Marketing Costs

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Implement the *desired_marketing_expenditure* function, which returns the required amount of money that needs to be invested in a new marketing campaign to sell the desired number of units.

Use the data from previous marketing campaigns to evaluate how the number of units sold grows **linearly** as the amount of money invested increases.

For example, for the desired number of 60,000 units sold and previous campaign data from the table below, the function should return the float 250,000.

Previous campaigns

CAMPAIGN	MARKETING EXPENDITURE	UNITS SOLD
#1	300,000	60,000
#2	200,000	50,000
#3	400,000	90,000
#4	300,000	80,000
#5	100,000	30,000

Python 3.7.4, Pandas 0.25.1, Numpy 1.16.5, Scipy 1.3.1, Scikit-learn 0.21.3 Copy to IDE Show starting code

```
2  from sklearn import linear_model
3
4  def desired_marketing_expenditure(marketing_expenditure, units_sold, desired_units_s
5      """
6      :param marketing_expenditure: (list) A list of integers with the expenditure for
7      :param units_sold: (list) A list of integers with the number of units sold for e
8      :param desired_units_sold: (integer) Target number of units to sell in the new c
9      :returns: (float) Required amount of money to be invested.
10     """
```

Run

Output | Tests: 3 pass / 0 fail

- Example case: Correct answer
- Linear dependency without error: Correct answer
- Linear dependency with error: Correct answer

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Tags

PYTHON DATA SCIENCE () LINEAR REGRESSION () MACHINE LEARNING () NUMPY () SCIKIT-LEARN () PUBLIC ()

Difficulty: Hard

Duration: 30min

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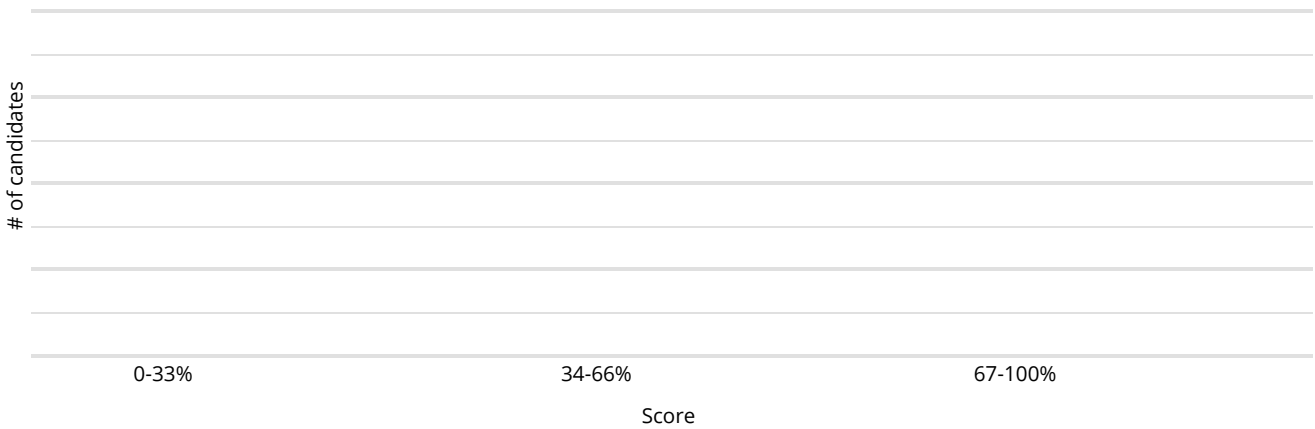
Score Distribution



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