

## Project Development Phase Model Performance Test

Date	27 June 2025
Team ID	LTVIP2025TMID51084
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	<p>The dataset titled "cosmetics.csv" was successfully imported into Tableau. It contains multiple attributes related to cosmetic products, such as labels, brand names, skin suitability, pricing, ratings, and user reviews.</p> <table><tr><th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th>F</th><th>G</th><th>H</th><th>I</th><th>J</th><th>K</th></tr><tr><th>Label</th><th>Brand</th><th>Name</th><th>Price</th><th>Rank</th><th>Ingredient</th><th>Combination</th><th>Dry</th><th>Normal</th><th>Oily</th><th>Sensitive</th></tr><tr><td>Moisturize</td><td>LA MER</td><td>Crème de</td><td>175</td><td>4.1</td><td>Algae (Sea</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize</td><td>SK-II</td><td>Facial Toner</td><td>179</td><td>4.1</td><td>Galactomy</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize</td><td>DRUNK EL</td><td>Protini™ P</td><td>68</td><td>4.4</td><td>Water, Dic</td><td>1</td><td>1</td><td>1</td><td>1</td><td>0</td></tr><tr><td>Moisturize</td><td>LA MER</td><td>The Moist</td><td>175</td><td>3.8</td><td>Algae (Sea</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize</td><td>IT COSME</td><td>Your Skin</td><td>38</td><td>4.1</td><td>Water, Sze</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize</td><td>TATCHA</td><td>The Water</td><td>68</td><td>4.2</td><td>Water, Sac</td><td>1</td><td>0</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize</td><td>DRUNK EL</td><td>Lala Retro</td><td>60</td><td>4.2</td><td>Water, Gly</td><td>1</td><td>1</td><td>1</td><td>1</td><td>0</td></tr><tr><td>Moisturize</td><td>DRUNK EL</td><td>Virgin Mar</td><td>72</td><td>4.4</td><td>100% Unre</td><td>1</td><td>1</td><td>1</td><td>1</td><td>0</td></tr><tr><td>Moisturize</td><td>KIEHL'S</td><td>SIF Ultra Faci</td><td>29</td><td>4.4</td><td>Water, Gly</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize</td><td>LA MER</td><td>Little Miss</td><td>325</td><td>5</td><td>Algae (Sea</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr><tr><td>Moisturize</td><td>FRESH</td><td>Lotus Yout</td><td>45</td><td>4.3</td><td>Water, Gly</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr><tr><td>Moisturize</td><td>KIEHL'S</td><td>SIF Midnight R</td><td>47</td><td>4.4</td><td>Caprylic/C</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize</td><td>REI</td><td>The True C</td><td>38</td><td>4.5</td><td>Water, Dic</td><td>1</td><td>0</td><td>1</td><td>1</td><td>0</td></tr></table>	A	B	C	D	E	F	G	H	I	J	K	Label	Brand	Name	Price	Rank	Ingredient	Combination	Dry	Normal	Oily	Sensitive	Moisturize	LA MER	Crème de	175	4.1	Algae (Sea	1	1	1	1	1	Moisturize	SK-II	Facial Toner	179	4.1	Galactomy	1	1	1	1	1	Moisturize	DRUNK EL	Protini™ P	68	4.4	Water, Dic	1	1	1	1	0	Moisturize	LA MER	The Moist	175	3.8	Algae (Sea	1	1	1	1	1	Moisturize	IT COSME	Your Skin	38	4.1	Water, Sze	1	1	1	1	1	Moisturize	TATCHA	The Water	68	4.2	Water, Sac	1	0	1	1	1	Moisturize	DRUNK EL	Lala Retro	60	4.2	Water, Gly	1	1	1	1	0	Moisturize	DRUNK EL	Virgin Mar	72	4.4	100% Unre	1	1	1	1	0	Moisturize	KIEHL'S	SIF Ultra Faci	29	4.4	Water, Gly	1	1	1	1	1	Moisturize	LA MER	Little Miss	325	5	Algae (Sea	0	0	0	0	0	Moisturize	FRESH	Lotus Yout	45	4.3	Water, Gly	0	0	0	0	0	Moisturize	KIEHL'S	SIF Midnight R	47	4.4	Caprylic/C	1	1	1	1	1	Moisturize	REI	The True C	38	4.5	Water, Dic	1	0	1	1	0
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2.	Data Preprocessing	<ul style="list-style-type: none"><li>• The dataset was cleaned and prepared before visualization.</li><li>• Missing values were checked and handled appropriately, such as removing empty rows or filling null values where needed.</li><li>• Unwanted characters and duplicates were removed to ensure accurate analysis in Tableau.</li></ul>																																																																																																																																																																					
3.	Utilization of Filters	<ul style="list-style-type: none"><li>• Brand Filter</li><li>• Label Filter</li><li>• Skin Suitability Filter</li></ul>																																																																																																																																																																					
4.	Calculation fields Used	<ul style="list-style-type: none"><li>• Label Count</li><li>• Count of Names</li><li>• Average of price</li><li>• Skin Suitability Count</li></ul>																																																																																																																																																																					

## 5. Dashboard design

### No of Visualizations / Graphs – 9

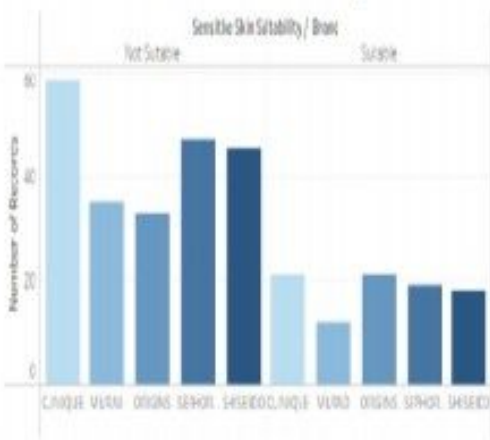
1.Top Brands 2.Label Count 3.Price vs Brand 4.Sensitive Skin Suitability  
5.Normal Skin Suitability 6.Oily Skin Suitability  
7.Dry Skin Suitability 8.Brand vs Ranking 9.Label vs Ranking

#### Product Ranking and Detailed Analysis

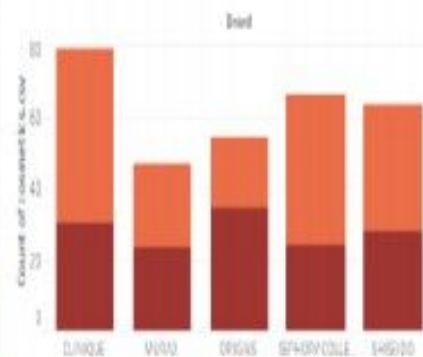


#### Product Suitability Overview

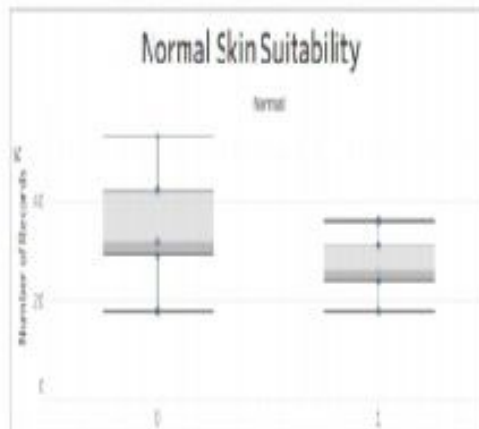
##### Sensitive Skin Suitability



##### Oil Skin Suitability



##### Normal Skin Suitability



##### Dry skin suitability



## Story Design

1.Top Brands 2.Different Labels of 3.Price of Different 4.Skin Suitability  
5.Brand Ranking 6.Label Ranking

**Top brands**

Brand	Percentage
CLINIQUE	15%
MURAD	15%
ORGAIN	15%
SEPHEORA COLLECTION	15%
SHISEIDO	15%
CLINIQUE	15%

**Brand**

- ☐ JAO
- ☐ BUDGET
- ☐ LANCOSME
- ☐ ANTIWORY
- ☐ AMVITA
- ☐ BAREBONE
- ☐ BEAUTYBO
- ☐ BEOLA
- ☐ BILF
- ☐ BOUTECT
- ☐ BOWMAN
- ☐ BLACHUP
- ☐ BUTE
- ☐ BOOBING
- ☐ BOSCA
- ☐ DANE + AUS
- ☐ VITAGANET

**Link**

Top 10 brands

**Brand**

- ☐ CLINIQUE
- ☐ MURAD
- ☐ ORGAIN
- ☐ SEPHEORA COLLE
- ☐ SHISEIDO