# Lab 7

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## Why do Lab 7?

- The advertising performance model allows you to analyze the distribution of advertising with the initial data.

- This model is convenient to use for attracting a user to a product with minimal financial costs.

- Consider advertising performance model.

## Task

- Build a schedule for the distribution of advertising about a beauty salon in different cases.

- Compare the effectiveness of an advertising campaign in different cases.

- Determine at what point in time the effectiveness of advertising will have the fastest growth.

- Build a solution if only the contribution of paid advertising is taken into account.

- Build a solution, assuming that information about the product will be disseminated only through word of mouth, compare both solutions.

## Results

In the course of doing the work, I learned:

- Build a schedule for the distribution of advertising about a beauty salon in different cases.

- Compare the effectiveness of an advertising campaign in different cases.

- Determine at what point in time the effectiveness of advertising will have the fastest growth.

- Build a solution if only the contribution of paid advertising is taken into account.

- Build a solution, assuming that information about the product will be disseminated only through word of mouth, compare both solutions.

Thank you for the attention.