

Preprocessing Steps – Strategic Product Placement Analysis:

Data Cleaning:

- Imported dataset into Tableau.
- Checked for null values in price and rating columns.
- Removed missing or inconsistent records.
- Converted price column to numeric format.

Data Transformation:

- Created calculated field: Price Category (Budget, Mid-range, Premium).
- Created calculated field: Rating Category (Low, Medium, High).
- Aggregated product data by category.

Business Questions:

1. How does price affect customer ratings?
2. Which products fall into premium vs budget segment?
3. Are higher-priced products receiving better ratings?
4. Where are market gaps in pricing vs rating?