SALES PREDICTION

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PROBLEM STATEMENT

Build a model which predicts sales based on the money spent on different platforms for marketing.

DATA

- Use the advertising dataset given in ISLR and analyse the relationship between 'TV , RADIO , NEWS PAPER advertising' and 'sales' using Multiple linear regression model.
- In this notebook, we'll build a linear regression model to predict Sales using an appropriate predictor variable.

DATA

	tv	radio	newspaper	sales
0	230.1	37.8	69.2	22.1
1	44.5	39.3	45.1	10.4
2	17.2	45.9	69.3	12.0
3	151.5	41.3	58.5	16.5
4	180.8	10.8	58.4	17.9

Data Inspection

- **This data contain 200 Rows and 4 columns.**
- **There is no null values.**
- **By inspecting data we found that , 296.4 RS is the maximum money spent on TV advertisement and 0.70 is the minimum money spent .**
- **And 49.6 RS s the maximum money spent on Radio advertisement and 0.70 is the minimum money spent .**
- **A maximum money of 114 RS was spent on News paper advertisement and minimum of 0.30 RS .**
- **On analysis we found that TV advertisements is more effective compare to others on improving sale .**

- **MODEL: Linear Regression**

- **DATA SOURCE : https://www.kaggle.com/code/ashydv/sales-prediction-simple-linear-regression/notebook**

THANK YOU