Project Development Phase
Performance Test

Date	21 October 2023
Team ID	NM2023TMID07518
Project Name	Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media

Model Performance Testing:

S.No.	Parameter	Screenshot / Values
1.	No of Visualizations / Graphs	

impressions by month colored by impressions

impressions (Sum)

1.62 — 353,720

month	
06	132,703 (14.6%)
07	353,720 (38.8%)
08	149,361 (16.4%)
09	175,486 (19.2%)
10	100,428 (11%)
(no value)	1.62 (0%)

impressions (Sum)

impressions by retweets colored by retweets

retweets

● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 12
● 15 ● 16 ● 18 ● 22 ● 40 ● 41 ● 49 ● 165 ● 402

impressions (Sum)

retweets: 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 15, 16, 18, 22, 40, 41, 49, 165
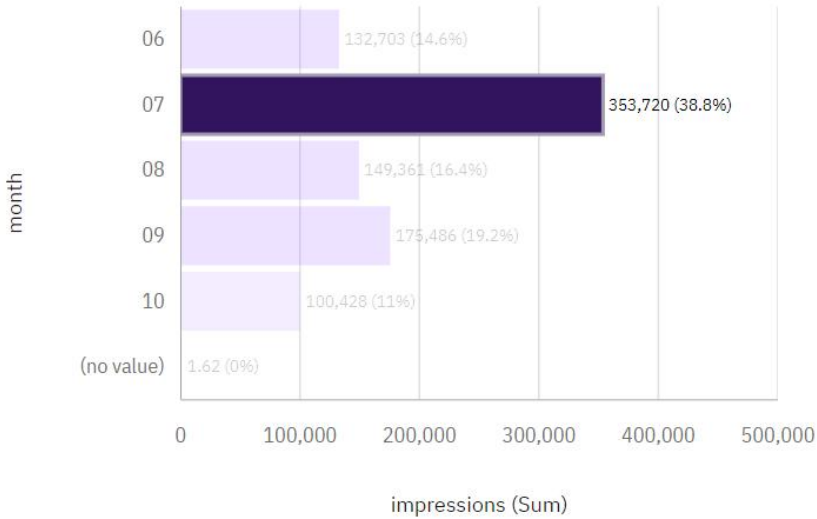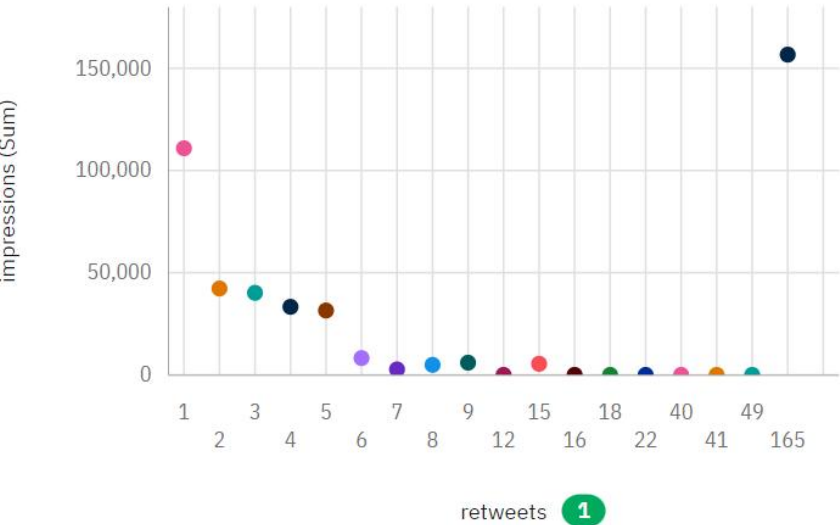
retweets (1)

retweets, replies and email tweet (7)

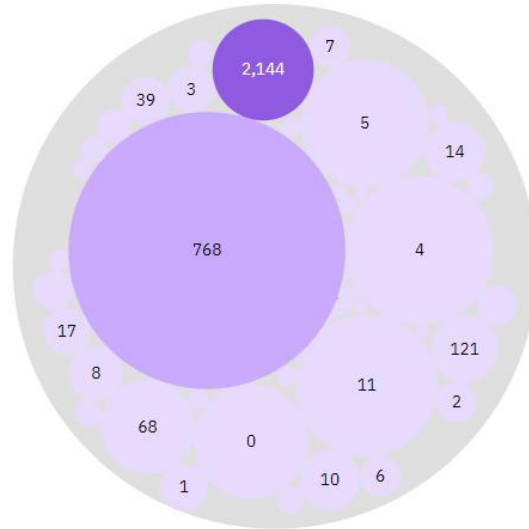| retweets	replies	email tweet
1,106	1,674	2,053

engagements by retweets

engagements (Sum)
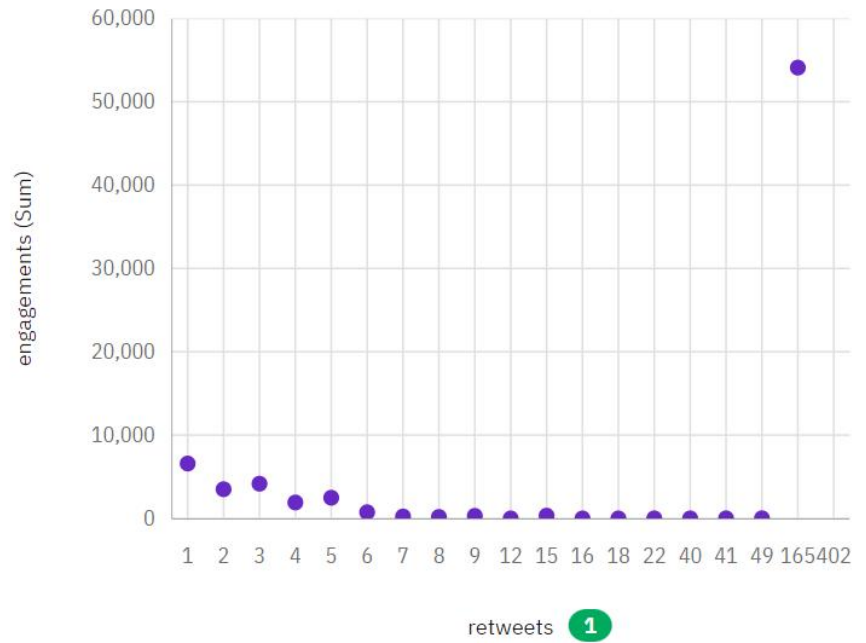
retweets **1**

detail expands hierarchy colored by detail expands and sized by hashtag clicks
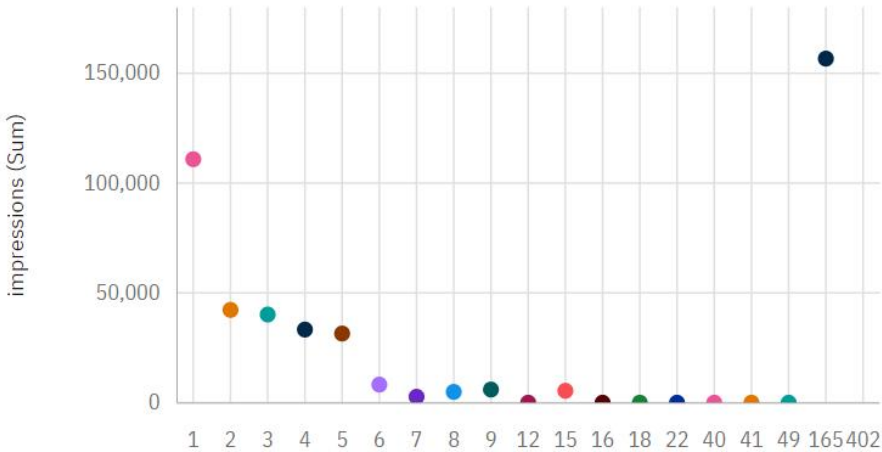
hashtag clicks (Su...
0 — 41

detail expands (Su...
0 — 4,024

retweets 2

1.11K

retweets

2.	Utilization of Data Filters	retweets × **Filter** Add a filter condition + 🔍 Search ☑ 49 ☑ 165 ☑ 402 ☐ (no value) Clear all Invert Cancel Done

impressions by retweets colored by retweets

retweets
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 12
- 15
- 16
- 18
- 22
- 40
- 41
- 49
- 165
- 402

impressions (Sum)

150,000

100,000

50,000

0

1 2 3 4 5 6 7 8 9 12 15 16 18 22 40 41 49 165 402

retweets **1**

month

Filter

×

Add a filter condition +

🔍 Search

- ☑ 08
- ☑ 09
- ☑ 10
- ☐ (no value)

Clear all   Invert

Cancel   Done

		url clicks by month ⛢ 💡 month ● 10 ● 06 ● 08 ● 09 ● 07 9.3% 11.6% 40.4% 15.0% 23.6%
3.	No of Calculation Fields	▼ ⊞ SocialMedia.csv ▶ # Row Id ▶ abc Tweet ▶ # id ▶ abc time ▶ abc date ▶ abc year ▶ abc month ▶ abc day ▶ abc time ⌊⌊ impressions ⌊⌊ engagements ⌊⌊ engagement rate ⌊⌊ retweets ⌊⌊ replies ⌊⌊ likes ⌊⌊ user profile clicks ⌊⌊ url clicks

		hashtag clicks	
		detail expands	
		permalink clicks	
		app opens	
		app installs	
		follows	
		email tweet	
		▸ # dial phone	
		media views	
		media e...gements	