



Impact of Media Spendings on Sales Performance

AN ANALYTICAL OVERVIEW OF INVESTMENT EFFICIENCY

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INTRODUCTION

This report delves into the relationship between media spendings and sales outcomes to guide strategic decision-making. By leveraging a linear regression analysis, we uncover insights into how investment in media impacts sales, offering actionable guidance for optimizing marketing budgets.

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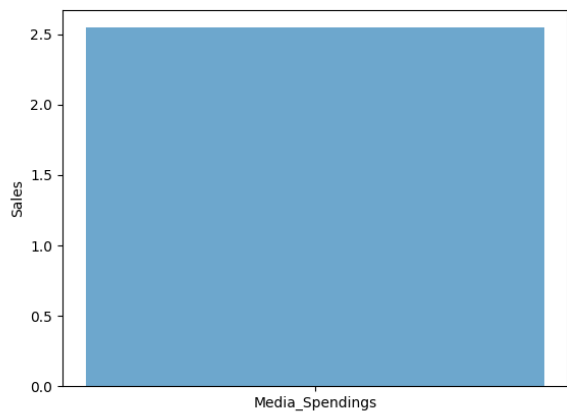
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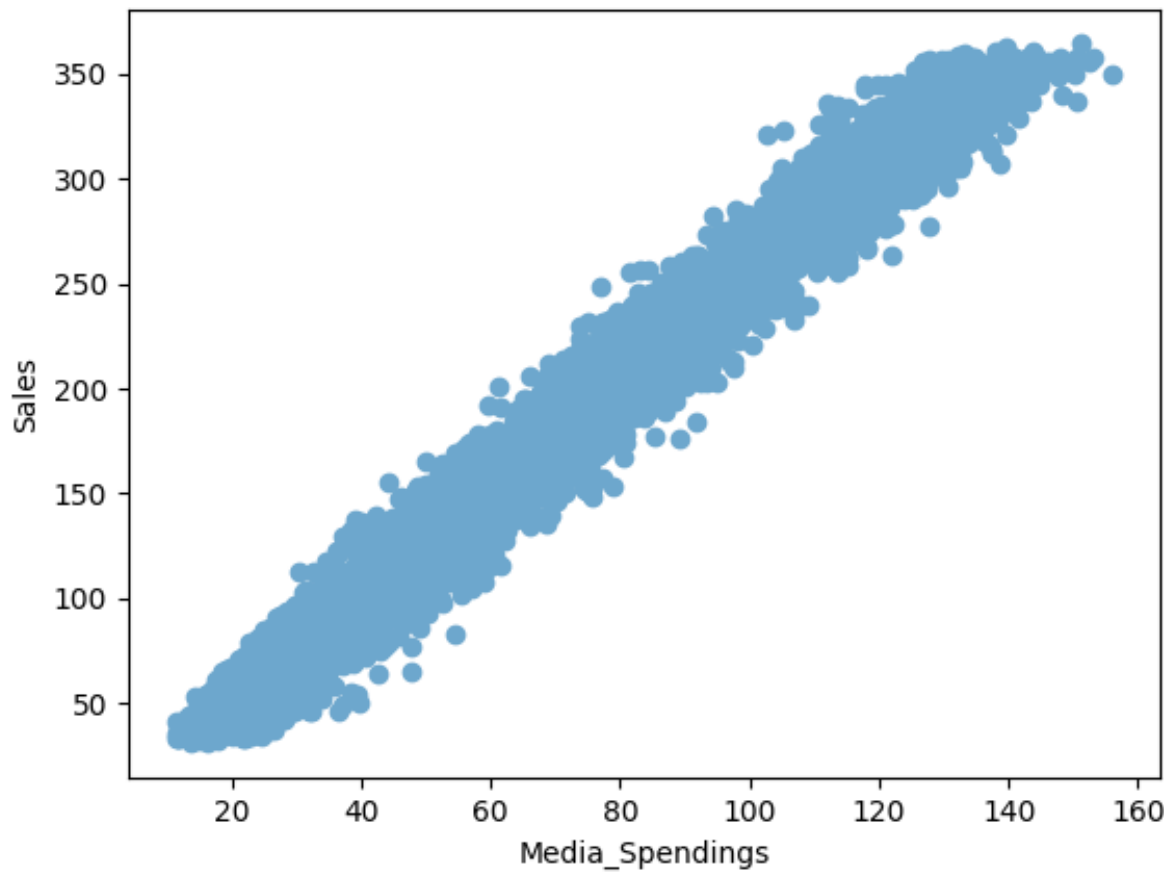
OVERVIEW OF ATTRIBUTES AND THEIR IMPACT ON SALES

Impact of Different Media on Sales



Coefficient for Media_Spendings: 2.547 This indicates that for every unit increase in media spending, sales are expected to increase by approximately 2.547 units, suggesting a strong positive impact of media investments on sales.

Visual Insights



This image depicts a single solid block representing the combined total value, possibly illustrating a summarization or total impact of Media_Spendings on Sales in a simplistic, standalone representation.

Model Performance Indicators

- **R2: 0.974** - Represents the proportion of variance in sales that can be predicted from media spendings, indicating a high level of predictive accuracy.
- **MAE (Mean Absolute Error): 12.051** - This shows the average magnitude of the errors in a set of predictions, without considering their direction (under or overestimation).
- **MSE (Mean Squared Error): 225.265** - Gives an idea of the average squared difference between the estimated values and what is estimated.
- **RMSE (Root Mean Squared Error): 15.009** - Measures the standard deviation of the residuals. It represents how far from the regression line data points are.

AI WARNING

This document contains content that has been generated by an artificial intelligence model. While the information presented is based on data-driven analysis, it is important to exercise caution and critical thinking when interpreting the results. Human oversight and expert judgment are essential to ensure the accuracy and relevance of the insights provided.