

Sr No	DATE	Sales	TV_Spends	OOH_Spends	Print_Spends	FB_Impressions	Paid_Search_Clicks	Search_Spends	competitor_sales_B	FB_Spends	events
1	2015-11-23	2754371.667	167687.6	0	95463.66667	72903852.71	0	0	8125009	228213.9874	na
2	2015-11-30	2584276.667	214600.9	0	0	16581099.55	29511.71546	31000	7901549	34258.57351	na
3	2015-12-07	2547386.667	0	248022	3404	49954773.67	36132.35896	28400	8300197	127691.2613	event0
4	2015-12-14	2875220	625877.3	0	132600	31649297.03	36804.21096	31900	8122883	84014.72031	na
5	2015-12-21	2215953.333	0	520005	0	8802269.479	28401.74407	27100	7105985	20687.47816	na
6	2015-12-28	2569921.667	249189.8	0	239417.3333	49902081.11	38061.77591	28300	7097237	160110.1552	na
7	2016-01-04	2171506.667	5152.9	425163	0	41147695.82	36289.51378	27800	6974368	108690.367	na
8	2016-01-11	2464131.667	22141.7	0	176859.6667	56554690.6	34765.10899	32000	7452174	123894.4846	na
9	2016-01-18	2012520	0	0	0	35730563.64	28023.4815	22900	6703566	108690.367	na
10	2016-01-25	1738911.667	0	0	84329.33333	31861260.55	21069.73925	22900	5535394	90080.71755	na
11	2016-02-01	1772306.667	123838.7	79645	0	0	28023.9773	20600	5480098	0	na
12	2016-02-08	1809058.333	0	0	35726.66667	34249657.55	21323.33197	20200	5872523	106931.4659	na
13	2016-02-15	1952740	497073.3	0	18363	15189759.02	0	0	5822926	43457.93221	na
14	2016-02-22	1507805	0	0	0	0	0	0	5027123	0	na
15	2016-02-29	1510391.667	311672.2	0	0	32458460.73	16067.67012	17200	4561518	72467.89212	na
16	2016-03-07	1588840	0	0	123795.6667	0	28877.38417	21200	4996211	0	na
17	2016-03-14	1605990	148293.3	82489	0	0	17065.23476	17800	4938630	0	na
18	2016-03-21	1356010	0	0	0	0	21110.45735	17200	4520383	0	na
19	2016-03-28	2103936.667	0	123916	101845.6667	80241679.46	18271.14539	19000	4506918	194131.4522	na
20	2016-04-04	1120835	0	0	0	3439178.323	13909.65659	14300	3738504	625.1193421	event6
21	2016-04-11	1141140	0	124526	0	0	13329.7719	14000	3768926	0	na
22	2016-04-18	1166880	83450.5	0	0	28249364.1	17090.72333	13400	3663385	70460.6356	na
23	2016-04-25	888806.6667	0	0	0	0	12314.67422	13500	2960479	0	na
24	2016-05-02	898873.3333	0	0	93889.33333	0	11055.04348	9500	2861890	0	na
25	2016-05-09	889373.3333	0	93671	0	0	13268.14271	10700	2941465	0	na
26	2016-05-16	1915375	0	0	0	50755966.77	0	0	3039148	110217.9232	na
27	2016-05-23	1006845	0	233330	0	0	0	0	3292482	0	na
28	2016-05-30	869198.3333	0	0	0	0	13697.36256	10100	2895248	0	na
29	2016-06-06	727250	0	0	0	0	9330.996159	9000	2427455	0	na
30	2016-06-13	753730	0	0	0	0	14439.94311	11400	2516566	0	na
31	2016-06-20	999196.6667	153542.9	232328	0	33454960.66	13426.18537	12200	3012353	76594.67544	event5
32	2016-06-27	845843.3333	0	0	0	0	11025.09151	11300	2826660	0	na
33	2016-07-04	1126016.667	75907.6	0	38763	0	13000.97539	13100	3489775	0	na
34	2016-07-11	1140978.333	0	0	0	0	17558.74219	14300	3807127	0	na
35	2016-07-18	1242656.667	14253.1	599331	35855	33729872.87	12646.61028	10700	3824504	106584.4487	na
36	2016-07-25	1293483.333	0	0	0	0	18869.83387	14600	4307032	0	na
37	2016-08-01	1484843.333	211351.9	307907	0	53605561.39	20555.1551	17100	4396674	153060.9425	na

38	2016-08-08	1485698.333	0	0	6058.333333	0	21913.05633	19000	4941143	0	na
39	2016-08-15	1556608.333	214730.1	0	0	15373941.62	0	0	4762083	30356.33075	na
40	2016-08-22	1391206.667	0	0	104848	11664166.53	0	0	4409483	19255.18155	na
41	2016-08-29	2018783.333	179933.7	299336	0	0	27453.53936	23100	6065021	0	na
42	2016-09-05	2170721.667	159463.8	164644	23110.33333	3879870.365	21811.12699	23800	6512777	1883.907329	na
43	2016-09-12	2247670	0	300217	0	0	30396.49893	25000	7311071	0	na
44	2016-09-19	2192026.667	0	61302	191524.6667	54564098.36	31697.68061	25500	6652807	136128.543	na
45	2016-09-26	1895213.333	0	304454	0	0	22420.11815	22300	6168548	0	na
46	2016-10-03	2232910	1084024.8	228506	73598.66667	42679536.94	28940.12738	25300	6395275	94415.03078	na
47	2016-10-10	2406035	0	0	80428.33333	46050657.17	37640.48678	29900	7711902	108425.0009	na
48	2016-10-17	2252445	610420.1	55867	0	61417892.42	36705.0621	27900	6734048	159732.5188	na
49	2016-10-24	2663125	0	297961	70207.33333	63942540.26	31599.39534	30600	8356638	175977.6881	na
50	2016-10-31	2974771.667	704960.9	0	0	71765591.94	34659.92398	36700	8937615	192222.8574	na
51	2016-11-07	2826128.333	0	267379	86578.66667	64033311.37	42223.9927	31200	8832206	208648.3396	na
52	2016-11-14	3182900	392432.9	0	0	52199572.16	0	0	9584624	159960.4615	na
53	2016-11-21	2964696.667	52177.9	271909	54698	80485549.89	0	0	9029457	200462.8155	na
54	2016-11-28	2848525	0	0	31072	53736753.5	73955.95632	71500	9334174	141956.3911	na
55	2016-12-05	2740160	106908	448276	0	21469926.03	65123.98793	63000	8234498	49694.03594	na
56	2016-12-12	2380508.333	0	0	0	29472934.6	52768.86061	55100	7904539	90910.8372	na
57	2016-12-19	2230915	0	627975	0	14122124.69	47686.78427	51700	7127441	30356.33075	na
58	2016-12-26	3659425	807907.6	0	0	68537049.5	77849.586	58000	7730351	216796.4402	na
59	2017-01-02	2827008.333	307907.6	850680	209986	58171140.21	58179.84153	55300	7498330	128436.3277	na
60	2017-01-09	2042143.333	0	0	0	58671678.03	63213.96521	53100	6815506	164189.3087	na
61	2017-01-16	2113358.333	44349.7	0	11517.33333	56039474.62	61912.6341	50300	6701008	179631.5754	na
62	2017-01-23	2179918.333	0	0	80857.33333	86758062.44	61384.37354	52500	6998027	195073.8421	na
63	2017-01-30	2370613.333	301837.2	0	0	60054669.93	68123.11287	54200	7097324	128419.3171	na
64	2017-02-06	1814556.667	0	0	0	0	44602.76789	41900	6048680	0	na
65	2017-02-13	1951668.333	0	239482	0	88205178.52	0	0	6290401	247813.6566	na
66	2017-02-20	1918238.333	0	0	80182.66667	0	0	0	6137639	0	na
67	2017-02-27	1472390	0	0	0	142691898.2	37539.20492	33800	4802056	417018.577	na
68	2017-03-06	1477865	0	0	105208.3333	0	46462.99321	35000	4688746	0	na
69	2017-03-13	1300166.667	77706.6	0	0	0	41198.0192	31600	4119318	0	event9
70	2017-03-20	1160205	0	0	148903.6667	0	29804.31852	28300	3618373	0	na
71	2017-03-27	1356871.667	0	45893	0	31147280.42	45902.22993	36000	4476843	78476.05316	na
72	2017-04-03	1355833.333	0	0	0	0	31975.80037	34200	4523389	0	na
73	2017-04-10	1176266.667	0	938178	0	0	25465.64866	27500	3711150	0	na
74	2017-04-17	1955281.667	56017.9	0	0	0	27251.5034	26600	3057885	0	na
75	2017-04-24	1029928.333	0	555290	0	0	26141.46141	24500	3309344	0	na

76	2017-05-01	2263143.333	274671.9	0	0	0	22180.03825	19500	2826863	0	na
77	2017-05-08	813771.6667	0	574399	0	0	18525.61577	20100	2604828	0	na
78	2017-05-15	880871.6667	0	0	0	0	0	0	2940496	0	na
79	2017-05-22	919185	0	76887	0	46342101.03	0	0	3024982	119356.0436	na
80	2017-05-29	826321.6667	0	0	53810.33333	0	18580.09291	16300	2681061	0	na
81	2017-06-05	833798.3333	68441	79663	0	38495441.92	18758.71243	20100	2609725	92761.59575	na
82	2017-06-12	746271.6667	0	0	0	0	22062.26296	16700	2487079	0	na
83	2017-06-19	1036406.667	271947.6	0	0	3288608.27	26777.60258	23800	3149223	938.1152741	na
84	2017-06-26	927931.6667	0	297435	34945.66667	0	20789.34582	20000	2963072	0	na
85	2017-07-03	1126943.333	34205.7	0	71798	75117628.18	37944.46489	28400	3485135	199503.4149	na
86	2017-07-10	1184220	0	0	0	0	35559.57852	27900	3950566	0	na
87	2017-07-17	1315508.333	73978.5	202840	187181.3333	0	33056.5174	28900	3800790	0	na
88	2017-07-24	1279360	0	0	0	0	34686.81144	29000	4264348	0	na
89	2017-07-31	1455811.667	85386.9	385200	10893.33333	0	38038.55553	34000	4429446	0	event10
90	2017-08-07	1553355	0	196624	71004.33333	0	53676.18901	40200	4916984	0	na
91	2017-08-14	1374855	255352.9	0	0	0	0	0	4198833	0	na
92	2017-08-21	1970110	0	0	85111.33333	19322483.21	0	0	6276021	40280.34307	na
93	2017-08-28	2336431.667	884168.4	0	0	14227048.49	70335.07472	52500	7010039	26967.80957	na
94	2017-09-04	2002065	0	0	0	0	44809.82457	48700	6679241	0	na
95	2017-09-11	2027418.333	366519.5	281559	34577.66667	8110862.433	46999.40803	41900	5890204	18653.0046	na
96	2017-09-18	1886570	0	0	0	0	55166.26943	48300	6289814	0	na
97	2017-09-25	2529721.667	627478.8	271057	0	31678562.48	72998.56091	57300	7410667	75870.02181	na
98	2017-10-02	2357930	834783.4	109431	0	0	69679.83376	55100	7799073	0	na
99	2017-10-09	3003391.667	334783.4	613568	138787	58082600.28	55293.3578	60100	8147766	160457.1724	na
100	2017-10-16	2283685	0	0	0	44812187.3	72764.83097	56900	7617066	125711.2219	na
101	2017-10-23	2584721.667	332703.8	86421	0	64280547.01	69347.53117	59400	7756047	141956.3911	na
102	2017-10-30	2565400	34839.2	0	0	67034964.42	73130.13117	63500	8307903	158201.5604	na
103	2017-11-06	3407085	158617.6	597233	172799.3333	39944030.37	78990.71712	73700	9283504	106584.4487	na
104	2017-11-13	2803291.667	0	0	0	95672835.51	0	0	9355428	228003.0554	na
105	2017-11-20	3303155	414205	197447	10095.66667	36587638.06	0	0	9662004	98398.92466	na
106	2017-11-27	3103743.333	0	0	72013.33333	35527833.91	110717.9037	112600	9984742	73913.79724	na
107	2017-12-04	2793875	216926.6	164704	0	22479813.62	91229.41871	95500	8430013	49694.03594	na
108	2017-12-11	2260396.667	0	0	0	31416253.72	81708.98719	83400	7544173	90910.8372	na
109	2017-12-18	2399176.667	478117.9	172203	0	14540176.28	97406.95193	87500	7267249	30356.33075	na
110	2017-12-25	3827520	678117.9	0	112758.3333	69049248.22	90029.68004	75600	6834014	216796.4402	na
111	2018-01-01	3109461.667	0	0	39687.66667	43210526.92	99917.87573	79900	6891431	128436.3277	na
112	2018-01-08	2228128.333	0	7401	0	66804744.28	101549.4327	81300	7355344	164189.3087	na
113	2018-01-15	2202593.333	293169.3	0	116105	0	95898.97188	75600	6360391	0	na

114	2018-01-22	1918293.333	0	106521	145105.6667	0	67393.76136	69200	5937052	0	na
115	2018-01-29	1862458.333	188769	0	0	0	76315.53595	67200	5721235	0	na
116	2018-02-05	1975951.667	0	0	35601	8899204.043	96828.85132	79600	6467565	14189.41044	na
117	2018-02-12	1827318.333	68739.1	101598	0	0	0	0	5749120	0	na
118	2018-02-19	1656268.333	0	0	47335.66667	0	0	0	5389739	0	na
119	2018-02-26	1703790	92670.8	105321	75021	0	75508.86226	55600	5114017	0	na
120	2018-03-05	1488115	0	0	0	0	68384.0442	55200	4961257	0	na
121	2018-03-12	1727330	398401.9	169883	153651	0	54808.73577	53100	4823884	0	na
122	2018-03-19	1208246.667	0	0	0	0	53429.69321	44700	4036244	0	event7
123	2018-03-26	1388960	148078.8	153591	22418.66667	0	44222.37021	47500	4191403	0	na
124	2018-04-02	2408331.667	0	0	0	0	55400.03981	41400	3583995	0	na
125	2018-04-09	1131721.667	0	21108	0	0	55494.36157	44800	3771321	0	na
126	2018-04-16	950015	0	0	0	21011312.28	50425.56526	37300	3167512	63397.81435	na
127	2018-04-23	801298.3333	0	296913	0	0	36824.07093	27700	2604407	0	na
128	2018-04-30	779838.3333	0	0	0	145985945.1	28654.62717	23800	2549137	384017.919	na
129	2018-05-07	889546.6667	0	111889	0	0	45582.27694	35400	2937422	0	na
130	2018-05-14	862850	0	0	51027.33333	145131039.9	0	0	2752045	391213.4233	na
131	2018-05-21	2601601.667	7103.3	49291	0	0	0	0	3080867	0	event1
132	2018-05-28	905008.3333	0	0	31540.66667	14870672.24	37990.53137	34800	2957153	30271.27751	na
133	2018-06-04	910551.6667	0	0	0	0	48237.86606	35400	3035519	0	na
134	2018-06-11	923853.3333	62360.1	0	40685	0	31886.21972	34000	2885659	0	na
135	2018-06-18	982420	0	32743	0	0	48085.89361	40600	3263336	0	na
136	2018-06-25	1056811.667	0	0	77881	39206418.58	39747.69701	38700	3369140	112708.2822	na
137	2018-07-02	932326.6667	109664.6	315190	0	0	31870.35714	29500	2839892	0	na
138	2018-07-09	1126221.667	0	0	86159.33333	102710071.7	43367.52227	38900	3555964	242394.064	na
139	2018-07-16	1140006.667	66418.4	111596	0	0	45860.12959	38600	3590008	0	na
140	2018-07-23	1479303.333	72966.7	0	38795	0	47370.36869	51900	4606123	0	na
141	2018-07-30	1647193.333	0	0	0	0	77832.99757	58100	5494567	0	na
142	2018-08-06	2009478.333	97811.2	173577	54001	0	76885.47655	65800	6045317	0	na
143	2018-08-13	1523443.333	0	0	0	54622076.1	0	0	5035305	133522.5116	na
144	2018-08-20	1420118.333	461723.4	199560	0	0	0	0	4208615	0	na
145	2018-08-27	1673551.667	0	0	0	43864423.45	82233.52452	64400	5541654	135254.1956	na
146	2018-09-03	2061091.667	87460.6	127900	5793.333333	0	93587.0856	73000	6397383	0	na
147	2018-09-10	2144110	0	0	4020	0	90903.05147	78800	7137648	0	na
148	2018-09-17	2058653.333	0	86476	72638	41405945.34	94015.68888	70200	6541298	102086.8332	na
149	2018-09-24	2208345	6659.5	54975	0	0	96795.50383	81700	7283453	0	na
150	2018-10-01	2603008.333	1175275.8	49176	20238.33333	11394121.82	106126.9947	92600	7884994	27505.34607	na
151	2018-10-08	2313193.333	0	0	19423.66667	20322166.64	109267.1523	86200	7610669	60475.38494	na

152	2018-10-15	2813106.667	333671.4	118326	7793.333333	35763073.02	91340.17513	95700	8364119	73277.59899	na
153	2018-10-22	2665110	0	0	0	0	97560.56537	101200	8898789	0	na
154	2018-10-29	2947875	189674.8	0	15961	91549168.79	122740.6477	103500	8887808	237954.2848	na
155	2018-11-05	2768941.667	0	272610	10916.333333	0	118564.7178	105400	8982377	0	na
156	2018-11-12	2666240	430131.9	0	0	117062263.8	0	0	7958631	261854.2459	na
157	2018-11-19	2559550	0	88225	0	0	0	0	8467716	0	na
158	2018-11-26	2653766.667	401439	0	113471	65751650.87	156564.3846	120000	7536793	210107.8532	na
159	2018-12-03	2144703.333	0	100423	0	0	114123.5145	104900	7097277	0	na
160	2018-12-10	2451681.667	0	0	47120	0	151823.0073	118300	7989344	0	na
161	2018-12-17	2469486.667	0	28807	0	0	114071.9284	116600	8215719	0	na
162	2018-12-24	3208150	1185349.3	0	55889.66667	96601553.4	150402.9825	128600	8125604	272040.2222	na
163	2018-12-31	2746851.667	385349.3	0	0	0	104634.4757	108700	7314043	0	na
164	2019-01-07	2566165	0	618	6777	19817822.4	121001.5989	127700	8498273	44274.44333	na
165	2019-01-14	2554828.333	86879.8	0	5513.333333	0	111908.3588	122200	8027598	0	na
166	2019-01-21	1959706.667	0	51141	21901.66667	31145830.82	117177.8884	103600	6399576	85845.06608	na
167	2019-01-28	2424486.667	237573	0	0	0	118231.1025	114000	7415825	0	na
168	2019-02-04	1953060	0	0	32040.33333	0	141999.145	104400	6396016	0	na
169	2019-02-11	2086935	95421.3	0	8939.333333	24004461.65	0	0	6492811	63309.35898	na
170	2019-02-18	1675816.667	0	0	3762.666667	0	0	0	5588194	0	na
171	2019-02-25	1976413.333	135907.2	57906	4843.666667	1532956.8	88530.39409	91400	6078682	0	na
172	2019-03-04	1480760	0	0	0	0	74092.1597	74600	4933396	0	na
173	2019-03-11	1425500	41177.4	0	0	0	82059.78347	67800	4597321	0	na
174	2019-03-18	1156860	0	0	0	83179409.76	55251.91752	53700	3818999	183622.2735	na
175	2019-03-25	1252230	26125.4	10810	0	0	70906.04073	59800	4083211	0	na
176	2019-04-01	1209373.333	0	0	0	35494120.25	73888.38653	59100	4017170	99259.66347	na
177	2019-04-08	1183801.667	359173.6	3857	0	0	67424.7476	55900	3588301	0	na
178	2019-04-15	918593.3333	0	0	22471.66667	0	65246.24575	48000	3026520	0	na
179	2019-04-22	2303595	36588	0	0	19361443.73	51481.45989	47000	3140648	47907.91785	event2
180	2019-04-29	890675	0	0	93494.33333	31687579.01	55800.88355	42200	2828444	75393.72366	na
181	2019-05-06	989913.3333	27719.2	0	0	0	56108.46853	54600	3221944	0	na
182	2019-05-13	915791.6667	0	0	15928	65207240.82	0	0	2992910	193651.7519	na
183	2019-05-20	746205	219302.9	10817	28421.66667	0	0	0	2251073	0	na
184	2019-05-27	723785	0	6877	0	0	40124.09528	39100	2412562	0	na
185	2019-06-03	903125	0	0	10439.33333	0	54839.69036	46500	2989592	0	na
186	2019-06-10	672250	0	0	0	3909308.617	30502.69153	31100	2240235	1485.858155	na
187	2019-06-17	739783.3333	0	0	0	0	36154.65428	36100	2467712	0	na
188	2019-06-24	831833.3333	46203.6	0	0	0	48423.86191	37000	2672133	0	na
189	2019-07-01	939896.6667	0	0	0	0	48153.03819	47900	3132194	0	na

190	2019-07-08	946510	39527.7	0	0	0	45335.22282	46000	3060018	0	na
191	2019-07-15	1063913.333	0	124622	0	0	76716.4668	57900	3505139	0	na
192	2019-07-22	1278223.333	90371.3	0	0	29956231.06	77347.91665	63900	4004072	85804.24053	na
193	2019-07-29	1500828.333	0	72061	0	0	75327.0771	71400	4982078	0	na
194	2019-08-05	1843118.333	97574.8	0	0	178298272.9	104317.9339	81100	5672763	462011.7422	na
195	2019-08-12	1443773.333	0	63650	0	0	0	0	4783227	0	na
196	2019-08-19	1397435	0	0	24152	98316054.59	0	0	4520254	292347.5343	na
197	2019-08-26	1930413.333	0	72229	0	0	113575.4021	97400	6397749	0	na
198	2019-09-02	2106968.333	1698.1	0	102983.6667	40745397.76	117697.7752	96000	6637702	121138.7595	na
199	2019-09-09	2233758.333	369508.5	7959	0	0	137929.6683	103200	6774864	0	na
200	2019-09-16	2575148.333	0	21491	109532.3333	18984811.7	155722.9863	120700	8116568	39926.52158	na
201	2019-09-23	2510951.667	208627.1	0	0	0	145612.5413	115700	7702931	0	na
202	2019-09-30	2275620	0	58979	147067	0	129677.5559	110100	7060116	0	event6
203	2019-10-07	2505161.667	144479.6	0	0	141452747.1	127530.2265	115100	7603752	415793.8103	na
204	2019-10-14	2456240	0	60433	153723.6667	0	152840.3234	112100	7612762	0	na
205	2019-10-21	2182825	154917.6	0	0	56881962.24	103680.0478	103700	6701667	133624.5755	na
206	2019-10-28	2377706.667	21982.5	14094	17476	0	138387.7041	114700	7688920	0	na
207	2019-11-04	2732825	22453	0	24051.33333	0	151707.9905	134100	8815710	0	na
208	2019-11-11	2767788.333	0	0	0	127981119.8	0	0	9067759	366190.7594	na