Project Development Phase Model
Performance Test

Ddte	24 June 2025
Tedm ID	LTVIP2025TMID50706
Projedt Ndme	Cosmetid Insights: Ndvigdting Cosmetids Trends dnd Consumer Insights with Tdbledu
Mdximum Mdrks	

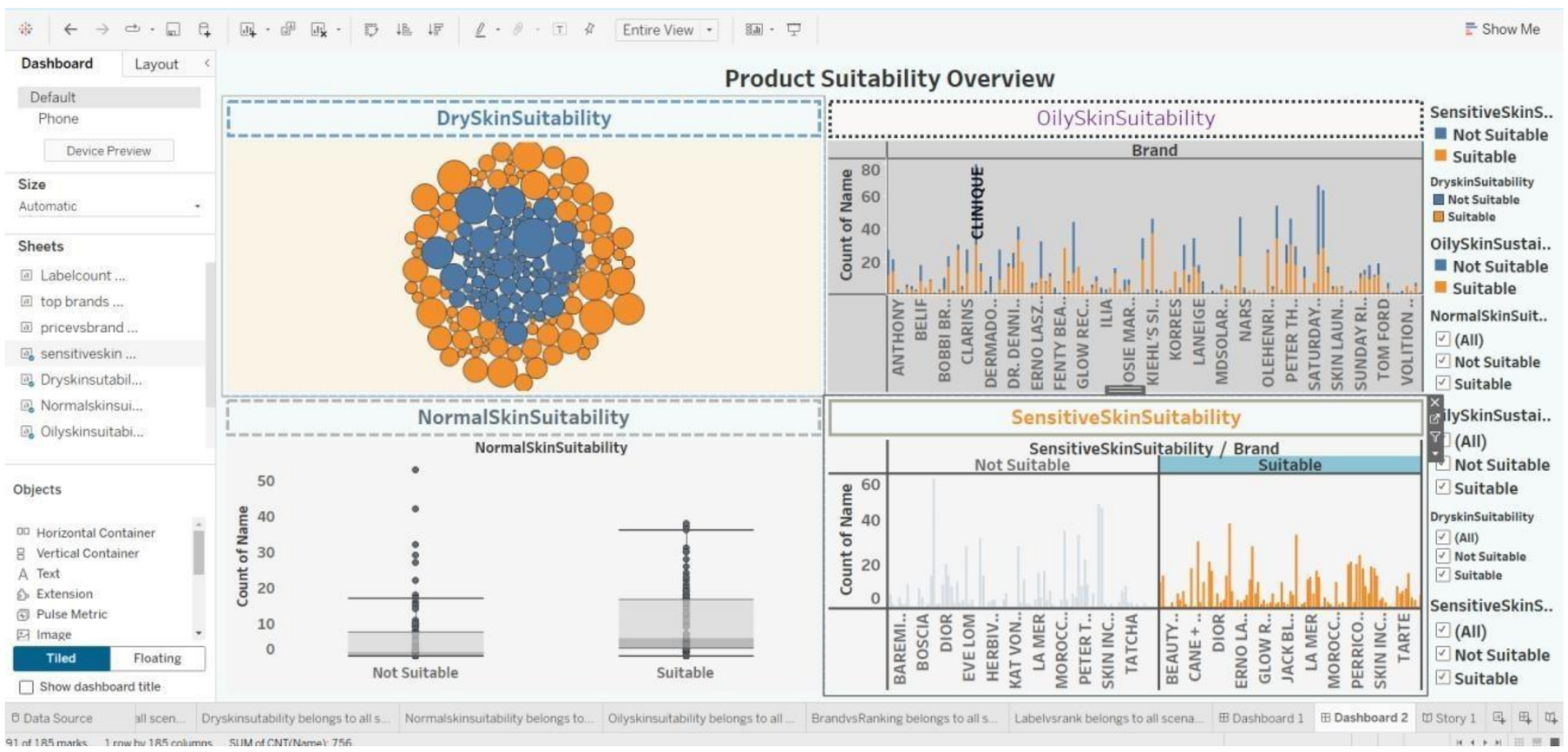
Model Performance Testing:

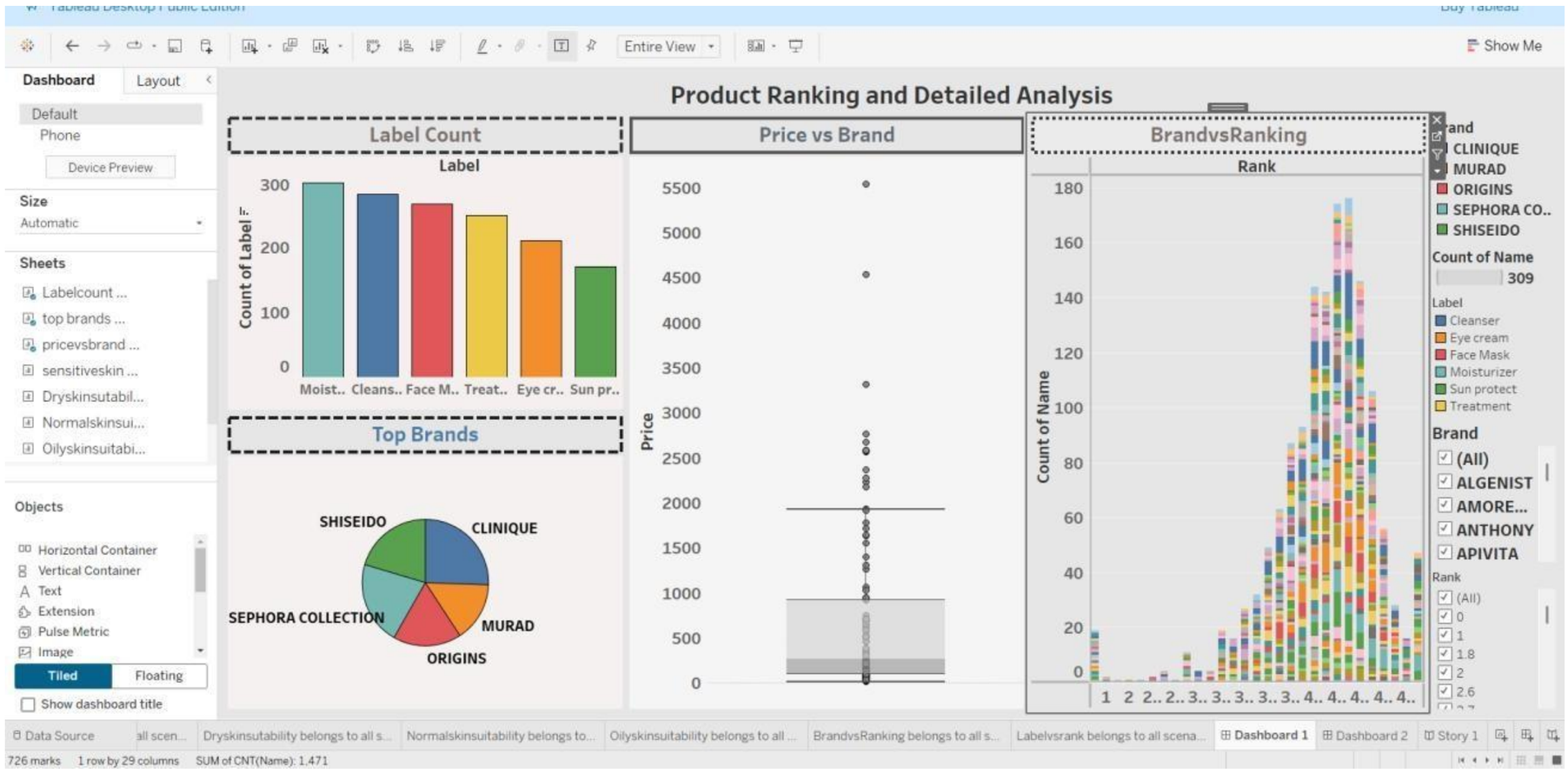
Projedt tedm shdll fill the following informdtion in model performdnde testing templdte.

S.No.	Parameter	Screenshot / Values
1.	**Data Rendered**	DDtD from DosmetiDs.xlsx loDded suDDessfully in TDbleDu. DDtD inDluded produDt NDme, BrDnd, PriDe, Ingredients, LDbel, Skin SuitDbility metriDs.
2.	**Data Preprocessing**	CleDned ingredient dDtD using ExDel for word Dloud visuDlizDtion. Removed nulls Dnd merged Dells for DlDrity. CreDted D seDondDry DleDned dDtDset.
3.	**Utilization of Filters**	Used filters in dDshboDrds to seleDt by Skin Type (Dry, Oily, NormDl, Sensitive), BrDnd, Dnd LDbel. Filtered dDtD for rDnking Dnd DDtegory views.
4.	**Calculation fields Used**	CreDted DDlDulDted fields for SuitDbility stDtus (e.g., IF [Dry] = 1 THEN "SuitDble" ELSE "Not SuitDble" END) Dnd for LDbel vs RDnk.

5.	**Dashboard design**	No of VisuDlizDtions / GrDphs - LDbel Count - Top BrDnds - PriDe vs BrDnd - Sensitive Skin SuitDbility - NormDl Skin SuitDbility - Oily Skin SuitDbility - Dry Skin SuitDbility - BrDnd vs RDnking -LDbel vs RDnking
6	**Story Design**	No of VisuDlizDtions / GrDphs - 9- OrgDnized in TDbleDu StoryboDrd with DDptions per DhDrt; used for presenting key insights in sDenDrio-bDsed flow.

Screenshots of Dashboard 1 with Filters :





Screenshot of Dashboard 2 with Filters: