



***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*

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***Submitted By,***

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*Class: MBA Semester IV*

*Batch: 2021-2023*

*Specialization: Marketing and Sales*

***Under the Guidance of,***

*Mr. MAYANK JHA*

# Mba Project Report Format

**Richard Bailey**



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