

Analyzing Netflix Movies & TV Shows  
Dataset from Kaggle

# Netflix SQL Analytics Project

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## **Project Objective**

***To analyze Netflix's content catalog using SQL  
and extract actionable insights regarding:***

- Movies vs TV Shows***
- Popular Genres***
- Content Trends***
- Top Contributing Countries***

# Dataset Overview

- Source: Kaggle (Netflix Movies & TV Shows)
- Rows: ~7,000
- Columns: 12
- Key Columns: type, title, country, release\_year, rating, duration, listed\_in





# Database Schema

show\_id

type

title

director

cast

country

date\_added

release\_year

rating

duration

listed\_in

description

# SQL Queries

```
1  -- Count Total Movies vs TV Shows
2  * SELECT
3      type, COUNT(type) AS Total
4  FROM
5      netflix
6  GROUP BY type
7  ORDER BY Total DESC;
8
9  -- Find the Top 10 Countries with the Most Content
10 * SELECT
11     country, COUNT(*) AS Total
12 FROM
13     netflix
14 WHERE
15     country IS NOT NULL
16 GROUP BY country
17 ORDER BY Total DESC
18 LIMIT 10;
19
```

```
20  -- Most Common Genres on Netflix
21 * SELECT
22     listed_in, COUNT(*) AS Total
23 FROM
24     netflix
25 WHERE
26     listed_in IS NOT NULL
27 GROUP BY listed_in
28 ORDER BY total DESC
29 LIMIT 5;
30
31  -- New Content Added Each Year
32 * SELECT
33     YEAR(date_added) AS Add_Year, COUNT(*) AS Total
34 FROM
35     netflix
36 WHERE
37     date_added IS NOT NULL
38 GROUP BY Add_Year
39 ORDER BY Total DESC;
```

# SQL Queries

```
41 -- Movies/Shows by Rating
42 • SELECT
43     rating, COUNT(*) AS Total
44 FROM
45     netflix
46 WHERE
47     rating IS NOT NULL
48 GROUP BY rating
49 ORDER BY Total DESC;
50
51 -- Most Frequent Directors
52
53 • SELECT
54     director, COUNT(*) AS total_movies
55 FROM
56     netflix
57 WHERE
58     director IS NOT NULL
59 GROUP BY director
60 ORDER BY total_movies DESC
61 LIMIT 10;
```

```
63 -- Create a View for Top 20 Movies by Country
64 • CREATE VIEW top_movies_per_country AS
65     SELECT
66         country, title, release_year
67     FROM
68         netflix
69     WHERE
70         type = 'Movie' AND country IS NOT NULL
71     ORDER BY country , release_year DESC
72     LIMIT 20;
```

# Key Insights



**~70% of the content are Movies, while only ~30% are TV Shows.**



**United States has the highest number of titles, followed by India, United Kingdom, and Canada.**



**Massive spike in content additions from 2017 to 2020.**



**TV-MA is the most common rating.**  
**Content peaked between 2017–2019.**