**ADVERTISING BUDGET PREDICION USING LINEAR AND POLYNOMIAL REGRESSION**

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**Abstract**

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**Key words:** blab la bla

**INTRODUCTION**

Advertising plays an important role in driving sales by increasing brand awareness, attracting new customers, and influencing purchasing decisions [a]. Businesses invest significant amounts in various advertising channels, including television, radio, and newspapers, to maximize their market reach. However, determining the exact impact of these investments on sales remains a challenge for companies.

To optimize advertising budgets,

**REFERENCES**