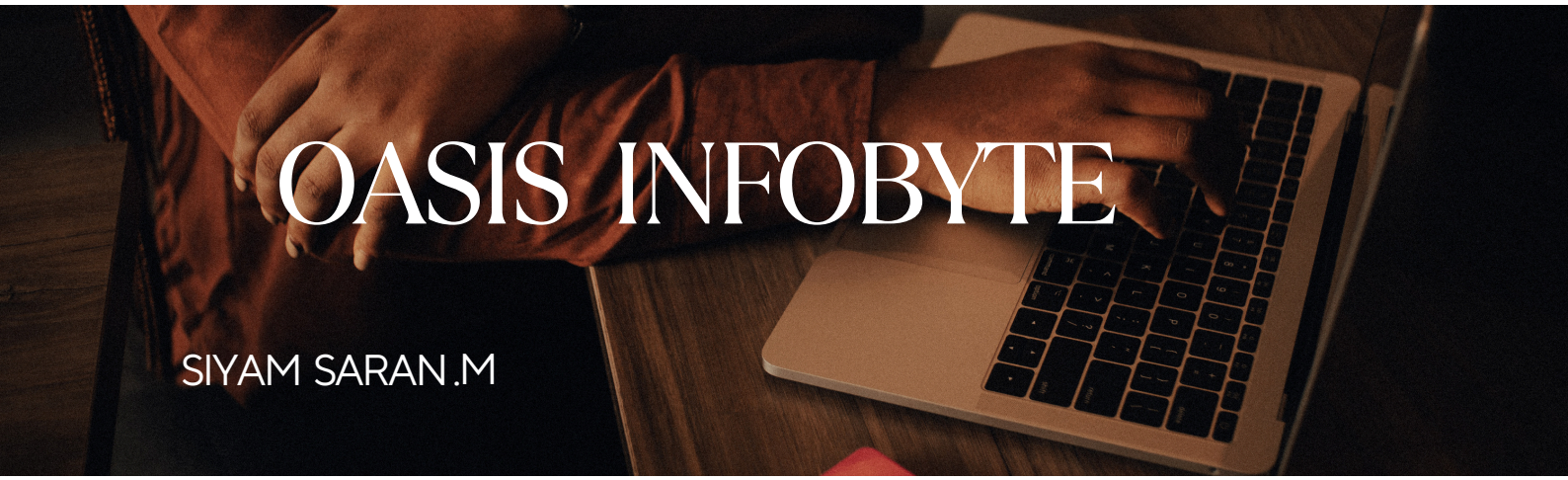

TASK TITLE:	SALES PREDICTION
DATE:	Aug 30, 2024
DATA SET:	Advertising.csv

DESCRIPTION

Sales prediction is a critical task for businesses to anticipate future demand and optimize their operations. In this project, we aim to create a predictive model using Python that forecasts sales based on historical data. The project involves several key steps, including data collection, preprocessing, exploratory data analysis, model selection, training, evaluation, and deployment.

- Data Collection
- Data Preprocessing
- Model Selection

Objective:

The objective of this project is to develop a machine learning model that accurately predicts future sales for a business. By leveraging historical sales data, the model aims to identify patterns and trends, enabling the business to make informed decisions regarding inventory management, marketing strategies, and resource allocation.

	FEATURES
DATA COLLECTION	Gather historical sales data. This could include features like TV, radio, news paper, sales etc. Ensure your dataset is clean, consistent, and well-structured.
DATA PREPROCESSING	Identify and fill or remove missing values. Depending on the algorithm you choose, you might need to scale your data.
MODEL EVALUATION	The selected algorithm is trained on the labeled dataset using the extracted features. The dataset is typically split into training and testing sets to evaluate the model's performance.
EVALUATION	The model evaluation metrics such as accuracy calculation, precision etc are evaluated.
TEST	Test the model with the 20% testing data