**Customer Personality Analysis - Data Preprocessing Steps**

**Dataset:** marketing\_campaign.csv

**Data Preprocessing Steps:**

1. **Import & Load Dataset**
   * Loaded the marketing\_campaign.csv dataset into Jupyter Notebook.
2. **Missing Values**
   * Identified missing values in the Income column and filled them with 0 as a placeholder.
3. **Duplicate Records**
   * Checked for duplicates and confirmed there were none.
4. **Text Standardization**
   * Cleaned text columns by removing extra spaces and standardizing text values.
5. **Date Formatting**
   * Verified that all date columns are in dd-mm-yyyy format.
6. **Column Headers**
   * Cleaned and structured column headers for consistency and readability.
7. **Data Types**
   * Checked and confirmed appropriate data types for all columns.