# Microproject 3: Correlation Analysis Project

**Objective:** Analyse the relationship between advertising spend and new customers.

**Problem Statement:** A telecom company wants to know if monthly advertising expenditure is related to the number of new customers acquired.

**Steps:** 1. Load the advertising dataset into Excel or Python. 2. Plot a scatter diagram of AdSpend vs NewCustomers. 3. Compute the correlation coefficient. 4. Fit a simple linear regression line. 5. Interpret the results.

**Dataset:** ad\_spend\_customers.csv

**Expected Output:** Scatter plot with regression line and correlation coefficient.

**Metadata:** - Tools: Excel or Python - Duration: 1 week - Skills: Correlation, regression - CourseOutcomes: CO2,CO5