**ANALYSING AD BUDGETS FOR DIFFERENT MEDIA CHANNELS**

**DESCRIPTION**

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)