**Predict the sales based on Advertising**

1. Problem Statement

**Sales** (in thousands of units) for a particular product as a **function** of **advertising budgets** (in thousands of dollars) for *TV, radio, and newspaper media*. Suppose that in our role as **Data Scientist** we are asked to suggest.

* We want to find a function that given input budgets for TV, radio and newspaper **predicts the output sales**.
* Which media **contribute** to sales?
* Visualize the **relationship** between the *features* and the *response* using scatter plots.

2. Data Loading and Description

The advertising dataset captures sales revenue generated with respect to advertisement spends across multiple channels like radio, tv and newspaper.

* TV - Spend on TV Advertisements
* Radio - Spend on radio Advertisements
* Newspaper - Spend on newspaper Advertisements
* Sales - Sales revenue generated