## Project Development Phase Model Performance Test

Date	27 June 2025
Team ID	LTVIP2025TMID49662
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
	Consumer maignts with rableau
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	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
		A B C D E F G H I J K
		Label Brand Name Price Rank Ingredient Combinati Dry Normal Oily Sensitive
		Moisturize LA MER Crème de 175 4.1 Algae (Sea 1 1 1 1 1
		Moisturize SK-II Facial Tree 179 4.1 Galactom, 1 1 1 1
		Moisturize DRUNK EL Protini™ Pı 68 4.4 Water, Dic 1 1 1 0
		Moisturize LA MER
		Moisturize IT COSMET Your Skin E 38 4.1 Water, Sna 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 0
		Moisturize DRUNK EL Virgin Mar 72 4.4 100% Unr€ 1 1 1 0
		) Moisturize KIEHL'S SIN Ultra Facia 29 4.4 Water, Gly 1 1 1 1
		Moisturize LA MER Little Miss 325 5 Algae (Sea 0 0 0 0
		Moisturize FRESH Lotus Yout 45 4.3 Water, Gly 0 0 0 0
		Moisturize KIEHL'S SIN Midnight R 47 4.4 Caprylic/C 1 1 1 1 1
		1 Moisturize RFI IF The True C 38 4.5 Water Din 1 0 1 1 0
		cosmetics (1) +
2.	Data Preprocessing	<ul> <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><li>Brand Filter</li><li>Label Filter</li><li>Skin Suitability Filter</li></ul>

4.	Calculation fields Used	<ul> <li>Label Count</li> <li>Count of Names</li> <li>Average of price</li> </ul>
		Skin Suitability Count

5.	Dashboard design	No of Visualizations / Graphs – 9
	_	1.Top Brands 2.Label Count 3.Price vs Brand 4.Sensitive Skin Suitability
		5.Noraml Skin Suitability 6.Oily Skin Suitability
		7.Dry Skin Suitability 8.Brand vs Ranking 9.Label vs Ranking



