

**PRESENTED BY :**

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CAI 2100  
Assignment 5

# Can TV Advertising Predict Sales?

# PROJECT OVERVIEW



## GOAL

In this project I am to see if TV ad sales can predict product sales.

## FOCUS

I am only focusing on TV ad data for this project.

## METHOD

Simple Linear Regression

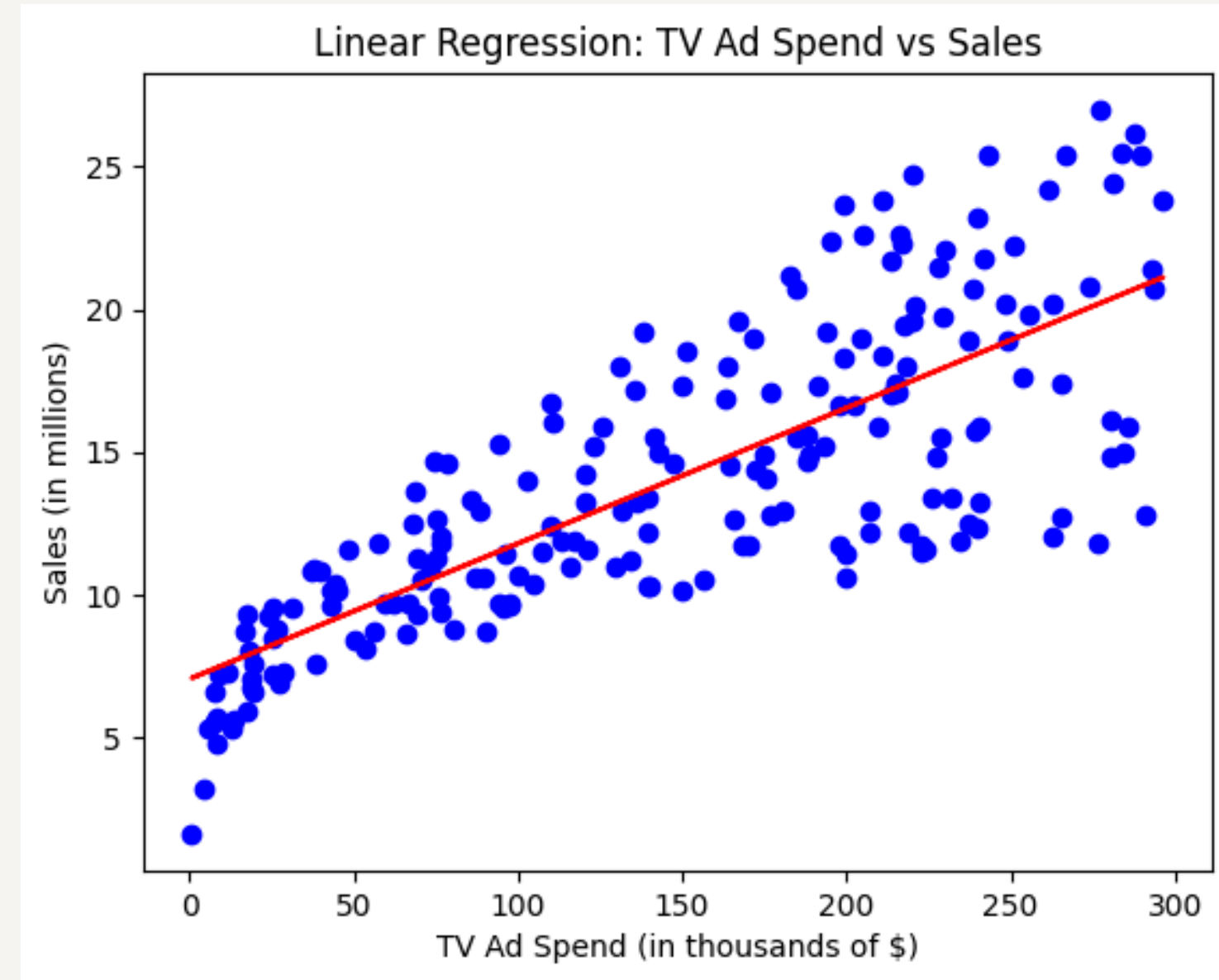
# MODEL CHOICE

I used Single Linear Regression.

I used linear regression since we are only predicting sales based on one feature (TV ads)



# RESULTS



There is a positive correlation between TV ad spend and sales  
The more spent on TV ads the more sales increase.  
This model is a great visual showing how the TV ad spend can increase sales.

# LIMITATIONS AND **FUTURE WORK**

- Since we only used TV ads, this could limit the model's accuracy
- Using other factors in the data set like pricing, Radio/Newspaper spend, can also affect sales. Other factors like Radio, Newspaper, pricing, seasonality also affect sales
- Including these other things could improve predictions for this dataset.



# PROJECT EXECUTION

- For this projects I completed the data loading, created visuals, and evaluated the findings. I also made sure the python code ran smoothly and without errors.



[CLICK HERE FOR MY PYTHON CODE](#)

# KEY TAKEAWAYS

- TV advertising is an important driver of sales
- Including other features for any future projects/analysis can improve the model's performance.



# THANK YOU



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