Variable	Strategy
Age	Calculate Mean and Median. Choose the lowest value among them and replace in place of missing values.
Gender	Should not be replaced.
Marital Status	Should not be replaced.
Family Members	Calculate Median and replace in place of missing values.
Education	Replace the missing values with Mode.
Occupation	Replace the missing values with Mode.
Job title	Replace the missing values with Mode.
Income	Consider Occupation as a reference variable. Calculate Mean, Median Income for each category of occupation. Choose the lowest values among them and replace the missing values in Income variable accordingly.
Current Product	Consider Current_Product_Type and Current_Coverage as reference variables. If Current_Product_Type = "NA" or Current_Coverage = 0 then Current_Product = "No" else "Yes".
Current Product Type	Consider Current_Product and Current_Coverage as reference variables. If Current_Product = "No" or Current_Coverage = 0 then Current_Product_Type = "NA" else take the mode value among other products and replace in place of missing values.
Current Coverage	Consider Current_Product and Current_Product_Type as reference variables. If Current_Product = "No" or Current_Product_type = "NA" then Current_Coverage = 0 else calculate Mean, Median Current_Coverage for each category of Current_Product_Type and replace the missing values accordingly.
New Product Type	Calculate the Mode value and replace the missings.
New Coverage	Consider New_Product_type as a reference variable. Calculate Mean, Median New_Coverage for each category of New_Product_Type and replace the missing values in New_Coverage accordingly.
Rating	Consider Current_Product_Type as a reference variable. Calculate Mode Rating value for each category of Current_Product_Type and replace the missing values accordingly.
Converted	As Converted is a target variable. It should not be replaced directly using Descriptive analytical techniques. Need to build a predictive model for missing data replacement (like KNN).