

## **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?