ANALYSING 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)

**Results :**

The required program was written. The features used are identified as 'TV Ad Budget ($)', 'Radio Ad Budget ($)', 'Newspaper Ad Budget ($)'and 'Sales ($)'. Sales figures have found for each channel and a model is created to predict the sales out come and the model is trained and tested by splitting the given dataset. Mean square error has calculated to be 1.404651..