

Project Title	MARKET WATCH -Media mix modeling										Mentor Name		Mrs. Nitika Goenka	
Abstract	In this project titled Market watch, a media mix modeling is used which is an analysis technique that allows marketers to measure the impact of their marketing and advertising campaigns to determine how various elements contribute their goal, often conversion. The Market watch is essentially a blend of various promotion techniques which are picked so that it arrives at a most extreme number of individuals													
Objective	The objective of this project is to utilize different machine learning models, to decide how marketing campaigns have performed and predict how they will act later on.													
Methodology	Media mix modeling is implemented in two parts . The first step includes identification of the response of some business target measures for spend value which is then the key and basis for the whole optimization. The second step includes the numerical optimization using machine learning algorithms. The dataset will be ingested into the model and then the analyzed, visualized & modelled through various tool. In the end the model will be deployed and result in correspondence to the data provided will be obtained													
Progress 1														
Mentor Remark	Marks		10	10	10	10	10	10	10	10	10	10	10	10
	Rollno/Marks(10)	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Synopsis	Mid-term	End-Term			
	Date/Mentor Signature													
Progress 2														
Mentor Remark	Marks		10	10	10	10	10	10	10	10	10	10	10	10
	Rollno	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Synopsis	Mid-term	End-Term			
	Date/Mentor Signature													

Guideline: 1) A project group can be of maximum 4 members and no alteration in the group member will be entertained later.

Guideline: 2) Methodology should have following steps Step1: Literature Review; Step2: Identification Of Requirement (Type Of Data source, Amount Of Data, & Format of Data); Step3: Identification of Algorithm; Step4 : Comparative study; Step5: Design and Development of System/Architecture; Step 6: Implementation; Step7: Results

Guideline:3) Student should upload softcopies of all the documents (reports and power point presentations) in "Project Directory", 24 hrs prior to evaluation.

Guideline:4) Panel member will give feedback to individual on the scale of 1 to 5 and this scale will change for defaulter i.e. 1 to 3 scale.

1: Poor

2: Average

3: Good

4: Excellent

5: Outstanding