Project Development Phase
Model Performance Test

Date	29 June 2025
Team ID	LTVIP2025TMID47602
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with 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	Data sourced from cosmetic product sales, consumer reviews, and market trends from 2022–2024. Key fields: Product Category, Sales Volume, Region, Age Group, Customer Ratings, Brand.
2.	Data Preprocessing	Handled missing values (e.g., null sales replaced with 0) Standardized category names Converted date fields to datetime format Aggregated monthly sales Filtered irrelevant regions and brands
3.	Utilization of Filters	Region Filter Product Category Filter Time Period Slider (Date Range) Brand Filter Customer Age Group Filter
4.	Calculation fields Used	Total Sales = SUM([Sales Volume]) Average Rating = AVG([Customer Rating]) YoY Growth = ([Current Year Sales] - [Previous Year Sales]) / [Previous Year Sales] Market Share = [Brand Sales] / [Total Market Sales]
5.	Dashboard design	No of Visualizations / Graphs – 12 Bar Chart (Label Count, Brand vs Ranking) Box Plot (price vs Brand Box) Pie Chart (Top Brands) Bar Charts (Sensitive Skin Suitability , Oily Skin Suitability) Box Plot(Normal Skin Suitability) Packed Bubble Chart (Dry Skin Suitability)
6	Story Design	No of Visualizations / Graphs -2 Product Ranking and Detailed Analysis Product Suitability Overview