Project Development Phase Model
Performance Test

Ddte	24 June 2025
Tedm ID	LTVIP2025TMID49296
Projedt Ndme	Cosmetid Insights: Ndvigdting Cosmetids Trends dnd Consumer Insights with Tdbledu
Mdximum Mdrks	

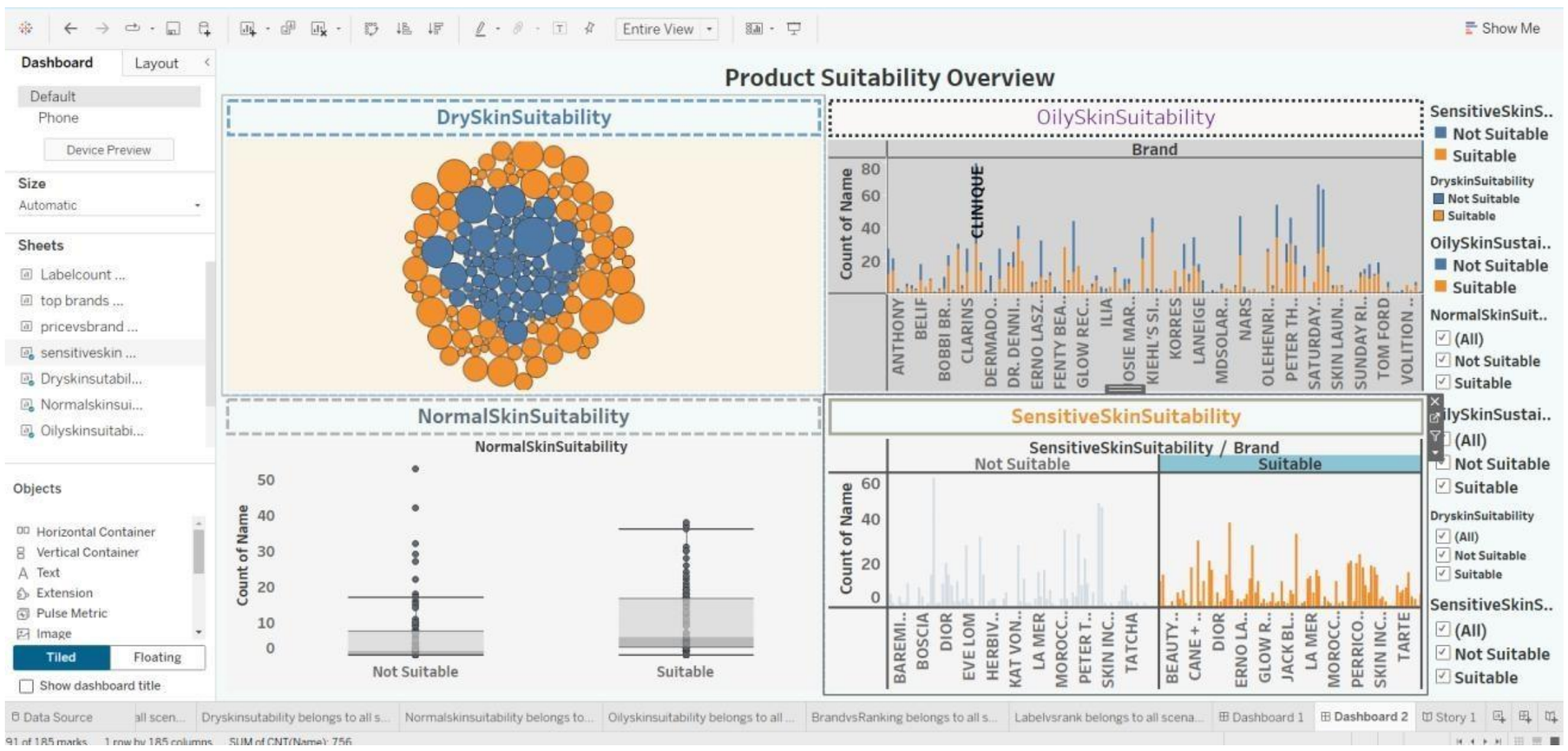
Model Performance Testing:

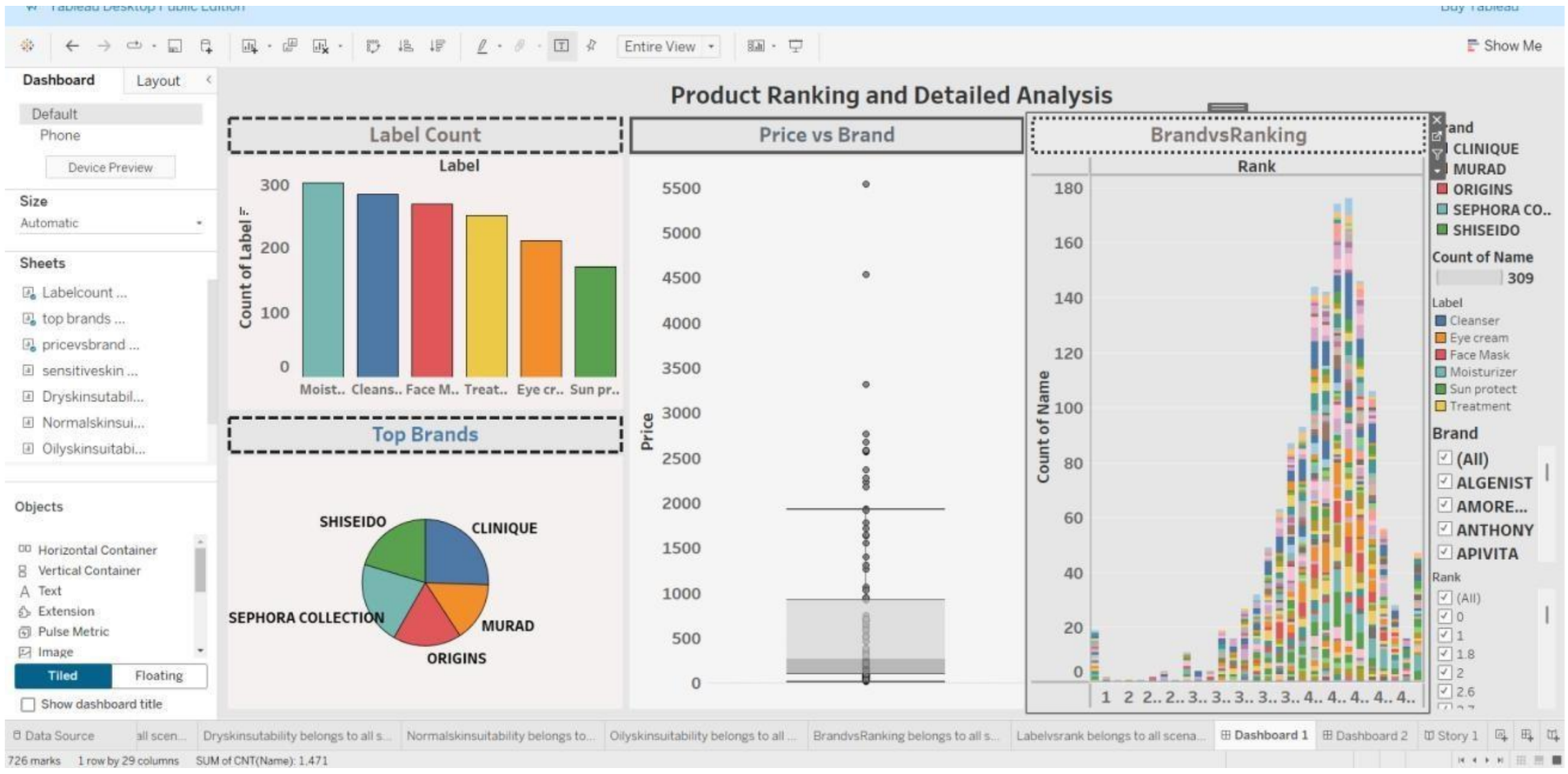
Projedt tedm shdll fill the following informdtion in model performdnde testing templdte.

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: