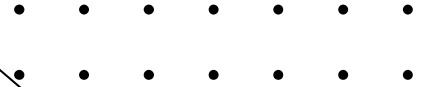


# NETFLIX



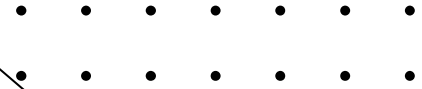
Jason Zhang  
Viviana Montenegro Cortez  
Bedilu Jebena  
Hillary Cheruiyot

# Introduction



Netflix is one of the most popular streaming services worldwide, with millions of subscribers in different countries. The genre popularity of Netflix subscriptions varies by country, which can impact revenue in different regions. The dataset "Netflix Subscription Price in Different Countries" available on Kaggle contains information on the subscription fees for different plans in various countries. This dataset can be utilized to gain insights into the pricing strategies of Netflix and analyze the most popular genre in different countries.

# Use Case



To identify the top 5 countries where Netflix generates the most revenue, the top 5 countries where Netflix generates the least amount of revenue, and the most number of movies by genre in the Netflix database in order to inform future marketing strategies and target countries with low production of movie genres.

Who's watching?



Guy who pays  
for the account



Parasite 1



Parasite 2

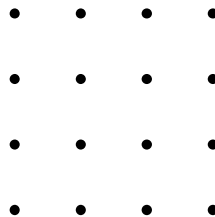


Parasite 3



Kids

# Business Rules

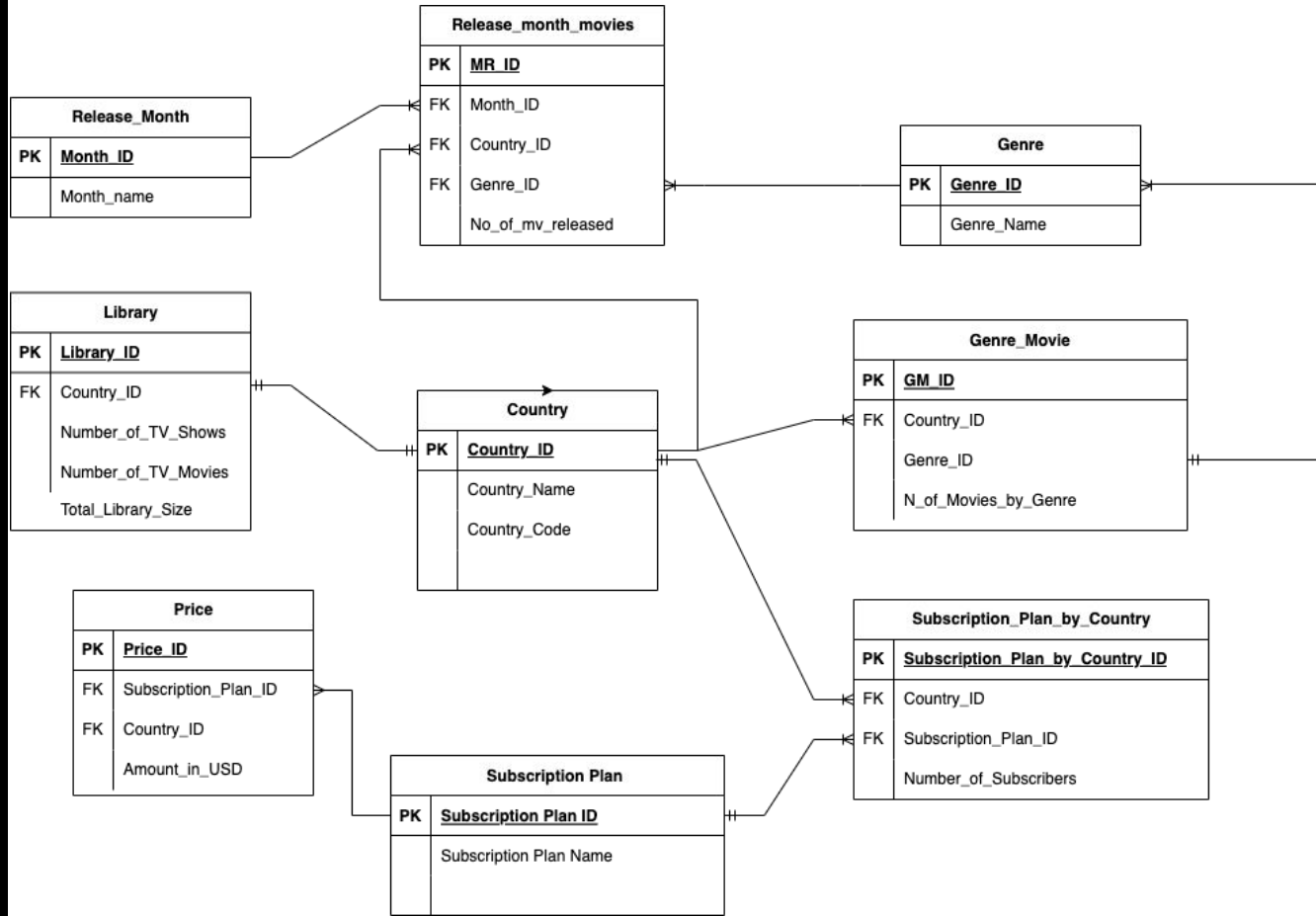


- A Country can have multiple Subscription Plans (one-to-many).
- A Subscription Plan can have multiple Prices (one-to-many).
- A country can only have one library (one-to-one)
- Multiple Countries have multiple subscription plans (many to many)
- Multiple movie genres can be released on multiple months (many to many)
- Many movies can be released during the same month (many to one)

# NETFLIX

# NETFLIX

## Simple View of the ERD





# Key Entities

## Entities:

- **Country:** represents each country where Netflix operates.
- **Subscription Plan:** represents each subscription plan offered by Netflix.
- **Subscription Plan by Country:** represents the number of subscribers for each country and subscription plan.
- **Price:** represents the price of a subscription plan in USD currency.
- **Library:** represents the TV shows and movies available on Netflix.
- **Genre:** represents the different genres of movies and TV shows available on Netflix.
- **Genre Movie:** represents the genre of movies by country.
- **Release Month:** represents the months of the calendar.
- **Release Month Movies:** represents the month in which a movie was released.



# NETFLIX

```

DROP VIEW IF EXISTS Lowest_subscription_revenue;
CREATE VIEW Lowest_subscription_revenue AS
WITH subscription_revenue AS (
    SELECT s.country_id, p.Amount_in_USD, COUNT(*) AS subscribers
    FROM subscription_plan_by_country AS s
    JOIN price AS p ON s.Subscription_Plan_ID = p.Subscription_Plan_ID
    GROUP BY s.Country_id, s.Subscription_Plan_ID, p.Amount_in_USD
),
country_revenue AS (
    SELECT sr.country_id, c.country_name, SUM(p.Amount_in_USD * subscribers) AS
total_revenue
    FROM subscription_revenue AS sr
    JOIN price AS p ON sr.country_id = p.country_id
    JOIN country AS c ON sr.country_id = c.country_id
    GROUP BY sr.country_id, c.country_name
)
SELECT country_name as Country, ROUND(SUM(total_revenue) OVER (ORDER BY total_revenue
DESC), 2) AS revenue_running_total
FROM country_revenue
ORDER BY revenue_running_total ASC
LIMIT 5;
SELECT *
FROM Lowest_subscription_revenue;

```

	Country	revenue_running_total
▶	Liechtenstein	23517
	Switzerland	23517

	Country	revenue_running_to...
►	Liechtenstein	23517
	Switzerland	23517
	Denmark	32611.8
	Belgium	50442.6
	France	50442.6

Lowest\_subscription\_revenue 22



# Output of Our Complex Queries

```
DROP VIEW IF EXISTS country_genre_movie_count;  
CREATE VIEW country_genre_movie_count AS  
SELECT c.country_name as Country, g.Genre_name as Genre,  
gm.N_Movies_by_Genre as Total_Movies  
FROM country c  
INNER JOIN genre_movie gm ON c.country_id = gm.country_id  
INNER JOIN genre g ON gm.Genre_id = g.Genre_id;  
SELECT * From country_genre_movie_count  
where Country = 'Argentina'  
order by Total_Movies;
```

	Country	Genre	Total_Movies
►	Argentina	Comedy	1,190
	Argentina	Action	1,428
	Argentina	Horror	476
	Argentina	Thriller	714
	Argentina	Romance	952

# NETFLIX

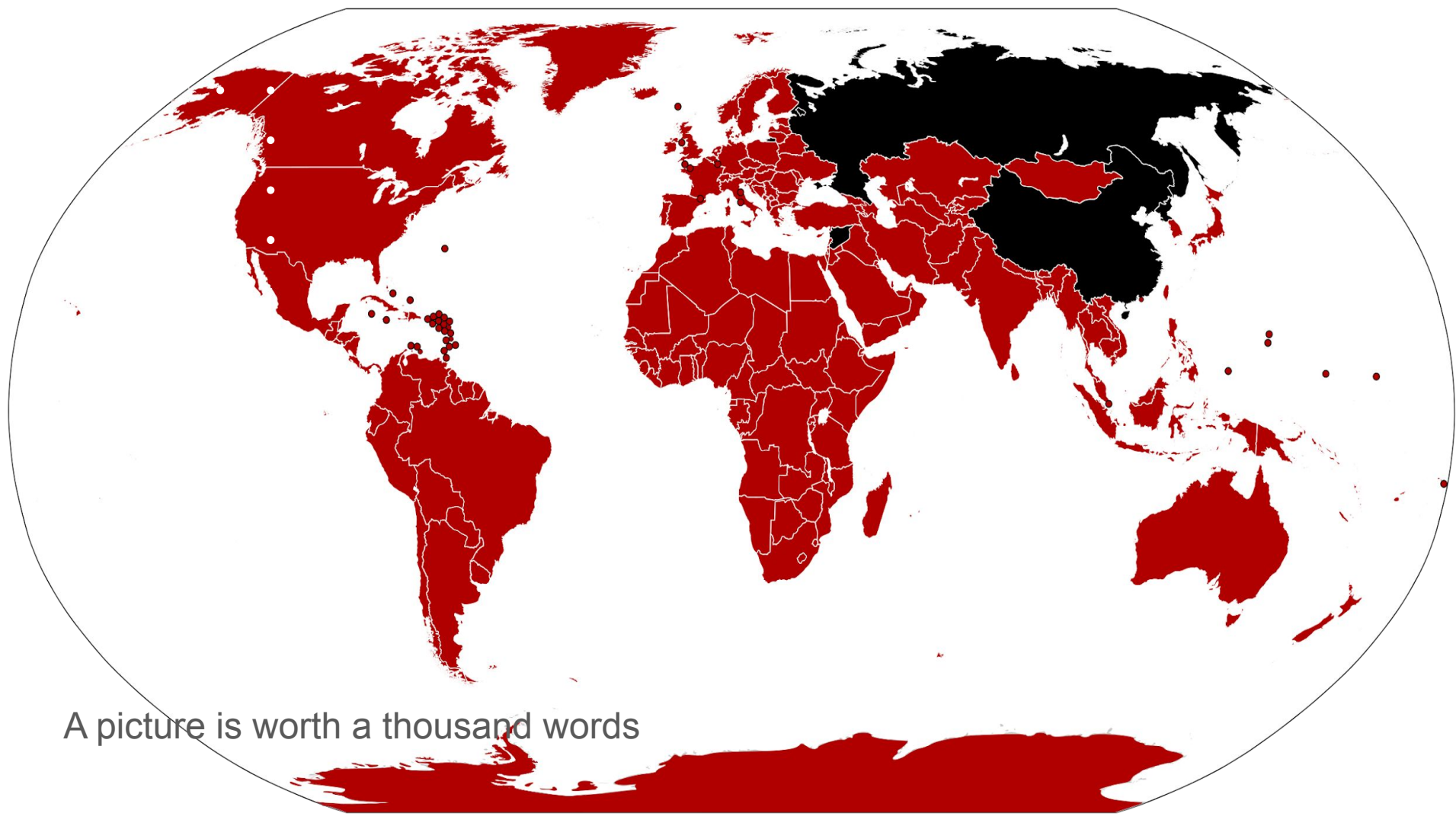




## Conclusion

Complex queries are valuable for our use case as they provide insights into countries with the lowest revenue and the least number of movies available by genre. For instance, Turkey has the lowest total revenue, and we aim to enhance our marketing strategies to attract more subscribers in Turkey. Moreover, these complex queries will aid us in determining the countries that require more horror, action, thriller, romance, and comedy films.

# NETFLIX



A picture is worth a thousand words