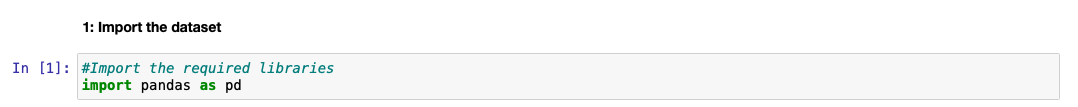
**PGP - Analysing Ad Budgets for different media channels**

DESCRIPTION

**Problem:**

The given dataset contains ad budgets for different media channels and the corresponding ad sales of XYZ firm. Evaluate the dataset to:

* Find the features or media channels used by the firm
* Create a model  to predict the sales outcome
* Split as training and testing datasets for the model
* Calculate the Mean Square Error (MSE)



A screenshot of a social media post

Description automatically generated

A screenshot of a social media post

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A screenshot of a cell phone

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A screenshot of a cell phone

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