**Comments for advertisement\_sales\_prediction\_ipynb**

It is good to see that you have used the correlation matrix to identify a right set of features that should be used for analysis. Given that you are doing PCA you want to graph the loss and accuracy due to using PCA vs not using PCA for the various algorithms. Given that this is a small dataset the increase in performance due to PCA may or may not be very significant. You can also consider the interaction behaviour between features by grouping them and then performing analysis. You could also consider scaling your columns for better accuracy