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        ">customers will purchase, taking into account various factors such as\n",
        ">advertising expenditure, target audience segmentation, and\n",
        ">advertising platform selection."
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" <th>Newspaper</th>\n",

" <th>Sales</th>\n",

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" <td>58.4</td>\n",
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" </svg>\n",
" </button>\n",
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```

```
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"   cursor: pointer;\n",
"   display: none;\n",
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"   height: 32px;\n",
"   padding: 0 0 0 0;\n",
"   width: 32px;\n",
" }\n",
"\n",
" .colab-df-convert:hover {\n",
"   background-color: #E2EBFA;\n",
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"   fill: #174EA6;\n",
" }\n",
"\n",
" .colab-df-buttons div {\n",
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" }\n",
"\n",
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" }\n",
"\n",
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```

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"   filter: drop-shadow(0px 1px 2px rgba(0, 0, 0, 0.3));\n",
"   fill: #FFFFFF;\n",
" } \n",
" </style>\n",
"\n",
" <script>\n",
"   const buttonEl =\n",
"     document.querySelector('#df-06e4a93c-de20-4d73-854b-78f17dba1bff button.colab-df-convert');\n",
"   buttonEl.style.display =\n",
"     google.colab.kernel.accessAllowed ? 'block' : 'none';\n",
"\n",
"   async function convertToInteractive(key) {\n",
"     const element = document.querySelector('#df-06e4a93c-de20-4d73-854b-78f17dba1bff');\n",
"     const dataTable =\n",
"       await google.colab.kernel.invokeFunction('convertToInteractive',\n",
"         [key], {});\n",
"     if (!dataTable) return;\n",
"\n",
"     const docLinkHtml = 'Like what you see? Visit the ' +\n",
"       '<a target=\"_blank\" href=https://colab.research.google.com/notebooks/data_table.ipynb>data table notebook</a>'\n",
"       + ' to learn more about interactive tables.';\n",
"     element.innerHTML = \"\n",
"       dataTable['output_type'] = 'display_data';\n",
"       await google.colab.output.renderOutput(dataTable, element);\n",

```



```

"    const docLink = document.createElement('div');\n",
"    docLink.innerHTML = docLinkHtml;\n",
"    element.appendChild(docLink);\n",
"  }\n",
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" }\n",
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"  cursor: pointer;\n",
"  display: none;\n",
"  fill: var(--fill-color);\n",
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"  padding: 0;\n",
"  width: 32px;\n",
" }\n",
"\n",
" .colab-df-quickchart:hover {\n",
"  background-color: var(--hover-bg-color);\n",
"  box-shadow: 0 1px 2px rgba(60, 64, 67, 0.3), 0 1px 3px 1px rgba(60, 64, 67, 0.15);\n",
"  fill: var(--button-hover-fill-color);\n",
}
```

```
" }\n",
"\n",
" .colab-df-quickchart-complete:disabled,\n",
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"   background-color: var(--disabled-bg-color);\n",
"   fill: var(--disabled-fill-color);\n",
"   box-shadow: none;\n",
" }\n",
"\n",
" .colab-df-spinner {\n",
"   border: 2px solid var(--fill-color);\n",
"   border-color: transparent;\n",
"   border-bottom-color: var(--fill-color);\n",
"   animation:\n",
"     spin 1s steps(1) infinite;\n",
" }\n",
"\n",
" @keyframes spin {\n",
"   0% {\n",
"     border-color: transparent;\n",
"     border-bottom-color: var(--fill-color);\n",
"     border-left-color: var(--fill-color);\n",
"   }\n",
"   20% {\n",
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"     border-left-color: var(--fill-color);\n",
"     border-top-color: var(--fill-color);\n",
"   }\n",
"   30% {\n",

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"  border-top-color: var(--fill-color);\n",
"  border-right-color: var(--fill-color);\n",
" }\n",
" 40% {\n",
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"  border-top-color: var(--fill-color);\n",
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" }\n",
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"  border-right-color: var(--fill-color);\n",
"  border-bottom-color: var(--fill-color);\n",
" }\n",
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" }\n",
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"\n",
" <script>\n",
"  async function quickchart(key) {\n",
"    const quickchartButtonEl =\n",
```

```

"    document.querySelector('#' + key + ' button');\n",
"    quickchartButtonEl.disabled = true; // To prevent multiple clicks.\n",
"    quickchartButtonEl.classList.add('colab-df-spinner');\n",
"    try {\n",
"        const charts = await google.colab.kernel.invokeFunction(\n",
"            'suggestCharts', [key], {});\n",
"    } catch (error) {\n",
"        console.error('Error during call to suggestCharts:', error);\n",
"    }\n",
"    quickchartButtonEl.classList.remove('colab-df-spinner');\n",
"    quickchartButtonEl.classList.add('colab-df-quickchart-complete');\n",
"    }\n",
"    (() => {\n",
"        let quickchartButtonEl =\n",
"            document.querySelector('#df-e5caa507-b295-42ee-a869-56f851e20f44 button');\n",
"        quickchartButtonEl.style.display =\n",
"            google.colab.kernel.accessAllowed ? 'block' : 'none';\n",
"    })();\n",
"    </script>\n",
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        "mean   147.042500   23.264000   30.554000   15.130500\n",
        "std    85.854236   14.846809   21.778621    5.283892\n",
        "min     0.700000    0.000000    0.300000    1.600000\n",
        "25%    74.375000    9.975000   12.750000   11.000000\n",
        "50%   149.750000   22.900000   25.750000   16.000000\n",
        "75%   218.825000   36.525000   45.100000   19.050000\n",
        "max   296.400000   49.600000  114.000000   27.000000"
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"     vertical-align: middle;\n",
" } \n",
"\n",
" .dataframe tbody tr th {\n",
"     vertical-align: top;\n",
" } \n",
"\n",
" .dataframe thead th {\n",
"     text-align: right;\n",
" } \n",
"</style>\n",
"<table border=\"1\" class=\"dataframe\">\n",
" <thead>\n",
"   <tr style=\"text-align: right;\">\n",
"     <th></th>\n",
"     <th>TV</th>\n",
"     <th>Radio</th>\n",
"     <th>Newspaper</th>\n",
"     <th>Sales</th>\n",
"   </tr>\n",
" </thead>\n",
" <tbody>\n",
"   <tr>\n",
"     <th>count</th>\n",
"     <td>200.000000</td>\n",
"     <td>200.000000</td>\n",

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```
"    <td>200.000000</td>\n",
"    <td>200.000000</td>\n",
"  </tr>\n",
"  <tr>\n",
"    <th>mean</th>\n",
"    <td>147.042500</td>\n",
"    <td>23.264000</td>\n",
"    <td>30.554000</td>\n",
"    <td>15.130500</td>\n",
"  </tr>\n",
"  <tr>\n",
"    <th>std</th>\n",
"    <td>85.854236</td>\n",
"    <td>14.846809</td>\n",
"    <td>21.778621</td>\n",
"    <td>5.283892</td>\n",
"  </tr>\n",
"  <tr>\n",
"    <th>min</th>\n",
"    <td>0.700000</td>\n",
"    <td>0.000000</td>\n",
"    <td>0.300000</td>\n",
"    <td>1.600000</td>\n",
"  </tr>\n",
"  <tr>\n",
"    <th>25%</th>\n",
"    <td>74.375000</td>\n",
"    <td>9.975000</td>\n",
"    <td>12.750000</td>
```

```
"    <td>11.000000</td>\n",
"  </tr>\n",
"  <tr>\n",
"    <th>50%</th>\n",
"    <td>149.750000</td>\n",
"    <td>22.900000</td>\n",
"    <td>25.750000</td>\n",
"    <td>16.000000</td>\n",
"  </tr>\n",
"  <tr>\n",
"    <th>75%</th>\n",
"    <td>218.825000</td>\n",
"    <td>36.525000</td>\n",
"    <td>45.100000</td>\n",
"    <td>19.050000</td>\n",
"  </tr>\n",
"  <tr>\n",
"    <th>max</th>\n",
"    <td>296.400000</td>\n",
"    <td>49.600000</td>\n",
"    <td>114.000000</td>\n",
"    <td>27.000000</td>\n",
"  </tr>\n",
" </tbody>\n",
"</table>\n",
"</div>\n",
"  <div class=\"colab-df-buttons\">\n",
"\n",
"  <div class=\"colab-df-container\">\n",
```

```

" <button class=\"colab-df-convert\" onclick=\"convertToInteractive('df-08dad05a-fc03-4156-
a921-40949d299ab2')\"\\n\",
"      title=\"Convert this dataframe to an interactive table.\"\\n\",
"      style=\"display:none;\">\\n\",
"\\n\",
" <svg xmlns=\"http://www.w3.org/2000/svg\" height=\"24px\" viewBox=\"0 -960 960
960\">\\n\",
" <path d=\"M120-120v-720h720v720H120Zm60-500h600v-160H180v160Zm220 220h160v-
160H400v160Zm0 220h160v-160H400v160ZM180-400h160v-160H180v160Zm440 0h160v-
160H620v160ZM180-180h160v-160H180v160Zm440 0h160v-160H620v160Z\"/>\\n\",
" </svg>\\n\",
" </button>\\n\",
"\\n\",
" <style>\\n\",
" .colab-df-container {\\n\",
"   display:flex;\\n\",
"   gap: 12px;\\n\",
" }\\n\",
"\\n\",
" .colab-df-convert {\\n\",
"   background-color: #E8F0FE;\\n\",
"   border: none;\\n\",
"   border-radius: 50%;\\n\",
"   cursor: pointer;\\n\",
"   display: none;\\n\",
"   fill: #1967D2;\\n\",
"   height: 32px;\\n\",
"   padding: 0 0 0 0;\\n\",
"   width: 32px;\\n\",
" }\\n\",

```

```

"\n",
"  .colab-df-convert:hover {\n",
"    background-color: #E2EBFA;\n",
"    box-shadow: 0px 1px 2px rgba(60, 64, 67, 0.3), 0px 1px 3px 1px rgba(60, 64, 67, 0.15);\n",
"    fill: #174EA6;\n",
"  }\n",
"\n",
"  .colab-df-buttons div {\n",
"    margin-bottom: 4px;\n",
"  }\n",
"\n",
"  [theme=dark] .colab-df-convert {\n",
"    background-color: #3B4455;\n",
"    fill: #D2E3FC;\n",
"  }\n",
"\n",
"  [theme=dark] .colab-df-convert:hover {\n",
"    background-color: #434B5C;\n",
"    box-shadow: 0px 1px 3px 1px rgba(0, 0, 0, 0.15);\n",
"    filter: drop-shadow(0px 1px 2px rgba(0, 0, 0, 0.3));\n",
"    fill: #FFFFFF;\n",
"  }\n",
" </style>\n",
"\n",
" <script>\n",
"   const buttonEl =\n",
"     document.querySelector('#df-08dad05a-fc03-4156-a921-40949d299ab2 button.colab-df-convert');\n",
"     buttonEl.style.display =\n",

```

```

"    google.colab.kernel.accessAllowed ? 'block' : 'none';\n",
"\n",
"    async function convertToInteractive(key) {\n",
"        const element = document.querySelector('#df-08dad05a-fc03-4156-a921-40949d299ab2');\n",
"        const dataTable =\n",
"            await google.colab.kernel.invokeFunction('convertToInteractive',\n",
"                [key], {});\n",
"        if (!dataTable) return;\n",
"\n",
"        const docLinkHtml = 'Like what you see? Visit the ' +\n",
"            '<a target=\"_blank\" href=https://colab.research.google.com/notebooks/data_table.ipynb>data table notebook</a>'\n",
"            + ' to learn more about interactive tables.';\n",
"        element.innerHTML = \"\n",
"            dataTable['output_type'] = 'display_data';\n",
"            await google.colab.output.renderOutput(dataTable, element);\n",
"            const docLink = document.createElement('div');\n",
"            docLink.innerHTML = docLinkHtml;\n",
"            element.appendChild(docLink);\n",
"        }\n",
"    </script>\n",
" </div>\n",
"\n",
"\n",
"<div id=\"df-677aa786-950a-41f7-bb23-566e62ec71e2\">\n",
"    <button class=\"colab-df-quickchart\" onclick=\"quickchart('df-677aa786-950a-41f7-bb23-566e62ec71e2')\" \n",
"        title=\"Suggest charts.\" \n",
"        style=\"display:none;\">

```

```
"\n",
"<svg xmlns=\"http://www.w3.org/2000/svg\" height=\"24px\" viewBox=\"0 0 24 24\">\n",
"  width=\"24px\">\n",
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"  --fill-color: #1967D2;\n",
"  --hover-bg-color: #E2EBFA;\n",
"  --hover-fill-color: #174EA6;\n",
"  --disabled-fill-color: #AAA;\n",
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"}\n",
"\n",
"[theme=dark] .colab-df-quickchart {\n",
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"  --hover-fill-color: #FFFFFF;\n",
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"}\n",
"\n",
```

```
" .colab-df-quickchart {\n",
"   background-color: var(--bg-color);\n",
"   border: none;\n",
"   border-radius: 50%;\n",
"   cursor: pointer;\n",
"   display: none;\n",
"   fill: var(--fill-color);\n",
"   height: 32px;\n",
"   padding: 0;\n",
"   width: 32px;\n",
" }\n",
"\n",
" .colab-df-quickchart:hover {\n",
"   background-color: var(--hover-bg-color);\n",
"   box-shadow: 0 1px 2px rgba(60, 64, 67, 0.3), 0 1px 3px 1px rgba(60, 64, 67, 0.15);\n",
"   fill: var(--button-hover-fill-color);\n",
" }\n",
"\n",
" .colab-df-quickchart-complete:disabled,\n",
" .colab-df-quickchart-complete:disabled:hover {\n",
"   background-color: var(--disabled-bg-color);\n",
"   fill: var(--disabled-fill-color);\n",
"   box-shadow: none;\n",
" }\n",
"\n",
" .colab-df-spinner {\n",
"   border: 2px solid var(--fill-color);\n",
"   border-color: transparent;\n",
"   border-bottom-color: var(--fill-color);
```

```
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"      border-right-color: var(--fill-color);\n",
"      border-top-color: var(--fill-color);\n",
"    }\n",
"    60% {\n",
"      border-color: transparent;\n",
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```



```

" }\n",
" 80% {\n",
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"   border-right-color: var(--fill-color);\n",
"   border-bottom-color: var(--fill-color);\n",
" }\n",
" 90% {\n",
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"   border-bottom-color: var(--fill-color);\n",
" }\n",
" }\n",
"</style>\n",
"\n",
" <script>\n",
"   async function quickchart(key) {\n",
"     const quickchartButtonEl =\n",
"       document.querySelector('#' + key + ' button');\n",
"     quickchartButtonEl.disabled = true; // To prevent multiple clicks.\n",
"     quickchartButtonEl.classList.add('colab-df-spinner');\n",
"     try {\n",
"       const charts = await google.colab.kernel.invokeFunction(\n",
"         'suggestCharts', [key], {});\n",
"     } catch (error) {\n",
"       console.error('Error during call to suggestCharts:', error);\n",
"     }\n",
"     quickchartButtonEl.classList.remove('colab-df-spinner');\n",
"     quickchartButtonEl.classList.add('colab-df-quickchart-complete');\n",
"   }\n",
"   (() => {\n",

```

```

"    let quickchartButtonEl =\n",
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"    quickchartButtonEl.style.display =\n",
"    google.colab.kernel.accessAllowed ? 'block' : 'none';\n",
"    }});\n",
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"Avg expense spend is lowest on Radio\n",
"\n",
"\n"

```

```
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