The given program is a \*Sales Prediction Model\* using \*Linear Regression\*. It analyzes the relationship between various features (such as advertising budget, customer demographics, and platform reach) and sales performance. Below is a breakdown of its functionality:

**1. Data Loading & Exploration:**

Reads the dataset from a CSV file.

Displays basic dataset information, including column details and summary statistics.

Uses Seaborn's pairplot() to visualize relationships between different features.

**2. Data Preprocessing:**

Selects relevant features (X) and the target variable (y), assumed to be 'Sales'.

Splits the dataset into training (80%) and testing (20%) sets.

**3. Model Training & Prediction:**

Trains a \*Linear Regression Model\* on the training data.

Predicts sales using the test set.

**4. Model Evaluation:**

-Calculates performance metrics:

Mean Absolute Error (MAE): Measures average absolute difference between actual and predicted values.

Mean Squared Error (MSE): Measures squared differences, penalizing larger errors.

R-squared Score (R²):Indicates how well the model explains variance in the data.

**5.Results Visualization:**

Plots actual vs. predicted sales using a scatter plot to assess model accuracy visually.