**1.What is Normalization & Standardization and how is it helpful?**

Ans: Normalization and Standardization are two data scaling techniques commonly used in machine learning and data preprocessing

Normalization transforms the data into a range, typically between 0 and 1, by rescaling the values.

Standardization rescales the data so that it has a mean of 0 and a standard deviation of 1.

**2.What techniques can be used to address multicollinearity in multiple linear regression?**

1. Ans: Remove highly correlated predictors from the model. If you have two or more factors with a high VIF, remove one from the model. ...
2. Use Partial Least Squares Regression (PLS) or Principal Components Analysis, regression methods that cut the number of predictors to a smaller set of uncorrelated components.