NAME – PRITHA MANDAL

AFAME TECHNOLOGIES

DATA SCIENCE INTERNSHIP

SALES PREDICTION USING PYTHON

Objective –

* Sales prediction involves forecasting the amount of a product that customers will purchase, taking into account various factors such as advertising expenditure, target audience segmentation, and advertising platform selection.
* In businesses that offer products or services, the role of a Data Scientist is crucial for predicting future sales. They utilize machine learning techniques in Python to analyse and interpret data, allowing them to make informed decisions regarding advertising costs. By leveraging these predictions, businesses can optimize their advertising strategies and maximize sales potential.

**INDEXES**

‘TV’, ‘Radio’, ‘Newspaper’

**Step1**

1. Pandas
2. Matplotlib
3. Seaborn
4. Scikit learn

**Step2**

Mounting the drive to get the data set load and then read the dataset.

**Step3**

***Data Visualisation***

Visualize the relationship between the Sales and TV, Radio, Newspaper individually. Plot the scatter plots for each of that.

**Step4**

***Define features and target***

Have defined the depended variable as y and independent variables by X. Here independent variables are TV, Radio, Newspaper. And dependent variable is y. We have to predict y (Sales).

**Step5**

Split the data and train the model.

**Step6**

Predict the model and evaluate the model.

**Step7**

***Example prediction***

Predict by putting a new value of the independent variable.