Sales Prediction Using Python

```
import pandas as pd
from sklearn.model_selection import train_test_split

from sklearn.linear_model import LinearRegression

data = pd.read_csv("/content/Advertising.csv")

X = data[["TV", "Radio", "Newspaper"]]

y = data["Sales"]

X_train, X_test, y_train, y_test = train_test_split(X, y, test_size=0.2)

model = LinearRegression()
model.fit(X_train, y_train)
```

```
▾ LinearRegression
LinearRegression()
```

```
y_pred = model.predict(X_test)

mse = mean_squared_error(y_test, y_pred)
print("Mean Squared Error:", mse)
```

```
Mean Squared Error: 2.9952262551832605
```

```
new_data = pd.DataFrame({"TV": [230.1], "Radio": [37.8], "Newspaper": [69.2]})

new_prediction = model.predict(new_data)

print("Predicted sales:", new_prediction)
```

```
Predicted sales: [20.61829758]
```