

Data Cleaning Process

Upon further analysis of the data, you should notice that there are observations that are not appropriate for analysis.

The effectiveness of MightyHive's retargeting product is qualified only by the conversion of a customer the first time and **not any additional reservations**.

There are also several other observations in the dataset which should not apply to your analysis.

Instructions

- Clean the data to prepare it for analysis
 - Justify your removal of any data points
-