Media Campaign Cost Prediction

Food Mart (CFM) is a chain of convenience stores in the United States. The private company's headquarters are located in Mentor, Ohio, and there are currently approximately 325 stores located in the US. Convenient Food Mart operates on the franchise system.

Food Mart was the nation's third-largest chain of convenience stores as of 1988.

The NASDAQ exchange dropped Convenient Food Mart the same year when the company failed to meet financial reporting requirements.

Carden & Cherry advertised Convenient Food Mart with the Ernest character in the 1980s.

Your Task is to devise a Machine Learning Model that helps us to predict cost on media campaigns in the food marts on the basis of the features provided.

**Dataset Description**

* store\_sales(in millions) - store\_sales(in million dollars)
* unit\_sales(in millions) - unit\_sales(in millions) in stores Quantity
* Total\_children - TOTAL CHILDREN IN HOME
* avg\_cars\_at home(approx) - avg\_cars\_at home(approx)
* Num\_children\_at\_home - num\_children\_at\_home AS PER CUSTOMERS FILLED DETAILS
* Gross\_weight - gross\_weight OF ITEM
* Recyclable\_package - FOOD ITEM IS recyclable\_package
* Low\_fat - LOW\_FAT FOOD ITEM IS LOW FAT
* Units\_per\_case - UNITS/CASE UNITS AVAILABLE IN EACH STORE SHELVES
* Store\_sqft - STORE AREA AVAILABLE IN SQFT
* Coffee\_bar - COFFEE BAR available in store
* Video\_store - VIDEO STORE/gaming store available
* Salad\_bar - SALAD BAR available in store
* Prepared\_food - food prepared available in store
* Florist - flower shelves available in store
* Cost - COST ON ACQUIRING A CUSTOMERS in dollars