1. **Libraries Used**:
   * pandas, numpy: For data handling.
   * sklearn.linear\_model.LinearRegression: For model creation.
   * sklearn.metrics: To evaluate model performance.
   * matplotlib.pyplot: For visualization.
2. **Dataset**:
   * Reads data from advertising.csv.
   * Uses only the **TV** column as the independent variable (X) and **Sales** as the target variable (y).
3. **Data Split**:
   * The dataset is split into training and testing sets (80% train, 20% test).
4. **Model Training**:
   * A **Linear Regression** model is trained using TV spending to predict Sales.
5. **Evaluation Metrics**:
   * **R² Score**: Measures the proportion of variance in the dependent variable that is predictable.
   * **MSE (Mean Squared Error)**: Measures the average squared difference between actual and predicted values.
6. **Visualization**:
   * A scatter plot shows the actual vs. predicted data points.
   * The red line represents the regression line (model predictions).

**Analytical Insights:**

1. **Model Simplicity**:
   * The model uses only one feature (TV), which may limit its predictive power.
   * Useful for understanding linear influence but might miss multivariate patterns.
2. **Performance Metrics**:
   * R² and MSE are printed but actual values are not shown in the shared snippet.
   * A high R² and low MSE would indicate a good fit.
3. **Visualization Clarity**:
   * The regression line provides a clear view of how well the model fits the test data.
   * Helpful for identifying underfitting or outliers visually.