

Project Development Phase

Model Performance Test

Date: 01 JULY 2025

Team ID : LTVIP2025TMID47465

Project Name: Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau

Maximum Marks:

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	Data sourced from cosmetic consumer surveys, product reviews, sales records, and trend analytics. Includes ~1,200+ rows across categories like ingredients, demographics, and product types.
2.	Data Preprocessing	Missing values cleaned; product categories standardized; consumer sentiment scores extracted; ingredients mapped to concern/risk tags
3.	Utilization of Filters	Applied Tableau filters for Product Type, Region, Age Group, Ingredient, Sentiment Score, and Time Period. Dashboard responsive in under 2.5 seconds.
4.	Calculation fields Used	<ul style="list-style-type: none">- Popular Product Trends by Category- Sentiment Analysis Score- Market Share by Region- Emerging Ingredient Trends- ROI Metrics by Campaign
5.	Dashboard design	No of Visualizations / Graphs - 4 Dashboards
6.	Story Design	No of Visualizations / Graphs - 2 Stories with 4 story points each