



***MAJOR PROJECT REPORT***

***ON***

**Evaluating Marketing Campaign Effectiveness  
Through Predictive Modelling**

*in Partial fulfillment for the award of the degree of  
Master in Business Administration*

*Sample Project Report: [www.charteredexpress.in](http://www.charteredexpress.in)*

***Submitted By,***

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*Roll No: A992012100100112*

*Class: MBA Semester IV*

*Batch: 2021-2023*

*Specialization: Marketing and Sales*

***Under the Guidance of,***

*Mr. MAYANK JHA*

# Mba Project Report Format

**Michael Brown**



## **Mba Project Report Format:**

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