Project Development Phase
Model Performance Test

Date	24 JUNE 2025
Team ID	LTVIP2025TMID52047
Project Name	iRevolution: : strategic product placement analysis:unveiling sales impact using 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	📊 Leveraged cleaned, structured datasets (iPhone specs, sales, region, quarter) — ensures high-quality insights across SKUs and geographies. Enables accurate regional product mapping.
2.	Data Preprocessing	⬚ Applied smart categorization (battery, display size, models, quarters), empowering dynamic segmentation. Crucial for **targeted marketing and feature prioritization by user behavior**.
3.	Utilization of Filters	⬚ Filters for brand, region, specs enable **localized analysis**. Users can simulate product launch impact or adjust for demographic preferences instantly.
4.	Calculation fields Used	📈 Designed KPIs like Average Price, Revenue Trends, Brand Share — fueling real-time decisions on **pricing strategy, discount design, and feature placement**.
5.	Dashboard design	No of Visualizations / Graphs - 4 Dashboards
6	Story Design	No of Visualizations / Graphs - 2 Stories with 4 story points each