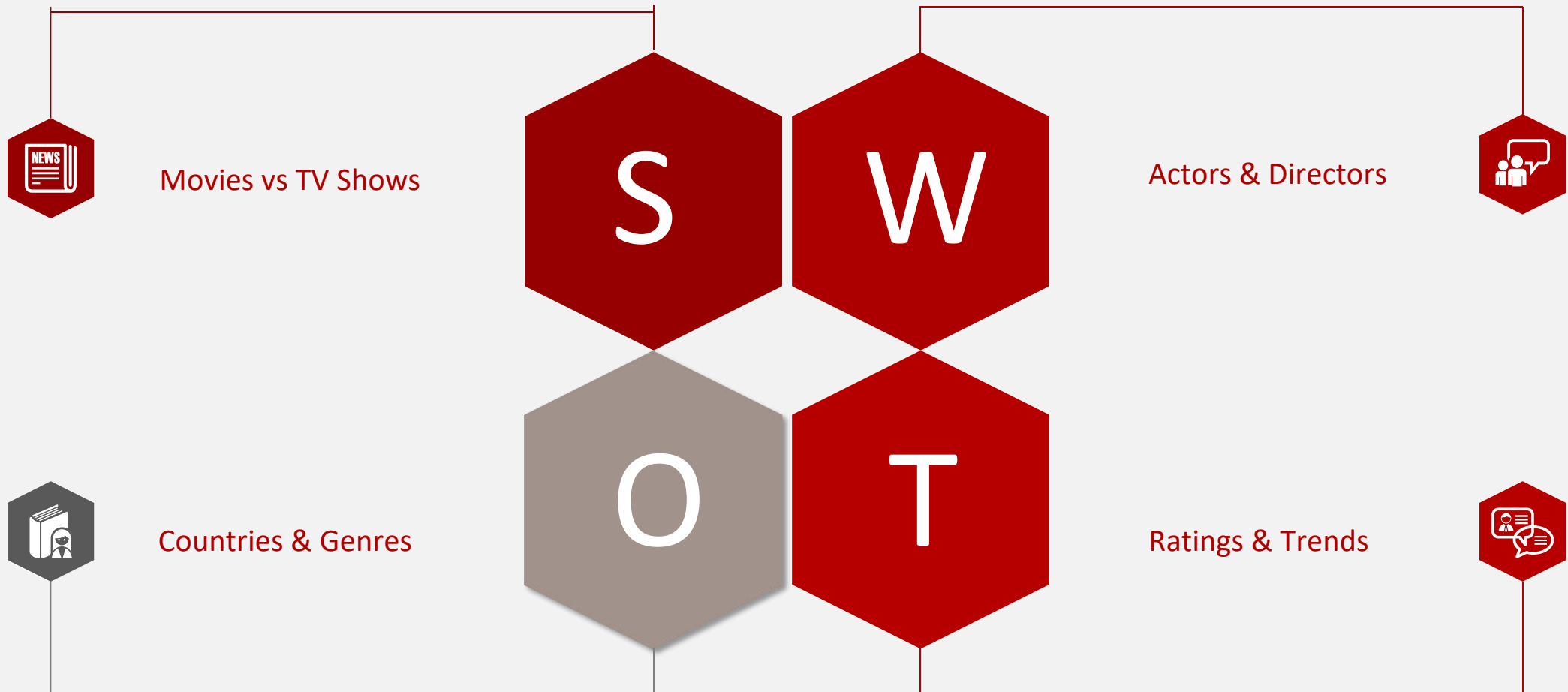
Strong interview
showcase project



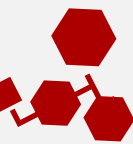


Conclusion

Analyzed Netflix dataset with 15+ SQL queries



Sensitive content categorization





Thank You!

Every great presentation is complete with a great audience
— and that's you!