In Tableau Prep, I encountered a few challenges during data cleaning:

1. **Handling Null Values in Ratings**: After converting the rating column to a numerical datatype, the null values were replaced by "NaN". Tableau Prep threw an error when I attempted to exclude these "NaN" values. To resolve this, I set a filter only to include ratings within a specific range (0 to 5).
2. **Data Loss During Joins**: When joining data from Excel and CSV files, 85% of the data was lost due to using an inner join. This raised concerns about the accuracy of the insights, given the significant reduction in data. After weighing my options, I considered the narrative I wanted to present through my visualizations (which were aligned with three specific business questions). I proceeded with the inner join despite the loss of data. I found that using outer joins led to null values in important columns like sentiment polarity and sentiment subjectivity, which made interpretation difficult.
3. **Handling Null Values for Size**: I faced a dilemma when dealing with null values in the size column. I considered two options: removing the null values or replacing them with the mean size. After much deliberation, I ultimately decided to impute them with mean by category
4. **Cleaning App Name Values**: To resolve the issue of special characters and emojis in app name values causing difficulties during data joins, I cleaned the app names in both Excel datasets, enabling successful and accurate data merging.

**Three Business Questions**

1. How does the number of installs, reviews, and average ratings vary across different app categories?
2. How Do the Top 20 Apps Perform in Terms of Sentiment (Polarity and Subjectivity), Number of Reviews, and Ratings, and How do they correlate?
3. How Do the Number of Installs and Average Ratings Vary Among Different Content Ratings?