

Project Development Phase

Model Performance Test

Date	24 June 2025
Team ID	LTVIP2025TMID48088
Project Name	Strategic Product Placement Analysis
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	Rendered from cleaned CSV files containing product categories, placement zones, customer traffic data, and sales conversion metrics (~1,500+ rows).
2.	Data Preprocessing	Missing values handled; product categories standardized; placement zone mapping; seasonal trends and promotion tags classified for analysis.
3.	Utilization of Filters	Filters applied for Product Category, Placement Zone, Promotion Type, Customer Segment, Region, and Quarter. Dashboard loads under 3 seconds.
4.	Calculation fields Used	<ul style="list-style-type: none"> - Conversion Rate by Zone - ROI by Product Placement - Customer Dwell Time vs Sales - Promotion Impact Score - Placement Effectiveness Index
5.	Dashboard design	<p>No of Visualizations / Graphs – 1 Dashboard</p>
6	Story Design	<p>No of Visualizations / Graphs – 3 Stories, each with 1 story point highlighting performance before vs after placement, and optimization insights.</p> <p>Story 1</p>