

## Analyzing Ad Budgets for different media channels

### **Problem:**

The given dataset contains ad budgets for different media channels and the corresponding ad sales of XYZ firm. Evaluate the dataset to:

- Find the features or media channels used by the firm
- Find the sales figures for each channel
- Create a model to predict the sales outcome
- Split as training and testing datasets for the model
- Calculate the Mean Square Error (MSE)