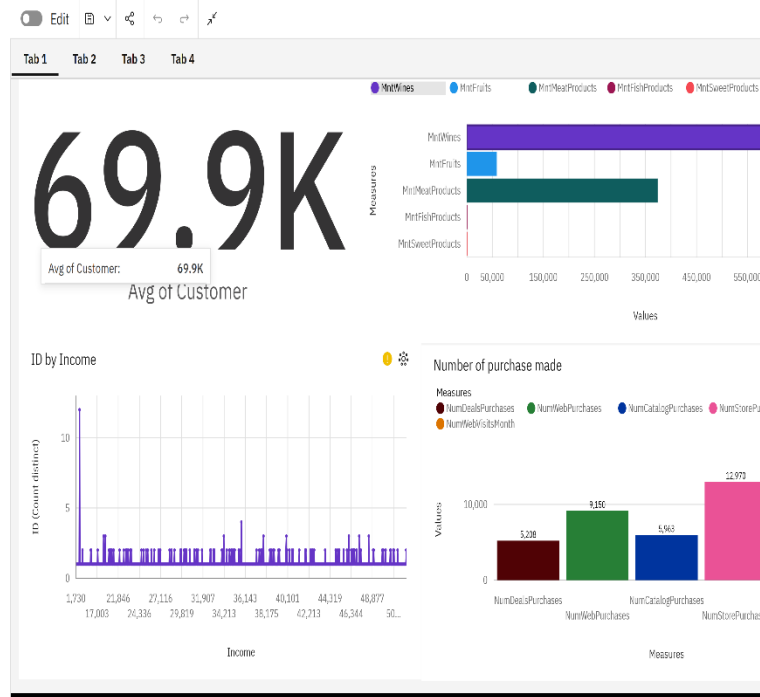


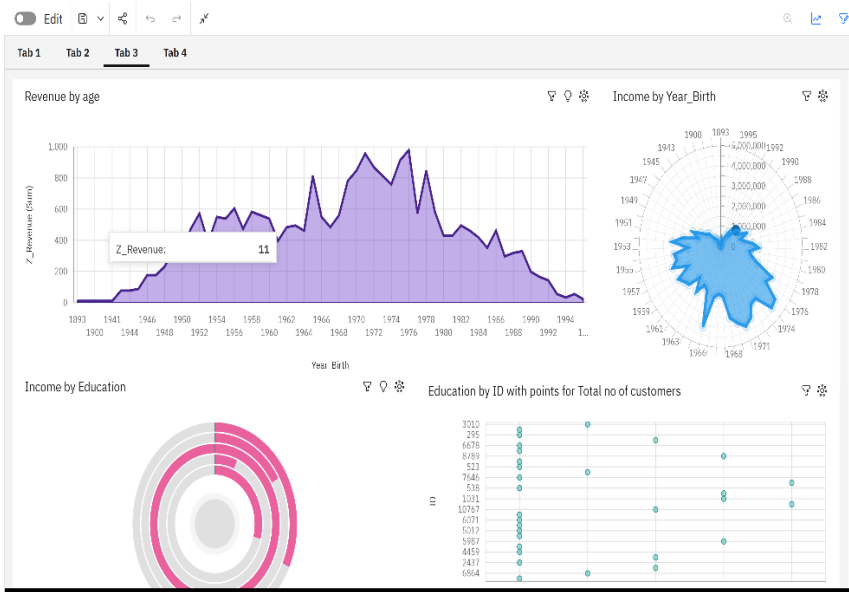
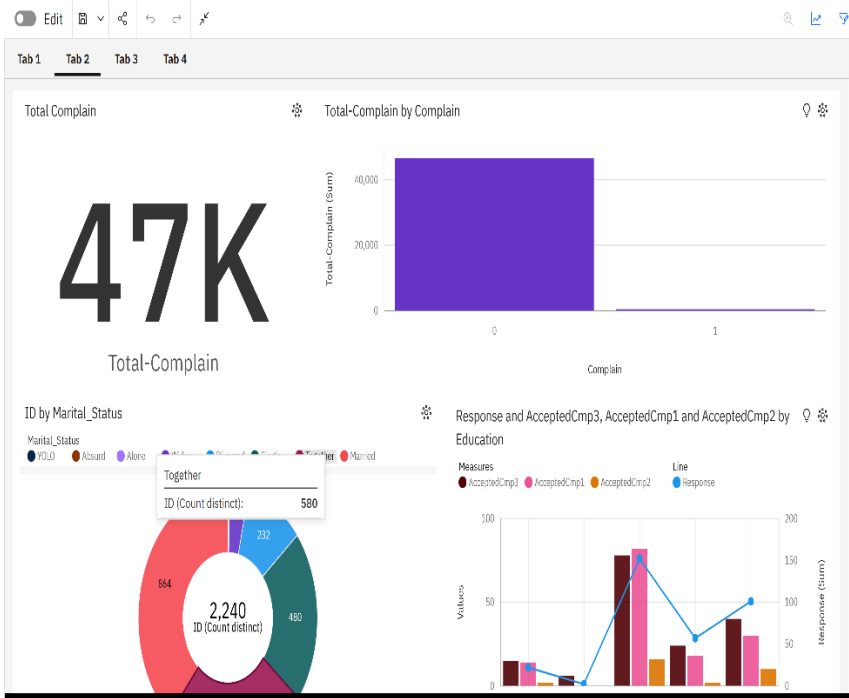
Project Development Phase Model Performance Test

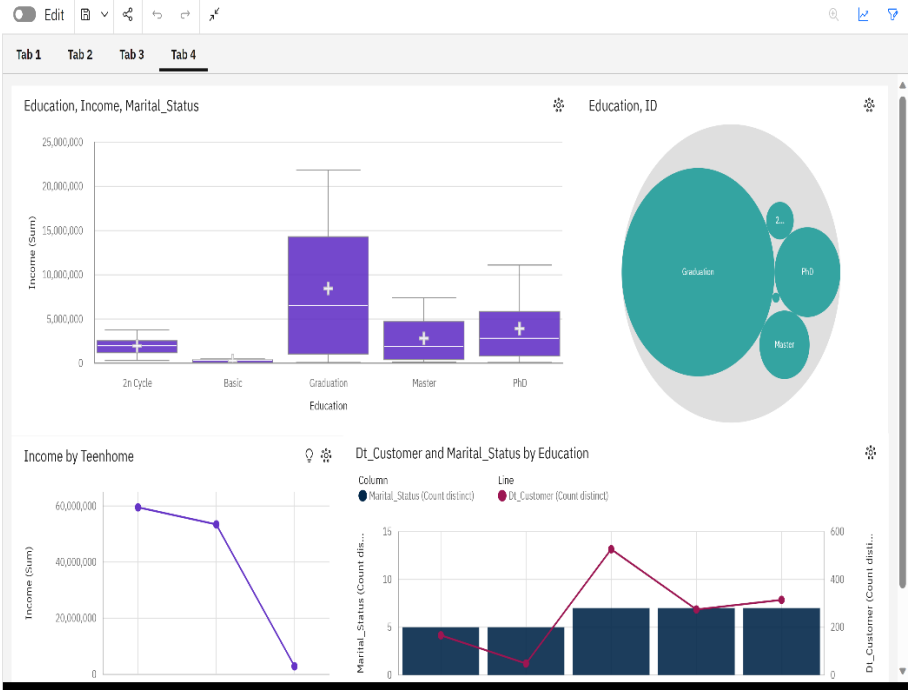
Date	25-october-2023
Team ID	NM2023TMID06924
Project Name	Leveraging Data Analysis For Optimal Marketing
Maximum Marks	10 Marks

Model Performance Testing:

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

S.No.	Parameter	Screenshot / Values
1.	Dashboard design	 <p>The screenshot displays a dashboard with the following elements:</p> <ul style="list-style-type: none"> KPI Card: A large card showing "69.9K" with the label "Avg of Customer". Horizontal Bar Chart: Titled "Measures", it compares five product categories: MtWines (approx. 550,000), MtFruits (approx. 50,000), MtMeatProducts (approx. 350,000), MtFishProducts (approx. 10,000), and MtSweetsProducts (approx. 10,000). Line Chart: Titled "ID by Income", it shows the count of distinct IDs across various income brackets. The y-axis is labeled "ID (Count distinct)" and ranges from 0 to 10. The x-axis shows income values from 1,730 to 50,000. Vertical Bar Chart: Titled "Number of purchase made", it compares four measures: NumDealPurchases (5,238), NumWebPurchases (8,150), NumCatalogPurchases (5,968), and NumStorePurchases (12,973).
		No of Visualizations / Graphs -



		 <p>The screenshot displays an IBM Cognos Analytics dashboard with four visualizations:</p> <ul style="list-style-type: none"> Top Left: A box plot titled 'Education, Income, Marital_Status' showing 'Income (Sum)' on the y-axis (0 to 25,000,000) against 'Education' categories on the x-axis: 2n Cycle, Basic, Graduation, Master, and PhD. Top Right: A bubble chart titled 'Education, ID' with bubbles for 'Graduation', 'PhD', and 'Master'. Bottom Left: A line chart titled 'Income by Teenhome' showing 'Income (Sum)' on the y-axis (0 to 60,000,000) with a single data point at the end of the x-axis. Bottom Right: A combined bar and line chart titled 'Dt_Customer and Marital_Status by Education'. The x-axis represents education levels. The left y-axis shows 'Marital_Status (Count distinct)' (0 to 15) as dark blue bars. The right y-axis shows 'Dt_Customer (Count distinct)' (0 to 600) as a red line with circular markers.
2.	Data Responsiveness	Data responsive was very high because the data csv file uploaded in the ibm db2 database and service was connected with the IBM cognos analytics and hence the dashboard was very responsive.
3.	Amount Data to Rendered (DB2 Metrics)	When ever the data was updated at the place of Db2 database as per the data are updated then it is rendered to the DB2.
4.	Utilization of Data Filters	By using the filters the data grouping become very easy and efficient and by using we design more effective dashboard and visualisation.
5.	Effective User Story	No of Scene Added -


Custom widgets

Search

Learn Pane link widget

Link widget

Leveraging Data Analysis For Optimal Marketing



Prev scene

Next scene

Scene 1 of 17

0:00.0

0:05.0

Custom widgets


Search

Learn Pane link widget

Link widget

Income by Teenhome line chart

Income by Teenhome



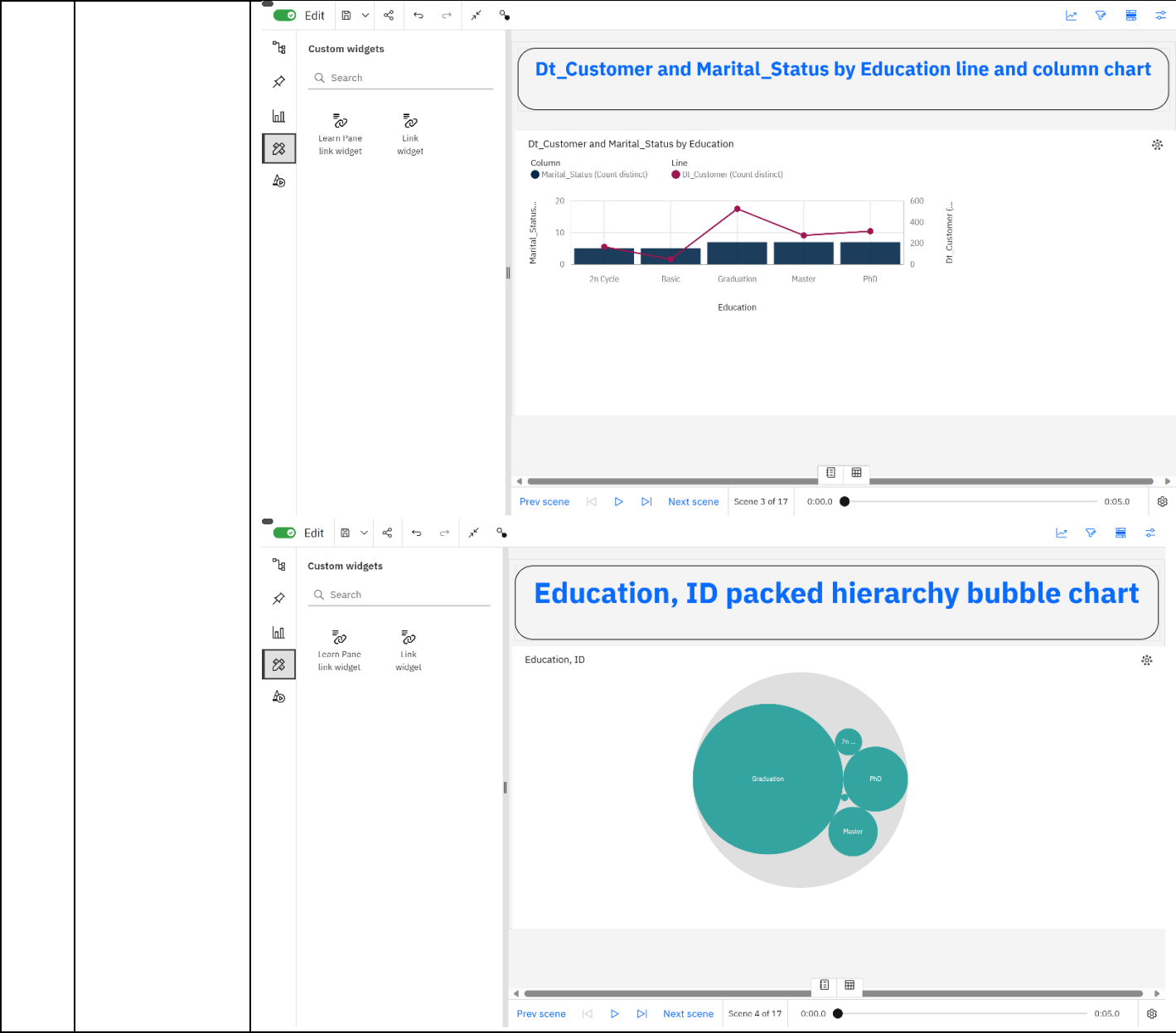
Prev scene

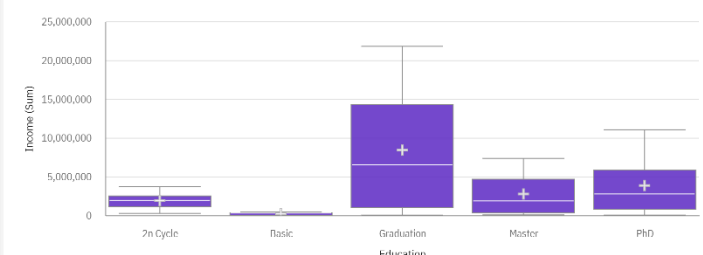
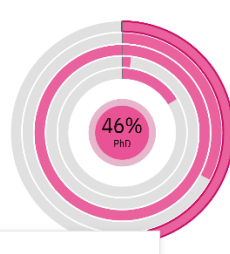
Next scene

Scene 2 of 17

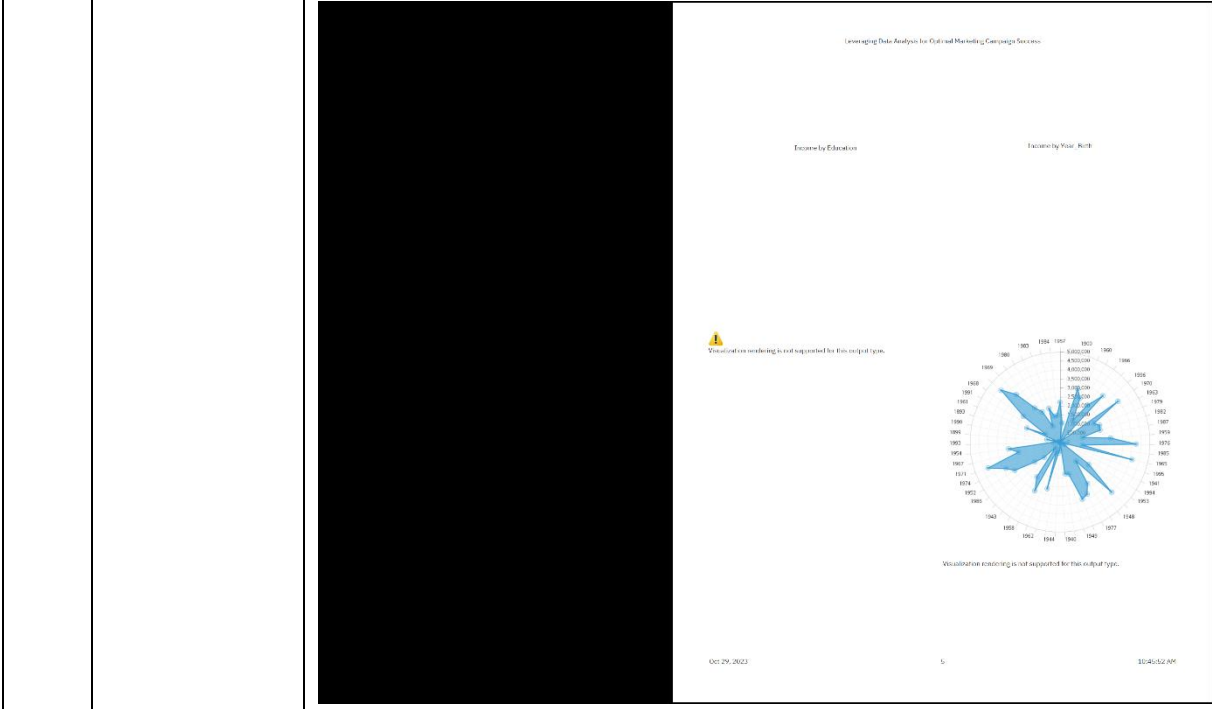
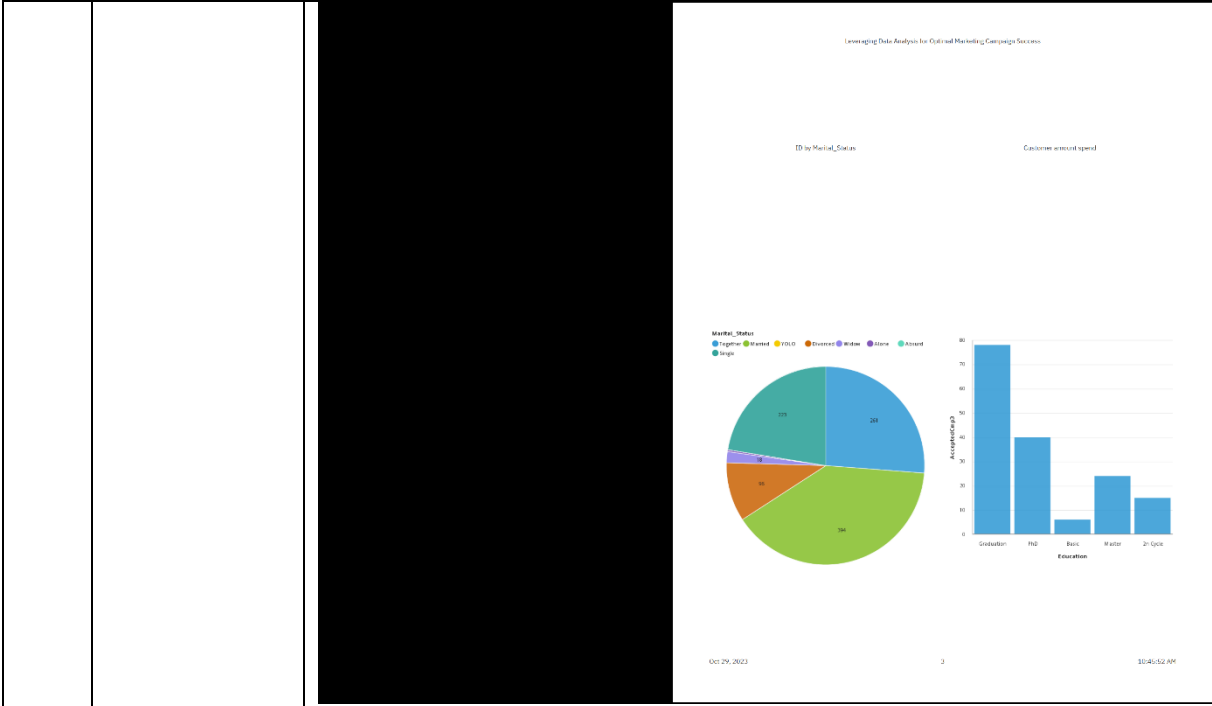
0:00.0

0:05.0



		<div><div><div><div><div><div>Custom widgets</div><div>Q Search</div><div><div><div><div>Learn Pane link widget</div><div>Link widget</div></div></div></div></div><div><div>Education, Income, Marital_Status chart</div><div><div>Education, Income, Marital_Status</div><div><table><tr><th>Education</th><th>Income (Sum)</th></tr><tr><td>2n Cycle</td><td>~2,000,000</td></tr><tr><td>Basic</td><td>~1,000,000</td></tr><tr><td>Graduation Education</td><td>~14,000,000</td></tr><tr><td>Master</td><td>~4,000,000</td></tr><tr><td>PhD</td><td>~6,000,000</td></tr></table></div><div><div>Prev scene</div><div>Next scene</div><div>Scene 5 of 17</div><div>0:00.0</div><div>0:05.0</div></div></div></div></div><div><div><div>Custom widgets</div><div>Q Search</div><div><div><div><div>Learn Pane link widget</div><div>Link widget</div></div></div></div><div><div>Income by Education radial bar chart</div><div><div>Income by Education</div><div><table><tr><th>Education</th><th>Income</th><th>ID (Count distinct)</th></tr><tr><td>PhD</td><td>27,005,896</td><td>486</td></tr></table></div><div><div>Prev scene</div><div>Next scene</div><div>Scene 8 of 17</div><div>0:00.0</div><div>0:05.0</div></div></div></div></div></div></div></div></div>	Education	Income (Sum)	2n Cycle	~2,000,000	Basic	~1,000,000	Graduation Education	~14,000,000	Master	~4,000,000	PhD	~6,000,000	Education	Income	ID (Count distinct)	PhD	27,005,896	486
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Education	Income	ID (Count distinct)																		
PhD	27,005,896	486																		
6.	Descriptive Reports	No of Visualizations / Graphs -																		

		<div><div>Leveraging Data Analysis for Optimal Marketing Campaign Success</div><div><div>Avg of Customer</div><div>Customer amount spend</div></div><div><div>Visualization rendering is not supported for this output type.</div><div><div>Measures</div><div><div>MinWines</div><div>MinMeatProducts</div><div>MinFruits</div><div>MinMeatProducts</div><div>MinGoldProds</div></div><div><div>0</div><div>100,000</div><div>200,000</div><div>300,000</div><div>400,000</div><div>500,000</div><div>600,000</div><div>700,000</div></div><div>Values</div></div></div><div><div>Oct 29, 2023</div><div>1</div><div>10:45:52 AM</div></div></div>	
		<div><div>Leveraging Data Analysis for Optimal Marketing Campaign Success</div><div><div>ID by Income</div><div>Number of purchase made</div></div><div><div>Income</div><div>Number of purchase made</div></div><div><div>0</div><div>100,000</div><div>200,000</div><div>300,000</div><div>400,000</div><div>500,000</div><div>600,000</div><div>700,000</div><div>800,000</div></div><div>Values</div></div> <div><div>Oct 29, 2023</div><div>2</div><div>10:46:52 AM</div></div>	



Education by ID with points on Total cost of customers

Education by ID

