Feature engineering Techniques:-

1.Imputation

2.Handling Outliers

3.Binning

4.Log Transform

5.One-Hot Encoding

6.Grouping Operations

7.Feature Split

8.Scaling

9.Extracting Date

The most simple solution to the missing values is to drop the rows or the entire column. There is not an optimum threshold for dropping but you can use **70%** as an example value and try to drop the rows and columns which have missing values with higher than this threshold.

threshold = 0.7

**#Dropping columns with missing value rate higher than threshold**  
 data = data[data.columns[data.isnull().mean() < threshold]]  
  
**#Dropping rows with missing value rate higher than threshold**  
 data = data.loc[data.isnull().mean(axis=1) < threshold]

Numerical Imputation

Categorical Imputation