**Slide 1: Title Slide**  
"Hello, everyone. My name is James Apollo, and today I'll be presenting our analysis on the impact of social media marketing on sales growth for EcoGlow Candles. This presentation is part of our Milestone 3 project. Let's dive in."

**Slide 2: Business Problem**  
"EcoGlow Candles faces a challenge: maximizing sales growth with limited marketing resources. Our objective is to identify which strategies yield the highest return on investment."

**Slide 3: Data Sources**  
"We collected data from three sources: social media metrics, sales records, and customer behavior data. This comprehensive approach provided valuable insights into our marketing performance."

**Slide 4: Methods Overview**  
"We applied several methods, including correlation analysis to identify relationships, regression analysis to assess Instagram's impact, and clustering to categorize campaigns. Each method helped uncover unique insights."

**Slide 5: Correlation Heatmap**  
"Figure 1 shows a strong positive correlation between ad spend and sales, suggesting that increasing our advertising budget may lead to higher revenue."

**Slide 6: Instagram Followers vs. Sales**  
"Figure 2 highlights a clear positive trend between Instagram followers and sales, emphasizing the importance of growing our Instagram audience."

**Slide 7: Time Series Decomposition**  
"Figure 3 reveals significant seasonal trends, with sales peaking during holiday promotions. This underscores the importance of our seasonal marketing efforts."

**Slide 8: Elbow Method & Clustering**  
"Figures 4 and 5 demonstrate the Elbow Method and clustering results. We identified three types of marketing campaigns, with high-ROI campaigns featuring higher engagement and ad spend."

**Slide 9: Promotional Effectiveness**  
"Figure 6 shows that holiday promotions significantly boost sales. We should continue and possibly expand these campaigns to maximize impact."

**Slide 10: Followers Growth Over Time**  
"Figure 7 illustrates that Instagram has the fastest follower growth. This finding suggests we should allocate more resources to our Instagram strategy."

**Slide 11: Cart Abandonment Rates**  
"Figure 8 shows that direct referrals have higher cart abandonment rates compared to other sources. We should investigate and address these issues to improve conversion rates."

**Slide 12: Ad Spend vs. Sales**  
"Figure 9 confirms that higher ad spend is associated with higher sales, reinforcing the importance of strategic ad investments."

**Slide 13: Referral Sources**  
"Figure 10 indicates that organic search and social media are our top traffic drivers. We should continue optimizing content for these sources to maintain and grow our traffic."

**Slide 14: Conclusion & Recommendations**  
"In summary, we recommend focusing on Instagram and holiday promotions, addressing cart abandonment, and increasing ad spend where it will yield the highest ROI."

**Slide 15: Future Applications & Ethical Assessment**  
"In the future, we aim to extend this analysis to a full year and continue protecting customer privacy through data anonymization."

**Slide 16: Thank You**  
"Thank you for your attention. I'm now happy to take any questions you may have."