

The background of the slide features a blurred image of a person's hands typing on a laptop keyboard. Overlaid on this image are several semi-transparent icons: an envelope icon in the upper left, a magnifying glass icon in the upper center, and a bar chart with an upward-trending line graph in the lower right. A dark, semi-transparent rectangular box is positioned in the center of the slide, containing the title and authors' names.

# 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**