**Project 2: Data cleaning and analysis for Netflix using SQL**

Netflix, a leading global streaming platform, possesses a dataset containing information about its shows. However, the dataset requires cleaning and analysis to derive valuable insights for business decision-making. As a data analyst with SQL expertise, your objective is to perform data cleaning and analysis on the Netflix dataset to help the company gain insights into their content offerings.

Segment 1: Database - Tables, Columns, Relationships

* Identify the tables in the dataset and their respective columns.
* Determine the number of rows in each table within the schema.
* Identify and handle any missing values in the dataset.

Segment 2: Content Analysis

* Analyse the distribution of content types (movies vs. TV shows) in the dataset.
* Determine the top 10 countries with the highest number of productions on Netflix.
* Investigate the trend of content additions over the years.
* Analyse the relationship between content duration and release year.
* Identify the directors with the most content on Netflix.

Segment 3: Genre and Category Analysis

* Determine the unique genres and categories present in the dataset.
* Calculate the percentage of movies and TV shows in each genre.
* Identify the most popular genres/categories based on the number of productions.
* Calculate the cumulative sum of content duration within each genre.

Segment 4: Release Date Analysis

* Determine the distribution of content releases by month and year.
* Analyse the seasonal patterns in content releases.
* Identify the months and years with the highest number of releases.

Segment 5: Rating Analysis

* Investigate the distribution of ratings across different genres.
* Analyse the relationship between ratings and content duration.

Segment 6: Co-occurrence Analysis

* Identify the most common pairs of genres/categories that occur together in content.
* Analyse the relationship between genres/categories and content duration.

Segment 7: International Expansion Analysis

* Identify the countries where Netflix has expanded its content offerings.
* Analyse the distribution of content types in different countries.
* Investigate the relationship between content duration and country of production.

Segment 8: Recommendations for Content Strategy

* Based on the analysis, provide recommendations for the types of content Netflix should focus on producing.
* Identify potential areas for expansion and growth based on the analysis of the dataset.

Evaluation pointers:

* The tasks are correctly identified and executed.
* The solution output matches the expected output.
* The query is optimised and syntactically correct.
* Proper aliases are used
* If required any, appropriate comments are written.
* The code is written concisely with appropriate indentations.