Project Development Phase
Model Performance Test

Date	10 February 2025
Team ID	LTVIP2025TMID50543
Project Name	Project - xxx
Maximum Marks	

Model Performance Testing:

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

S.No.	Parameter	
1.	Data Rendered	

2.	Data Preprocessing	

Product ID	Product Position	Price	Competitor's Price	Promo
185102	Aisle	17.0700	16.1600	No
188771	Aisle	17.4100	13.1300	No
180176	End-cap	43.1600	38.3700	Yes
112917	Aisle	42.2600	38.9800	Yes
192936	End-cap	47.9400	45.5900	No
117590	End-cap	34.5000	34.3400	No
189118	Front of Store	41.1100	40.1500	Yes
182157	Aisle	15.7500	12.3000	No
141861	Aisle	30.0700	26.7500	Yes
137121	Aisle	38.0000	33.3800	No
113143	Aisle	27.4200	22.8200	Yes
140028	Aisle	12.1500	9.3900	Yes

3.	Utilization of Filters	

Product Position
- ☑ (All)
- ☑ Aisle
- ☑ End-cap
- ☑ Front of Store

Product Category
- ☑ (All)
- ☑ Clothing
- ☑ Electronics
- ☑ Food

4.	Calculation fields Used	

```
[Price] - [Competitor's Price]

IF [Promotion] = 'Yes' THEN 1 ELSE 0 END

SUM(IF [Seasonal] = 'Yes' THEN [Sales Volume] ELSE 0 END) / SUM
```

5.	Dashboard design	

AVG Sales volume and Price

Avg Sales Volume by Product Category by Product Position

| Clothing Front of Store 1,923.7 | Clothing Aisle 1,832.8 | Clothing End-cap 1,749.3 | Food End-cap 1,790.3 | Food Aisle 1,728.2 |
| Electronics Aisle 1,780.9 | Electronics Front of Store 1,734.2 | Electronics End-cap 1,728.8 | Food Front of Store 1,672.7 | |

Product Category vs Price

Food 28.4740
Electronics 27.8511

Avg Sales Volume by Product Category by Season

Product Category

Clothing: 1,844.6 No / 1,817.1 Yes
Electronics: 1,727.0 No / 1,774.0 Yes
Food: 1,676.2 No / 1,773.2 Yes

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

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Product Placement Analysis Dashboard

Avg Sales Volume vs Product Category

Clothing 1,830.1
Electronics 1,748.6
Food 1,727.7

Consumer Demographics vs Sales Volume

4,31,883   4,50,063
17,69,311
4,44,089   4,43,276

Competitor Price Vs Price

Product Category
Clothing: 25.318 / 27.750
Electronics: 25.405 / 27.851
Food: 25.941 / 28.474

Product Ca...
(All)
Cloth
Elect
Food

Promotio
No
Yes

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

6	Story Design

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Avg Sales Volume by Product Category by Product Position

Clothing
Front of Store
1,923.7

Clothing
End-cap
1,749.3

Food
End-cap
1,790.3

Clothing
Aisle
1,832.8

Electronics
Aisle
1,780.9

Electronics
End-cap
1,728.8

Food
Front of Store
1,672.7

Electronics
Front of Store
1,734.2

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