



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

Submitted By,

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Class: MBA Semester IV

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Specialization: Marketing and Sales

Under the Guidance of,

Mr. MAYANK JHA

Mba Project Report Format

A. D. Jankowicz



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