## **SALES PREDICTION – REPORT**

**Project Title** **:** **Sales Prediction using Machine Learning.**  
 **Internship** **:** Code Alpha Data Science Internship.  
 **Submitted by** **:** RAAVI PRUDHVI KRISHNA.  
 **Tools Used** **:** Python, Pandas, Seaborn, Scikit-learn, Google Collab.  
 **Algorithm** **:** Linear Regression.

**Objective:** To predict product sales based on advertising budgets across TV, radio, and newspaper.

**Steps Followed:**

* Loaded dataset from online CSV
* Checked for null values and cleaned data
* Split into training/testing sets
* Trained a linear regression model
* Evaluated model using MSE and R² Score
* Performed a custom sales prediction

**Result :**  
1) Achieved R² score of **0.89 (89% accuracy).**  
2) Sample prediction: Sales = 16.69 for custom input [TV=200, Radio=25, Newspaper=15].