**Problem Statement:**

As Netflix continues to expand its content library to maintain its competitive edge in the streaming industry, understanding the composition and performance of its content is crucial for informed decision-making. The goal of this analysis is to explore the distribution and characteristics of Netflix’s content catalogue, with a focus on identifying key trends, popular genres, and areas of opportunity for future content development.

This analysis seeks to answer the following critical questions:

1. **Content Type Distribution:** What is the current distribution of Movies versus TV Shows in Netflix’s catalogue, and how might this influence audience engagement and satisfaction?
2. **Audience Targeting via Ratings:** Which content ratings are most prevalent on the platform, and how does this align with Netflix’s target audience demographics?
3. **Temporal Content Trends:** How has the production and release of content evolved over the years, and what implications does this have for future content investment?
4. **Genre Popularity:** What are the most frequently listed genres on Netflix, and how can this information guide future content acquisitions and original productions?
5. **Content Description Strategy:** How do the lengths of content descriptions vary between Movies and TV Shows, and what impact might this have on user engagement and content discoverability?

**Steps involved:**

* Load the primary data into SQL using Python via Jupyter Notebook. (Before loading the data create the DB with table to load the dataset)
* From SQL do the following:
  + Data cleaning
  + Data transformation
  + Feature Engineering
  + Data Analysis