

Project Development Phase
Model Performance Test

Date	10 February 2025
Team ID	LTVIP2025TMID50543
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact
Maximum Marks	

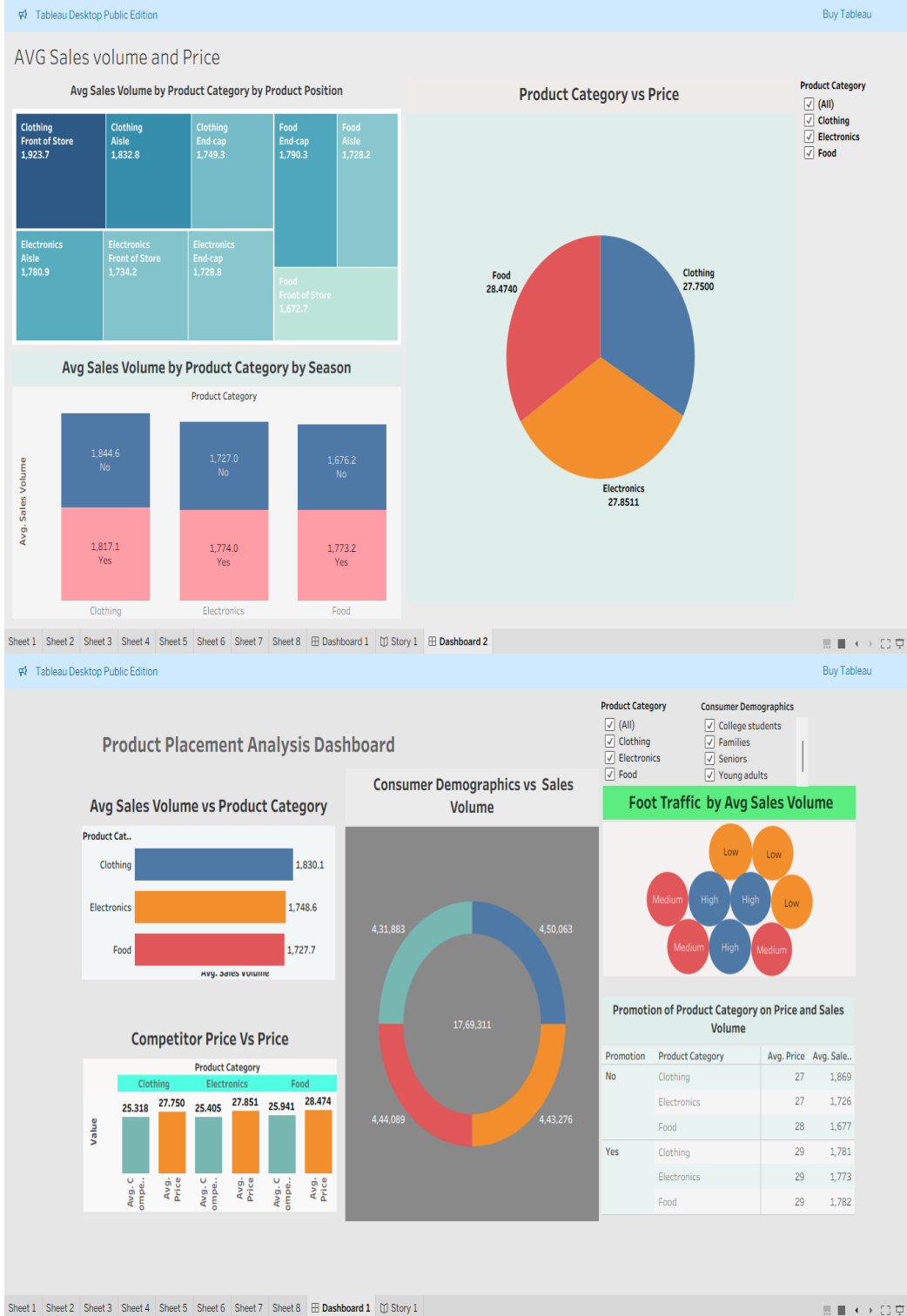
Model Performance Testing:

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

S.N o.	Parameter		
1.	Data Rendered	Product ID	
		Product Position	
		Price	
		Competitor's Price	
		Promotion	
		Foot Traffic	
		Consumer Demographics	
		Product Category	
		Product Type	

2.	Data Preprocessing	<table><tr><th>#</th><th>Abc</th><th>#</th><th>#</th><th>Abc</th><th>Abc</th><th>Abc</th></tr><tr><td>Product Positioning.csv</td><td>Product Positioning.csv</td><td>Product Positioning.csv</td><td>Product Positioning.csv</td><td>Product Positioning.csv</td><td>Product Positioning.csv</td><td>Product Positioning.csv</td></tr><tr><th>Product ID</th><th>Product Position</th><th>Price</th><th>Competitor's Price</th><th>Promotion</th><th>Foot Traffic</th><th>Consumer Demographics</th></tr><tr><td>185102</td><td>Aisle</td><td>17.0700</td><td>16.1600</td><td>No</td><td>Medium</td><td>Families</td></tr><tr><td>188771</td><td>Aisle</td><td>17.4100</td><td>13.1300</td><td>No</td><td>Low</td><td>Seniors</td></tr><tr><td>180176</td><td>End-cap</td><td>43.1600</td><td>38.3700</td><td>Yes</td><td>Medium</td><td>Young adults</td></tr><tr><td>112917</td><td>Aisle</td><td>42.2600</td><td>38.9800</td><td>Yes</td><td>Low</td><td>Families</td></tr><tr><td>192936</td><td>End-cap</td><td>47.9400</td><td>45.5900</td><td>No</td><td>Medium</td><td>College students</td></tr><tr><td>117590</td><td>End-cap</td><td>34.5000</td><td>34.3400</td><td>No</td><td>Medium</td><td>Seniors</td></tr><tr><td>189118</td><td>Front of Store</td><td>41.1100</td><td>40.1500</td><td>Yes</td><td>High</td><td>College students</td></tr><tr><td>182157</td><td>Aisle</td><td>15.7500</td><td>12.3000</td><td>No</td><td>Low</td><td>College students</td></tr><tr><td>141861</td><td>Aisle</td><td>30.0700</td><td>26.7500</td><td>Yes</td><td>High</td><td>Families</td></tr><tr><td>137121</td><td>Aisle</td><td>38.0000</td><td>33.3800</td><td>No</td><td>High</td><td>Families</td></tr><tr><td>113143</td><td>Aisle</td><td>27.4200</td><td>22.8200</td><td>Yes</td><td>High</td><td>College students</td></tr><tr><td>140028</td><td>Aisle</td><td>12.1500</td><td>9.3900</td><td>Yes</td><td>High</td><td>College students</td></tr></table>	#	Abc	#	#	Abc	Abc	Abc	Product Positioning.csv	Product Positioning.csv	Product Positioning.csv	Product Positioning.csv	Product Positioning.csv	Product Positioning.csv	Product Positioning.csv	Product ID	Product Position	Price	Competitor's Price	Promotion	Foot Traffic	Consumer Demographics	185102	Aisle	17.0700	16.1600	No	Medium	Families	188771	Aisle	17.4100	13.1300	No	Low	Seniors	180176	End-cap	43.1600	38.3700	Yes	Medium	Young adults	112917	Aisle	42.2600	38.9800	Yes	Low	Families	192936	End-cap	47.9400	45.5900	No	Medium	College students	117590	End-cap	34.5000	34.3400	No	Medium	Seniors	189118	Front of Store	41.1100	40.1500	Yes	High	College students	182157	Aisle	15.7500	12.3000	No	Low	College students	141861	Aisle	30.0700	26.7500	Yes	High	Families	137121	Aisle	38.0000	33.3800	No	High	Families	113143	Aisle	27.4200	22.8200	Yes	High	College students	140028	Aisle	12.1500	9.3900	Yes	High	College students
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3	Utilization of Filters	<div></div> <div><div>Product Position</div><div><input checked="" type="checkbox"/> (All) <input checked="" type="checkbox"/> Aisle <input checked="" type="checkbox"/> End-cap <input checked="" type="checkbox"/> Front of Store</div></div> <div><div>Product Category</div><div><input checked="" type="checkbox"/> (All) <input checked="" type="checkbox"/> Clothing <input checked="" type="checkbox"/> Electronics <input checked="" type="checkbox"/> Food</div></div> <div><div>Consumer Demographics</div><div><input checked="" type="checkbox"/> College students <input checked="" type="checkbox"/> Families <input checked="" type="checkbox"/> Seniors <input checked="" type="checkbox"/> Young adults</div></div>																																																																																																									
4	Calculation fields Used	<div>[Price] - [Competitor's Price]</div> <div>IF [Promotion] = 'Yes' THEN 1 ELSE 0 END</div> <div>SUM(IF [Seasonal] = 'Yes' THEN [Sales Volume] ELSE 0 END) / SUM([Sales Volume])</div>																																																																																																									

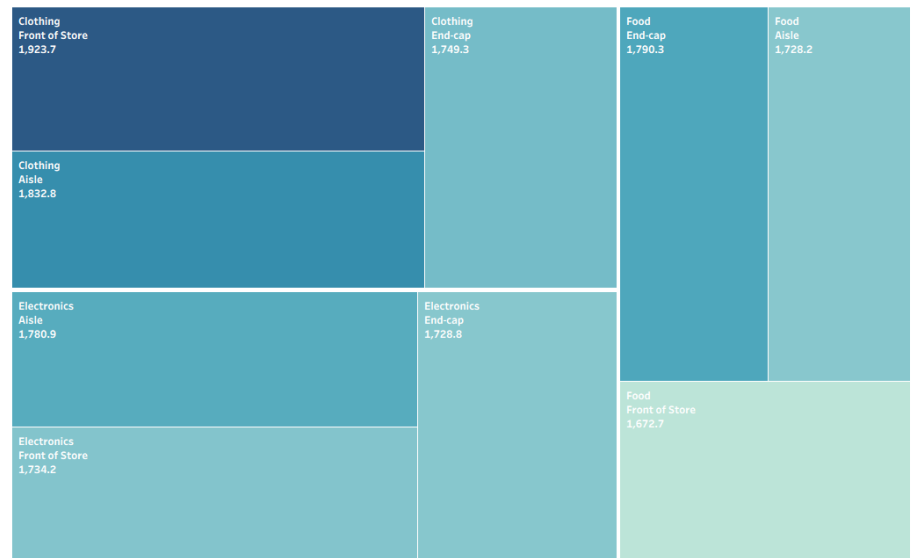
5 Dashboard design



6 Story Design

Tableau Desktop Public Edition

Avg Sales Volume by Product Category by Product Position



Sheet 1 Sheet 2 **Sheet 3** Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Dashboard 1 Story 1