**PROJECT TOPIC AND OBJECTIVES**

## **Team Members**

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**Project Topic**

Netflix-Style Database: Movie Recommendation & User Engagement System

## **Mission Statement**

Develop and deploy a centralised data platform that records detailed viewing behaviour, ratings, and preference signals to support tailored analytics and recommendations. This will allow the company to identify patterns in behaviour, profile engagement (e.g., binge vs. casual), and maximise retention through data-driven choices.

## **Mission Objectives**

1. **User Profile Management**

* Maintain subscription lifecycles (join, renew, upgrade/downgrade) and demographic characteristics (age, region).
* Use timestamps to keep track of account events and plan modifications.

2. **Watch History Tracking**

* Log per-title interactions (start/stop times, total watch time, completion %) with session and timestamp.
* Note the platform/device context (web, TV, mobile), as well as the basic environment metadata.

1. **Ratings & Feedback**

* Record both explicit (likes, skips) and implicit (stars, thumbs) cues, along with optional written reviews.
* Maintain historical changes while maintaining a single rating per profile title.

1. **Recommendation Engine Support**

* Enable collaborative filtering (“users who enjoyed X also enjoyed Y”) via user–item interaction data.
* Support content-based features (genre, cast, crew, keywords) for cold-start and hybrid ranking.

1. **Engagement Segmentation**

* Use metrics such as episodes per session, completion rate, and return cadence to categorise viewers (binge, casual, and churn risk).
* Produce segment-level insights on content affinity and retention impact.

## **Submission Instructions**

All project documents (ER diagrams, schema, SQL scripts, project report, presentation slides) will be uploaded to GitHub.  
- Public URL: <https://github.com/riyanshikedia10/DMDD_Group-1.git>