Article on Advertising Sales Channel Prediction Project:

Problem Definition:

When a company enters a market, the distribution strategy and channel it uses are keys to its success in the market, as well as market know-how and customer knowledge and understanding. Because an effective distribution strategy under efficient supply-chain management opens doors for attaining competitive advantage and strong brand equity in the market, it is a component of the marketing mix that cannot be ignored .

Data Analysis:

1.First we need to import dataset and then perform basic operations shape, description, checking null values, correlation, skewness, head etc.

2. Later plotting some maps.

Perfoming uni and bivariate analysis, removing unnecessary columns and all.

3.Checking distribution of data.

4.Performing distribution plots, box plots

EDA Conclusion:

Finally cross validation score we got is 88.71

Preprocessing pipelines:

1. Selecting random states to get best accuracy.

5.Building Machine learning Models:

1. Here linear regression model is used to build model.

Conclusion:

Finally eda is done and all data analysis is done .

Advertising Sales Channel Prediction

Problem Statement:

**Sales Channel Prediction Case Study**

When a company enters a market, the distribution strategy and channel it uses are keys to its success in the market, as well as market know-how and customer knowledge and understanding. Because an effective distribution strategy under efficient supply-chain management opens doors for attaining competitive advantage and strong brand equity in the market, it is a component of the marketing mix that cannot be ignored .

The distribution strategy and the channel design have to be right the first time. The case study of Sales channel includes the detailed study of TV, radio and newspaper channel. The predict the total sales generated from all the sales channel.

**The below link provided is for downloading the dataset.**