

Domain : Machine Learning(ML)

Batch No:C9



G. Narayanamma Institute of Technology & Science (For Women) (Autonomous)

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Accredited by NBA & NAAC, an ISO 9001:2015 Certified Institution
Shaikpet, Hyderabad-500104

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

<GN-R-18> (2022 - 2023) II B.Tech II Sem Hobby Project
on "Sales Prediction by Effective Advertising"

Abstract:

Machine learning is a branch of artificial intelligence (AI) and computer science which focuses on the use of data and algorithms to imitate the way that humans learn, gradually improving its accuracy. Predicting the future sales of a product helps a business manage the manufacturing and advertising cost of the product. There are many more benefits of predicting the future sales of a product.

This project aims to develop a Machine Learning Regression model is developed to predict sales based on spends on various platforms like TV, Radio, Newspaper for marketing advertising. The system for future sales prediction by effective advertising using ML will provide businesses with a more accurate and reliable solution for optimizing their advertising campaigns and maximizing sales and revenue. This model will be trained on historical data, and validated on a test dataset to ensure accuracy and effectiveness and can be integrated into the business's decision-making process to guide future advertising spend and strategies.

H/W Requirements:

A computer with a modern CPU (Intel or AMD) and at least 8GB of RAM (16GB or more is recommended for larger data sets), sufficient storage space for the chat data and the required libraries

S/W Requirements:

Python 3.x with Pandas, Matplotlib, Seaborn, and NLTK Python libraries installed, a Python IDE (Integrated Development Environment) installed to write and run the code. Machine learning libraries such as scikit-learn, TensorFlow, or Keras to perform data analysis, model training, and prediction.

*Dept R&D: Yes / No

If No : GNITS



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