

SHUBHAM SHARMA

NETFLIX ANALYTICS

PROJECT



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NETFLIX

HELLO **EVERYONE**

I AM SHUBHAM SHARMA

As an aspiring data analyst, I applied my SQL and Power BI skills to analyze Netflix's content library, uncovering key insights into content distribution, audience ratings, geographical trends, genres, and creator contributions.

This dashboard transforms raw data into business-ready insights that highlight how Netflix balances global and local strategies to engage diverse audiences.

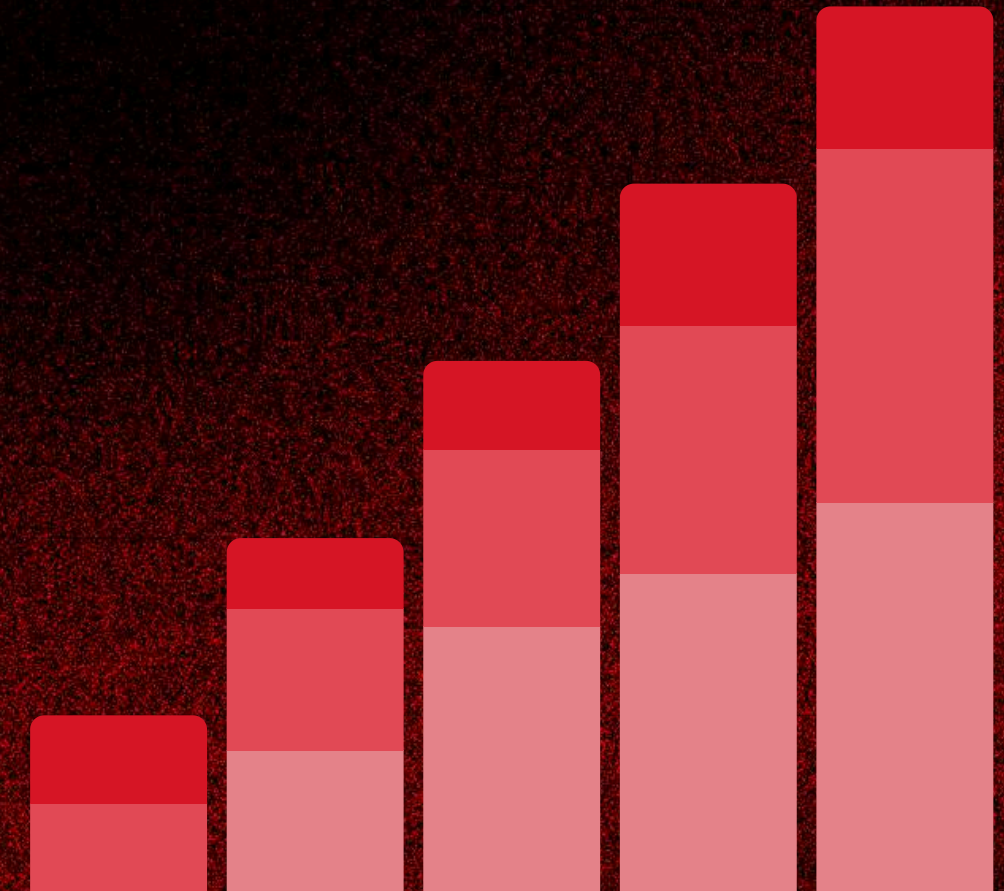
NETFLIX

BUSINESS PROBLEM

NETFLIX

★ NETFLIX HAS THOUSANDS OF MOVIES AND TV SHOWS IN ITS LIBRARY, BUT WITHOUT DIGGING INTO THE DATA, IT'S HARD TO ANSWER SIMPLE YET IMPORTANT QUESTIONS LIKE -

- 01.** Which type of content (Movies vs. TV Shows) dominates the library?
- 02.** What are the most common ratings and genres consumed by audiences?
- 03.** Which countries contribute the most content to Netflix?
- 04.** How do release trends vary year by year and across regions like India? e.t.c



★ FOR THIS PROJECT, I EXPLORED THE NETFLIX DATASET USING SQL AND WROTE QUERIES TO UNCOVER KEY INSIGHTS ON CONTENT DISTRIBUTION, RATINGS, GENRES, COUNTRIES, AND CREATORS. I THEN BROUGHT EVERYTHING TOGETHER IN POWER BI, DESIGNING AN INTERACTIVE DASHBOARD THAT TRANSFORMS RAW DATA INTO EASY-TO-UNDERSTAND INSIGHTS—BRIDGING NETFLIX'S CONTENT LIBRARY WITH REAL BUSINESS QUESTIONS.

SQL QUERIES

NETFLIX

01. Count the Number of Movies vs TV Shows ?

```
SELECT type,COUNT(*)  
FROM netflix  
GROUP BY type;
```

	type character varying (10) 🔒	count bigint 🔒
1	Movie	6131
2	TV Show	2676

02. Find the Most Common Rating for Movies and TV Shows ?

```
WITH cte AS(  
SELECT type ,  
       rating,  
       COUNT(*),  
       RANK() OVER(PARTITION BY type ORDER BY COUNT(*) DESC) AS rankings  
FROM netflix  
GROUP BY type,rating)  
  
SELECT type,rating  
FROM cte  
WHERE rankings = 1
```

	type character varying (10) 🔒	rating character varying (15) 🔒
1	Movie	TV-MA
2	TV Show	TV-MA

SQL QUERIES

NETFLIX

03. List All Movies Released in a Specific Year (e.g., 2020) ?

```
SELECT title FROM netflix
WHERE release_year = 2020;
```

	title character varying (250)	
1	Dick Johnson Is Dead	
2	Europe's Most Dangerous Man: Otto Skorzeny in Spain	
3	Falsa identidad	
4	Sex Education	
5	Tayo and Little Wizards	
6	The Smart Money Woman	

04. Find the Top 5 Countries with the Most Content on Netflix ?

```
SELECT UNNEST(string_to_array(country, ',')) AS new_country,
COUNT(title) AS total_content
FROM netflix
GROUP BY new_country
ORDER BY total_content DESC
LIMIT 5;
```

	new_country text	total_content bigint
1	United States	3211
2	India	1008
3	United Kingd...	628
4	United States	479
5	Canada	271

SQL QUERIES

NETFLIX

05. Identify the Longest Movie ?

```
SELECT * FROM netflix
WHERE type = 'Movie' AND
duration = (SELECT MAX(duration) FROM netflix);
```

	show_id character varying (5) 🔒	type character varying (10) 🔒	title character varying (250) 🔒	director character varying (550) 🔒	casts character varying (1050)
1	s52	Movie	InuYasha the Movie 2: The Castle Beyond the Looking Glass	Toshiya Shinohara	Kappei Yamaguchi, Satsuki Yukino, Mieko Harada, K
2	s53	Movie	InuYasha the Movie 3: Swords of an Honorable Ruler	Toshiya Shinohara	Kappei Yamaguchi, Satsuki Yukino, Koji Tsujitani, H
3	s120	Movie	Here and There	JP Habac	Janine Gutierrez, JC Santos, Victor Anastacio, Yesh
4	s338	Movie	Good Luck Chuck	Mark Helfrich	Dane Cook, Jessica Alba, Dan Fogler, Ellia English, S
5	s345	Movie	My Girl 2	Howard Zieff	Anna Chlumsky, Austin O'Brien, Dan Aykroyd, Jamie
6	s427	Movie	Cousins	Ainsley Gardiner, Briar Grace-Smith	Rachel House, Briar Grace-Smith, Tanea Heke, Tiore
7	s722	Movie	Rogue Warfare: Death of a Nation	Mike Gunther	Will Yun Lee, Jermaine Love, Rory Markham, Bertra
8	s744	Movie	Copenhagen	Mark Raso	Gethin Anthony, Frederikke Dahl Hansen, Sebastian
9	s782	Movie	Black Holes The Edge of All We Know	Peter Galison	[null]

SQL QUERIES

NETFLIX

06. Find Content Added in the Last 5 Years ?

```
SELECT * FROM netflix
WHERE to_date(date_added , 'month DD , YYYY') >= CURRENT_DATE - interval '5 years'
```

	show_id character varying (5) 🔒	type character varying (10) 🔒	title character varying (250) 🔒	director character varying (550)
1	s1	Movie	Dick Johnson Is Dead	Kirsten Johnson
2	s2	TV Show	Blood & Water	[null]
3	s3	TV Show	Ganglands	Julien Leclercq
4	s4	TV Show	Jailbirds New Orleans	[null]
5	s5	TV Show	Kota Factory	[null]
6	s6	TV Show	Midnight Mass	Mike Flanagan
7	s7	Movie	My Little Pony: A New Generation	Robert Cullen, José Luis Ucha

SQL QUERIES

NETFLIX

07. Find All Movies/TV Shows by Director 'Rajiv Chilaka'

```
WITH cte AS
(SELECT *,UNNEST(string_to_array(director, ',')) AS director_name
FROM netflix)

SELECT *,director_name
FROM cte
WHERE director_name = 'Rajiv Chilaka';
```

	show_id character varying (5) 🔒	type character varying (10) 🔒	title character varying (250) 🔒	director character varying (550) 🔒	casts character varying (1050)
1	s407	Movie	Chhota Bheem - Neeli Pahaadi	Rajiv Chilaka	Vatsal Dubey, Julie Tejjwani, Rupa Bhimani, Jigna Bhardv
2	s408	Movie	Chhota Bheem & Ganesh	Rajiv Chilaka	Vatsal Dubey, Julie Tejjwani, Rupa Bhimani, Jigna Bhardv
3	s409	Movie	Chhota Bheem & Krishna: Mayanagari	Rajiv Chilaka	Vatsal Dubey, Julie Tejjwani, Rupa Bhimani, Jigna Bhardv
4	s410	Movie	Chhota Bheem & Krishna: Pataliputra- City of the Dead	Rajiv Chilaka	Vatsal Dubey, Julie Tejjwani, Rupa Bhimani, Jigna Bhardv
5	s411	Movie	Chhota Bheem And The Broken Amulet	Rajiv Chilaka	Vatsal Dubey, Julie Tejjwani, Rupa Bhimani, Jigna Bhardv
6	s412	Movie	Chhota Bheem And The Crown of Valhalla	Rajiv Chilaka	Vatsal Dubey, Julie Tejjwani, Rupa Bhimani, Jigna Bhardv
7	s413	Movie	Chhota Bheem and the Incan Adventure	Rajiv Chilaka	Vatsal Dubey, Julie Tejjwani, Rupa Bhimani, Jigna Bhardv
8	s414	Movie	Chhota Bheem and The ShiNobi Secret	Rajiv Chilaka	Vatsal Dubey, Julie Tejjwani, Rupa Bhimani, Jigna Bhardv

SQL QUERIES

NETFLIX

08. Count the Number of Content Items in Each Genre ?

```
WITH cte AS (  
    SELECT  
        unnest(string_to_array(listed_in, ',')) AS genre,  
        show_id  
    FROM netflix  
)  
SELECT  
    genre,  
    COUNT(show_id) AS total_content  
FROM cte  
GROUP BY genre
```

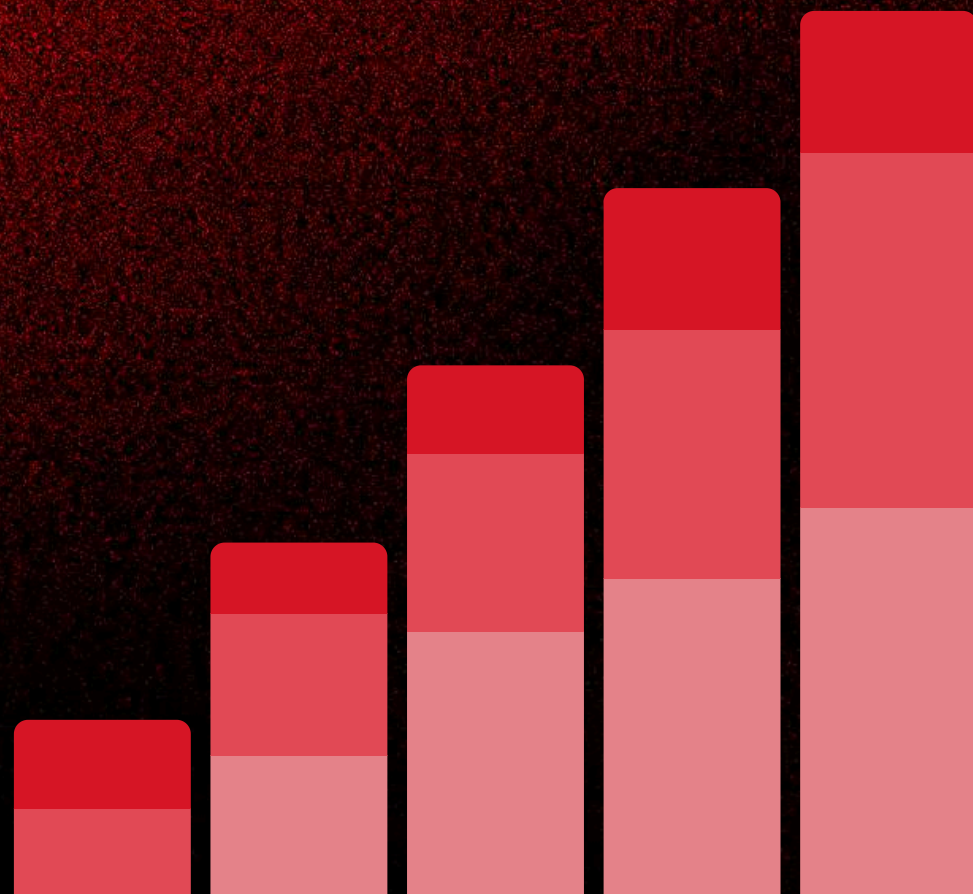
	genre text	total_content bigint
1	British TV Shows	253
2	Children & Family Movies	605
3	Stand-Up Comedy & Talk Sho...	22
4	International Movies	2624
5	Classic & Cult TV	22
6	LGBTQ Movies	101
7	Music & Musicals	18
8	TV Shows	16
9	Movies	57
10	International Movies	128

SQL QUERIES

NETFLIX

09. Find each year and the average numbers of content release in India on netflix.

```
SELECT  
Extract(Year From to_date(date_added,'month DD, YYYY')) as year,  
count(*),  
round(count(*)::numeric/(select count(*) from netflix where country = 'India')::numeric * 100,2) as avg_content_release_per_year  
from netflix  
group by 1
```



	year numeric 🔒	count bigint 🔒	avg_content_release_per_year numeric 🔒
1	[null]	10	1.03
2	2016	429	44.14
3	2021	1498	154.12
4	2020	1879	193.31
5	2017	1188	122.22
6	2010	1	0.10
7	2009	2	0.21
8	2011	13	1.34
9	2018	1649	169.65
10	2008	2	0.21

SQL QUERIES

NETFLIX

10. List All Movies that are Documentaries ?

```
SELECT * FROM netflix
WHERE listed_in = 'Documentaries';
```

country character varying (550)	date_added character varying (55)	release_year integer	rating character varying (15)	duration character varying (15)	listed_in character varying (250)	description character varying (550)
United States	September 25, 2021	2020	PG-13	90 min	Documentaries	As her father nears th
[null]	September 16, 2021	2021	PG	23 min	Documentaries	Robin Wiltshire's pain
United Kingdom, United States	September 2, 2021	2021	PG-13	94 min	Documentaries	This documentary stit
United States	July 1, 2019	2017	TV-PG	54 min	Documentaries	The chariot dominated
[null]	August 25, 2021	2021	TV-14	93 min	Documentaries	Bob Ross brought joy
United Kingdom	August 5, 2021	2021	TV-14	97 min	Documentaries	Queen of Sleaze or fe
United States	July 1, 2019	2017	TV-PG	53 min	Documentaries	Drilling into the impac
United States	July 28, 2021	2019	TV-14	81 min	Documentaries	Delve into the magica
[null]	July 22, 2021	2021	TV-MA	85 min	Documentaries	In this documentary, f
United States	July 15, 2021	2019	TV-MA	96 min	Documentaries	This documentary tak
United States	July 1, 2019	2017	TV-G	54 min	Documentaries	After decades of ama
United States	June 15, 2021	1972	TV-MA	104 min	Documentaries	The restored documen

SQL QUERIES

NETFLIX

11. Find All Content Without a Director ?

```
SELECT * FROM netflix
WHERE director IS NULL;
```

	show_id character varying (5) 🔒	type character varying (10) 🔒	title character varying (250) 🔒	director character varying (550) 🔒	casts character varying (1050)
1	s2	TV Show	Blood & Water	[null]	Ama Qamata, Khosi Ngema, Gail Mablane
2	s4	TV Show	Jailbirds New Orleans	[null]	[null]
3	s5	TV Show	Kota Factory	[null]	Mayur More, Jitendra Kumar, Ranjan Raj, A
4	s11	TV Show	Vendetta: Truth, Lies and The Mafia	[null]	[null]
5	s15	TV Show	Crime Stories: India Detectives	[null]	[null]
6	s16	TV Show	Dear White People	[null]	Logan Browning, Brandon P. Bell, DeRon Ho
7	s369	TV Show	Khawatir	[null]	[null]
8	s18	TV Show	Falsa identidad	[null]	Luis Ernesto Franco, Camila Sodi, Sergio G
9	s20	TV Show	Jaguar	[null]	Blanca Suárez, Iván Marcos, Óscar Casas, A
10	s22	TV Show	Resurrection: Ertugrul	[null]	Engin Altan Düzyatan, Serdar Gökhan, Hüly
11	s6	TV Show	Amamiya Genshiro	[null]	Shota Saito, Yūki Kaji

SQL QUERIES

NETFLIX

12. Find How Many Movies Actor 'Salman Khan' Appeared in the Last 10 Years ?

```
SELECT * FROM netflix
WHERE casts ILIKE '%Salman Khan%'
AND
release_year > EXTRACT(YEAR FROM CURRENT_DATE) - 10
```

show_id character varying (5) 🔒	type character varying (10) 🔒	title character varying (250) 🔒	director character varying (550) 🔒	casts character varying (1050)
s2757	Movie	Paharganj	Rakesh Ranjan Kumar	Lorena Franco, Bijesh Jayarajan, Neet Chowdhary, Rajeev Gaursingh, Karran Jeet, Rajesh Sharma, Gautam Kurup, Poonam Mathur, Salman Khan

SQL QUERIES

13. Find the Top 10 Actors Who Have Appeared in the Highest Number of Movies Produced in India ?

```
SELECT UNNEST(string_to_array(casts,',')) AS actors, COUNT(*)
FROM netflix
WHERE country = 'India'
GROUP BY actors
ORDER BY COUNT(*) DESC
LIMIT 10;
```

	actors text	count bigint
1	Anupam Kher	36
2	Paresh Rawal	24
3	Shah Rukh Khan	24
4	Om Puri	23
5	Akshay Kumar	22
6	Boman Irani	21
7	Amitabh Bachch...	20
8	Kareena Kapoor	19
9	Naseeruddin Sh...	19
10	Asrani	17

14. Categorize Content Based on the Presence of 'Kill' and 'Violence' Keywords

```
WITH cte AS
(SELECT *,
CASE
WHEN description ILIKE '%kill%' OR
description ILIKE '%violence%' THEN 'Bad_content'
ELSE 'Good_content'
END category
FROM netflix)

SELECT category ,COUNT(*) AS total_content
FROM cte
GROUP BY category;
```

	category text	total_content bigint
1	Good_content	8465
2	Bad_content	342

NETFLIX

Total Titles

8.81K

Total Movies

6K

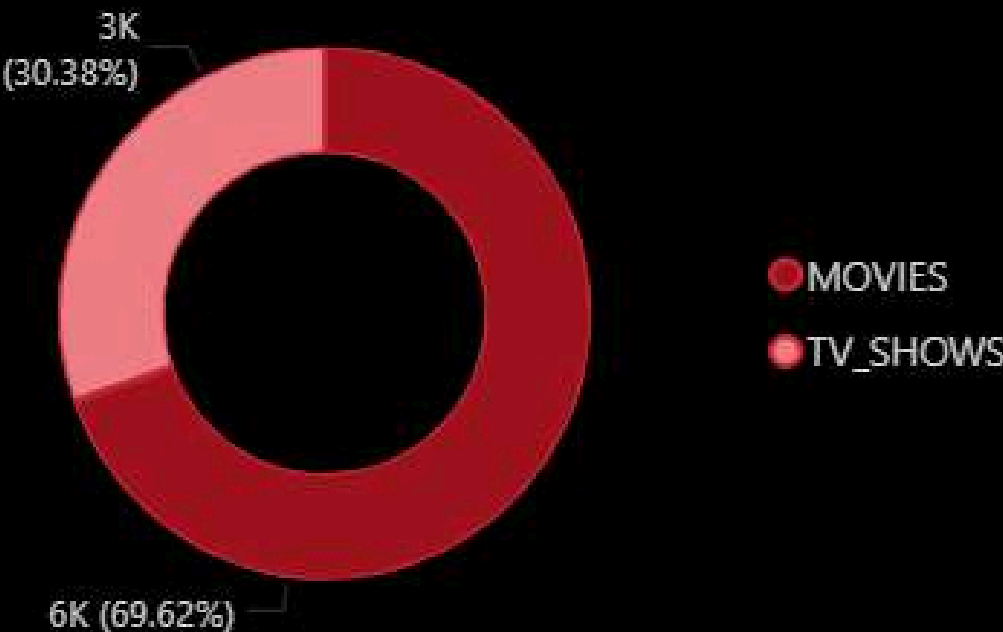
Total TV Shows

3K

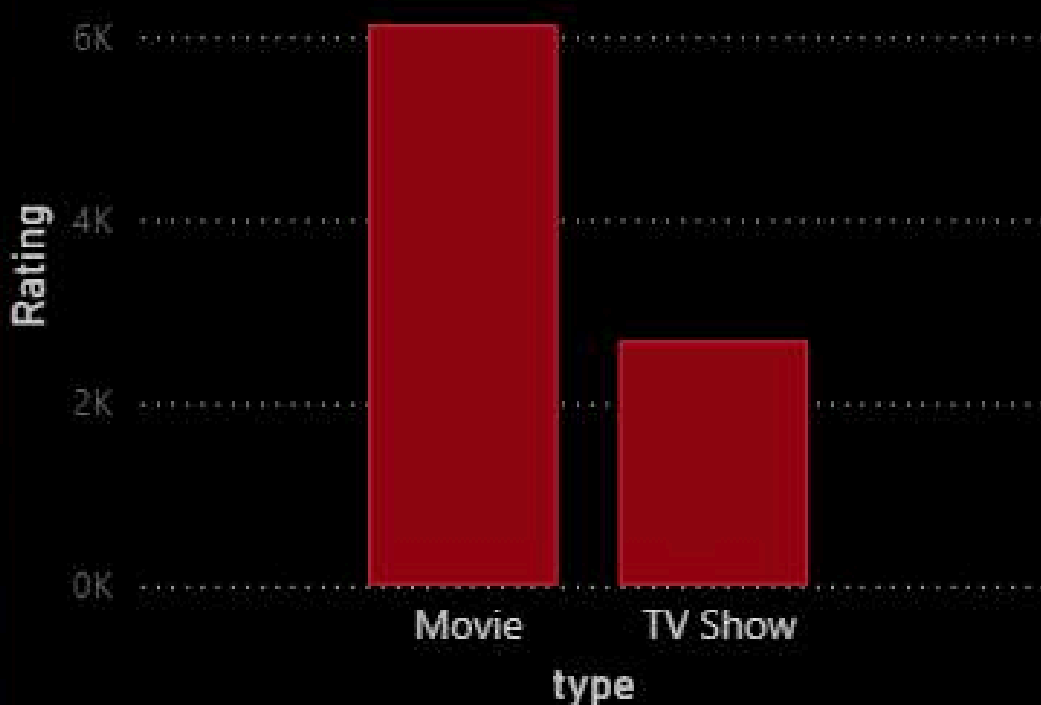
Most Common Rating

TV-MA

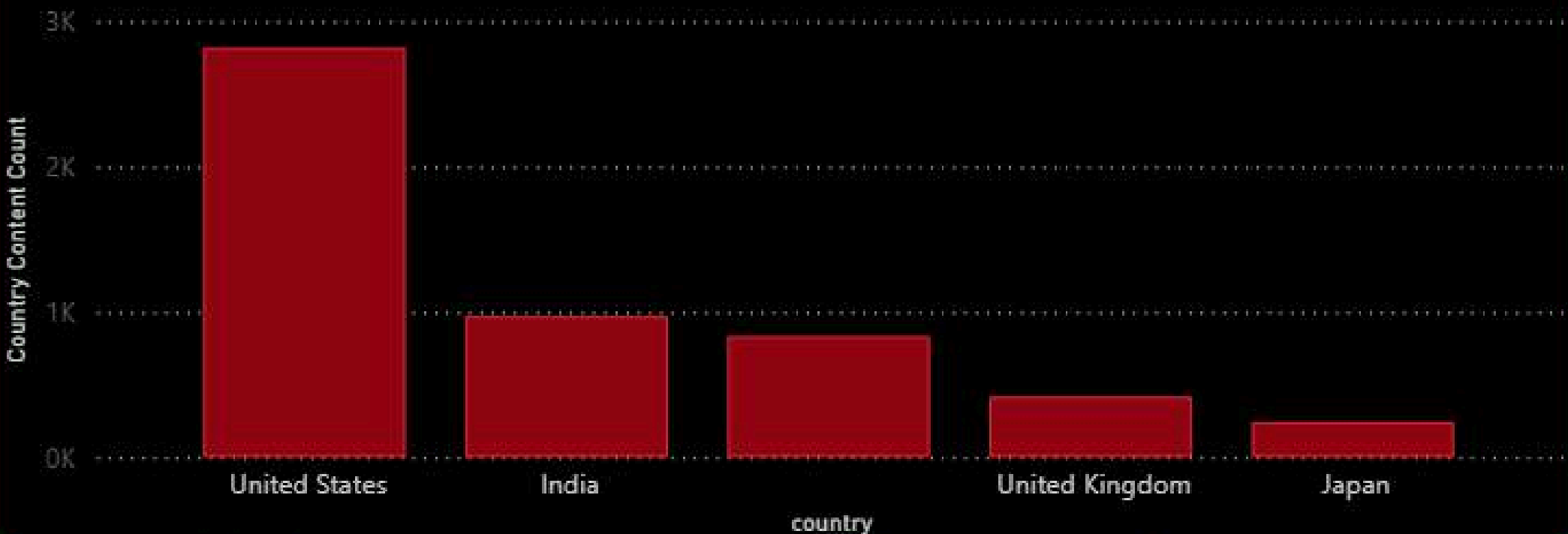
Movies vs TV Shows Distributions



Rating Distribution by type



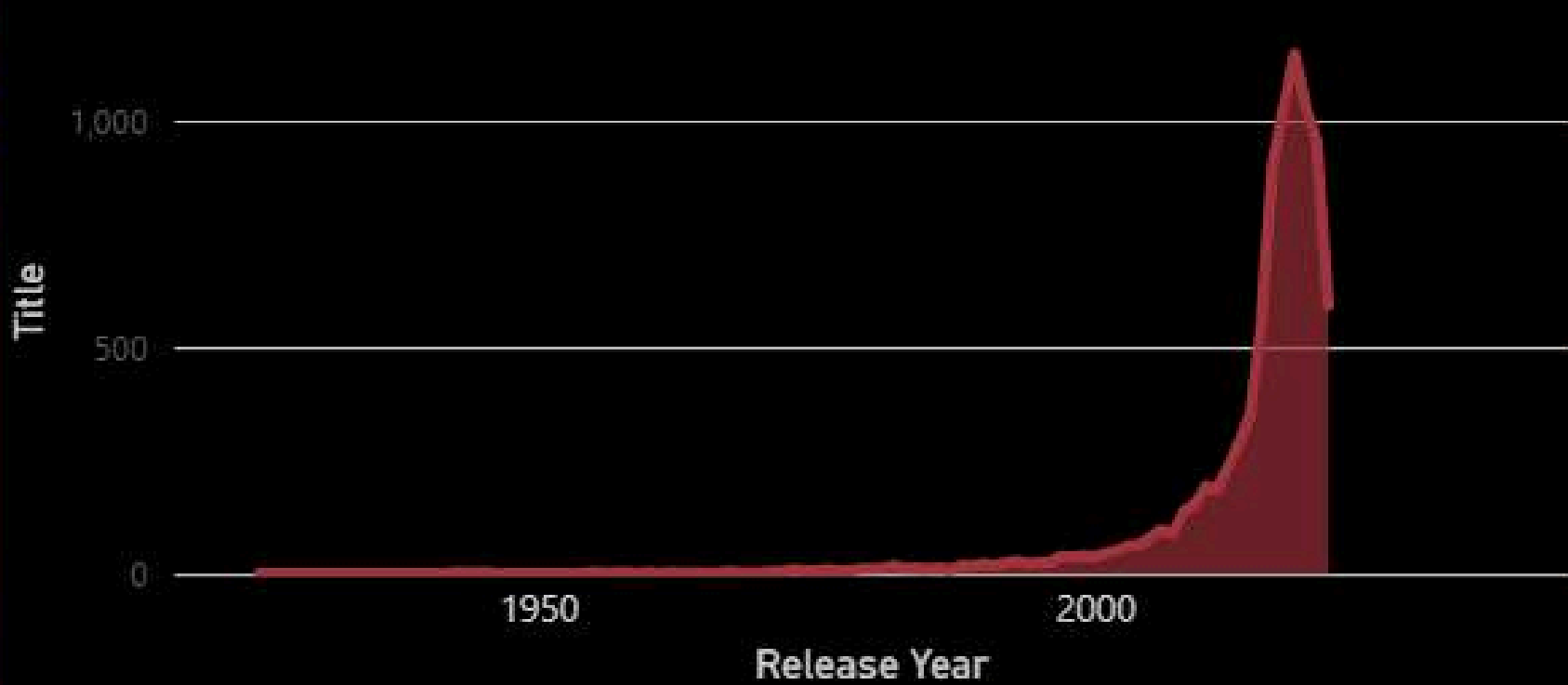
Countries With Highest Content



Titles per Country



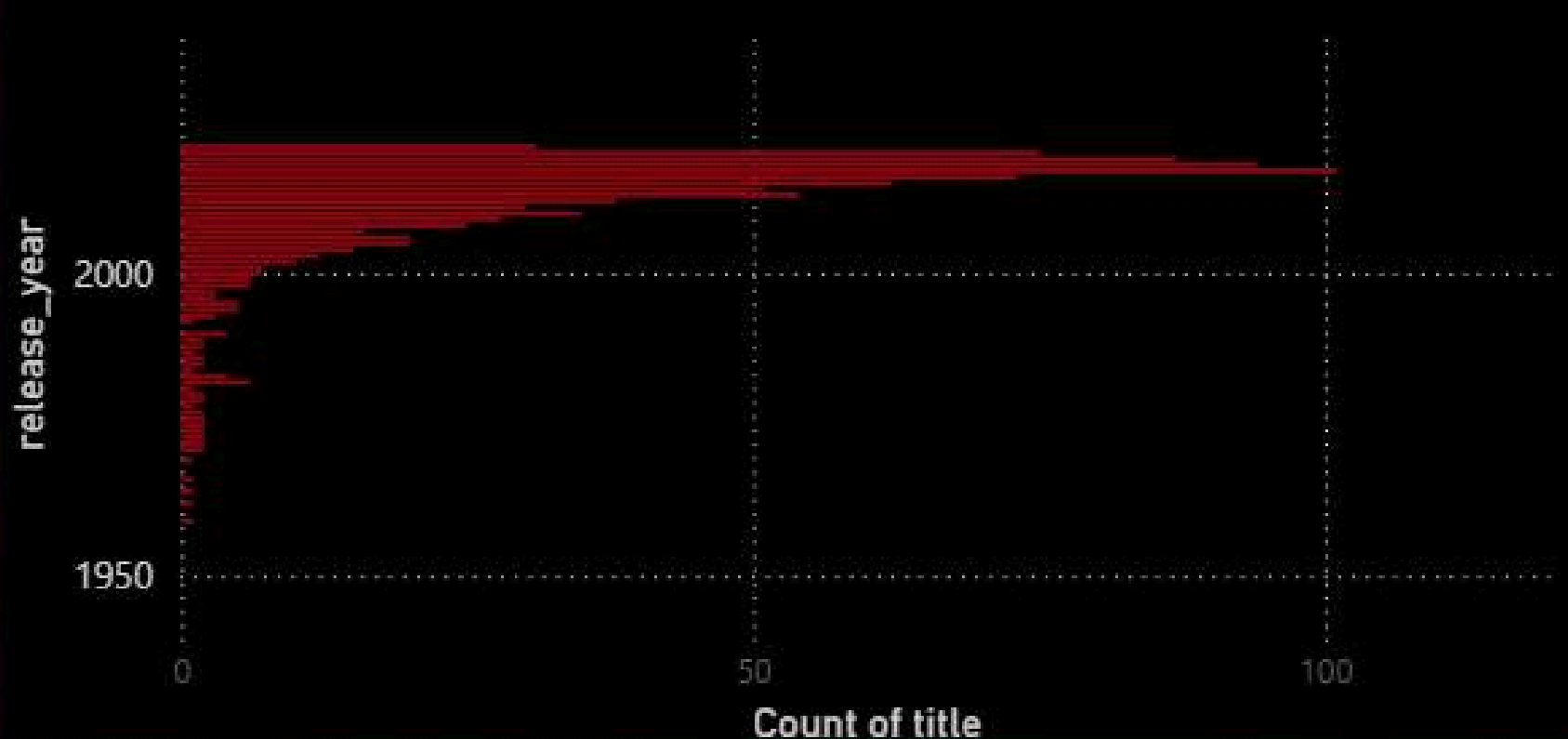
Content Releases Per Year



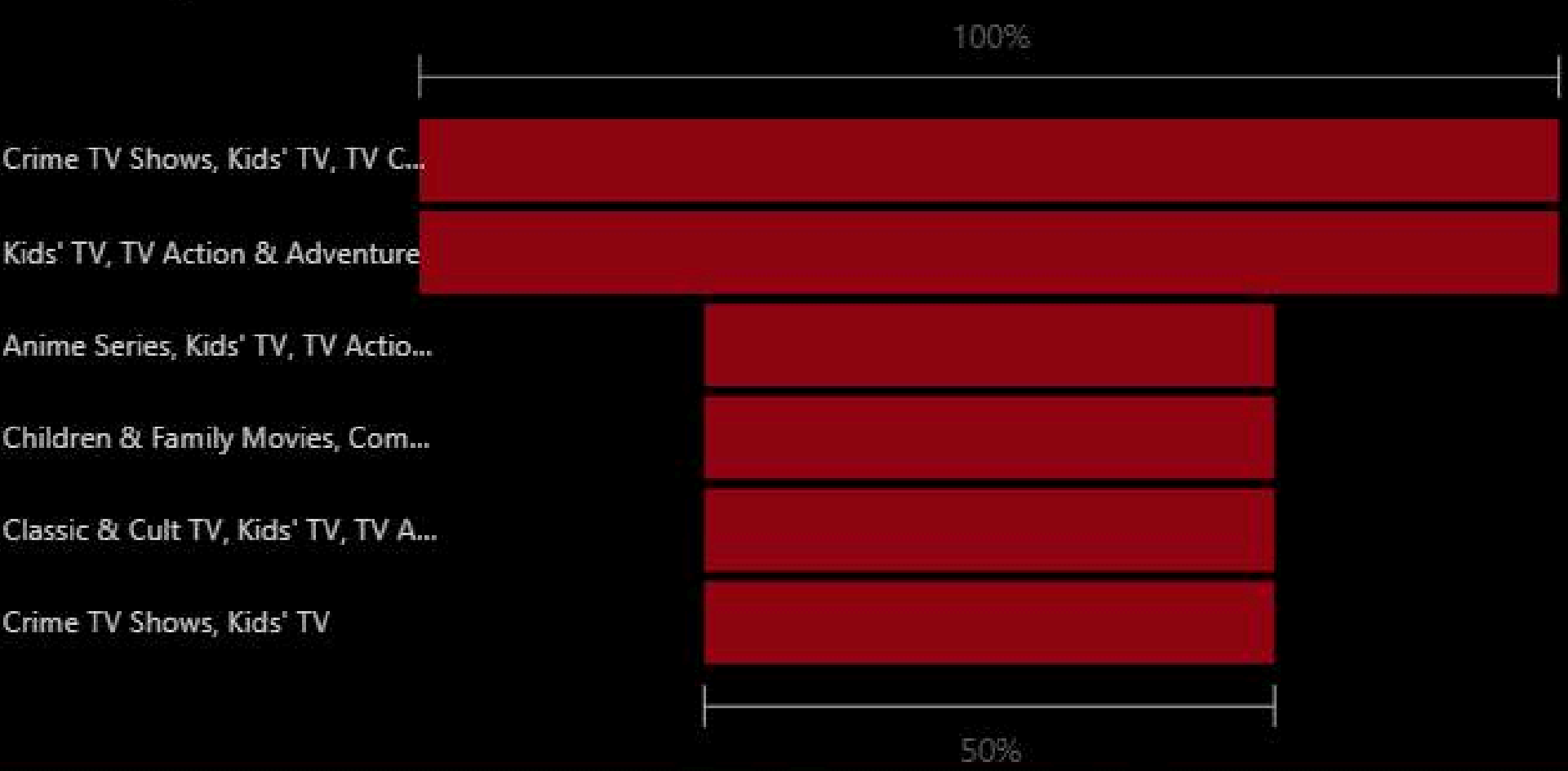
Longest Movies



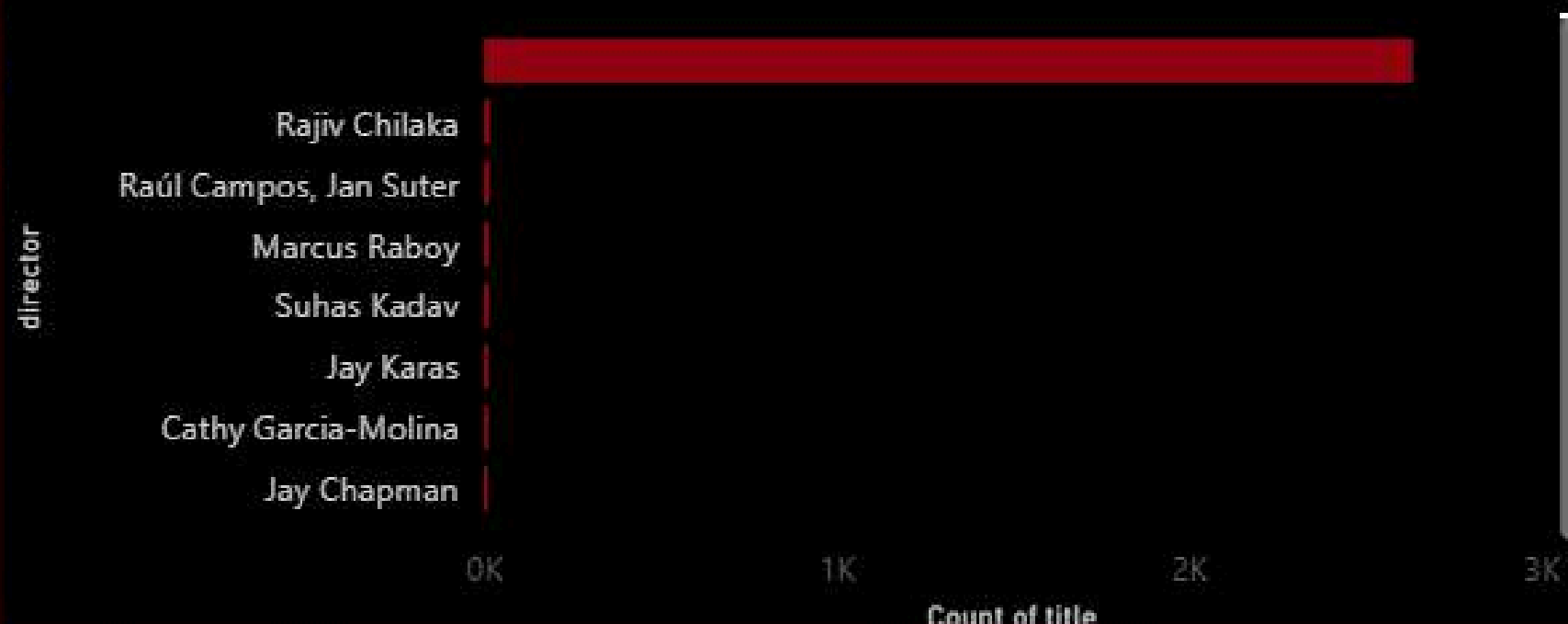
Top 5 Years of Indian Content Releases



Genres by Count of Content



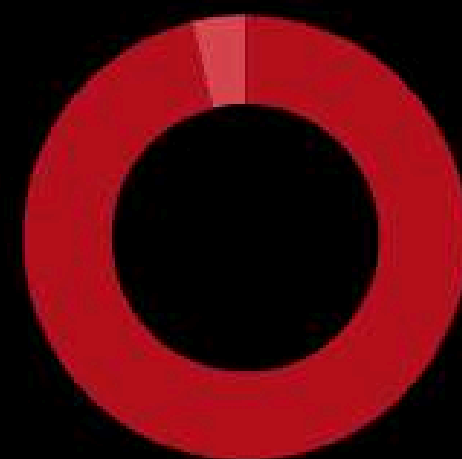
Directors With Most Titles



Top Country by Content

United States

Content Categorization

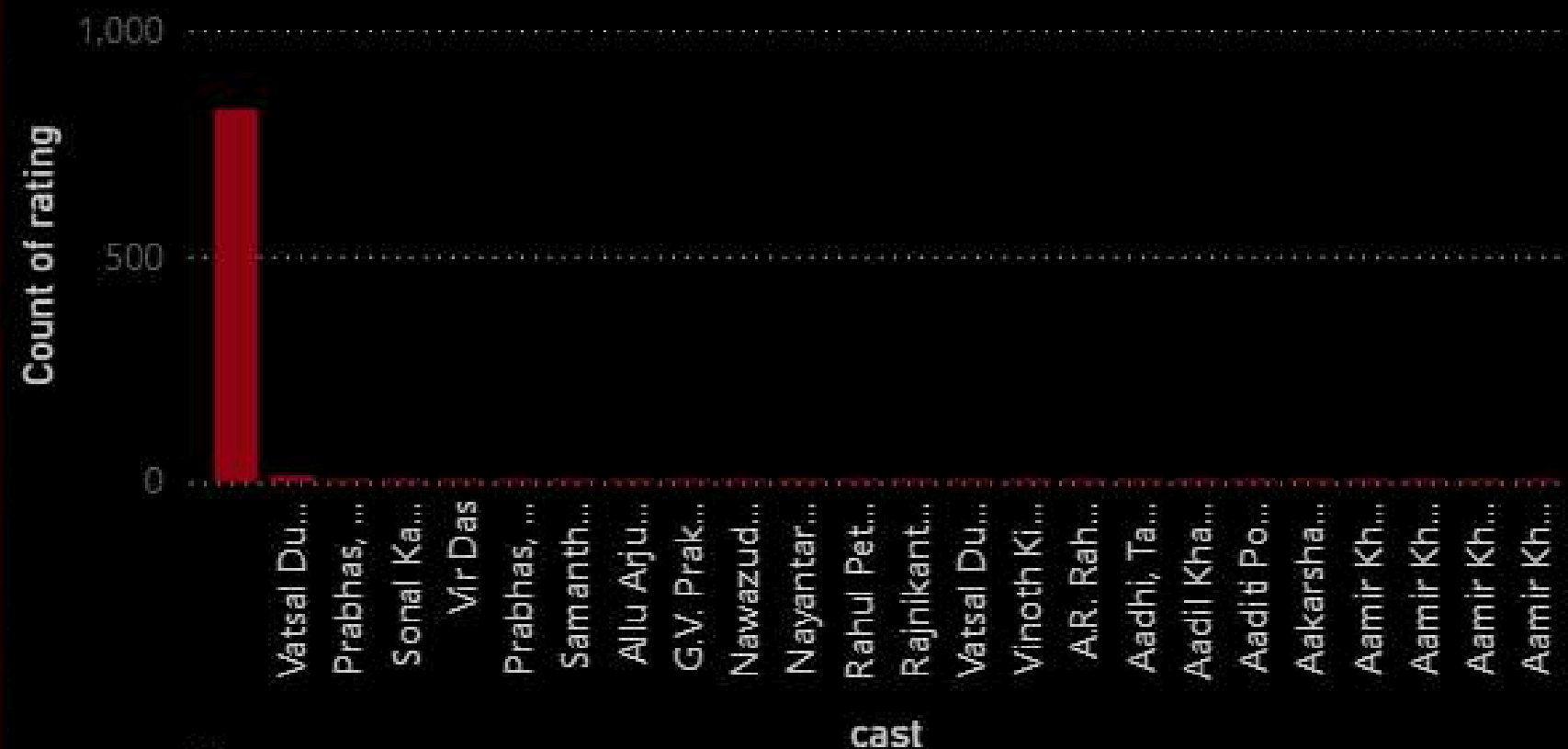


Content Category

Good

Bad

Top Indian Actors



All Documentaries

title	listed_in
#AnneFrank - Parallel Stories	Documentaries, International Movies
#cats_the_mewvie	Documentaries, International Movies
#Rucker50	Documentaries, Sports Movies
(T)ERROR	Documentaries
100 Days Of Solitude	Documentaries, International Movies
100 Years: One Woman's Fight for Justice	Documentaries
13TH	Documentaries
14 Minutes from Earth	Documentaries
2,215	Documentaries, International Movies, Sports Movies
20 Feet From Stardom	Documentaries, Music & Musicals
27: Gone Too Soon	Documentaries
3 Seconds Divorce	Documentaries, Faith & Spirituality
42 Grams	Documentaries
7 Yards: The Chris Norton Story	Documentaries

ANALYSIS REPORT

Netflix's library is vast and diverse, but through this analysis, some clear patterns emerged. Movies make up the bulk of the catalog, while TV shows—especially multi-season ones—play a big role in keeping audiences engaged over time. Ratings revealed how Netflix balances family-friendly content with more mature options, appealing to very different audience groups. Geographically, the U.S. and India dominate the platform's content supply, with India showing noticeable spikes in releases during certain years as Netflix strengthened its regional presence. Genres like documentaries carve out a unique niche, while long-running shows and experimental formats highlight the platform's variety.

Looking at the people behind the content, we see how much influence creators have on shaping Netflix's library. Directors like Rajiv Chilaka and actors such as Salman Khan continue to have a strong presence, reflecting the pull of popular names. At the same time, the top actors list for Indian content shows how deeply Bollywood influences Netflix's catalog. Keyword analysis even helped separate "light" versus "dark" themes, offering a fresh lens on how content is described and consumed. Altogether, this project shows how SQL and Power BI can turn raw rows of data into meaningful insights about Netflix's global strategy, giving us a better understanding of how the platform grows, adapts, and entertains audiences worldwide.

This project really helped me sharpen my SQL skills for digging into data and use Power BI to bring those findings to life. More than just charts and numbers, it showed me how data can tell a story that answers real business questions. Looking ahead, I'd love to take this further by exploring predictive analysis—like forecasting which genres or regions might see the biggest growth on Netflix in the future.

SHUBHAM SHARMA

THANK YOU

FOR YOUR TIME AND ATTENTION



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