Approach for the assignment.

1. Identify the null values. Replaced ‘select’ with nulls.
2. Removed columns with high null values - HowDidYouHearAboutXEducation and Lead profile.
3. . We are assigning the value to 'NotSpecified' to nulls in specialization column. The specialization can be an important field since company may want to pitch relavant courses to indiviuals according to their domain.

Questions for the client.

1. Provide more information about the lead profile.
2. Company might want to track the ‘HowDidYouHearAboutXEducation’ column better as it can help in channelizing the advertisement revenue.
3. How are the LeadsTags generated? Does the empty value mean that it has not been contacted yet.