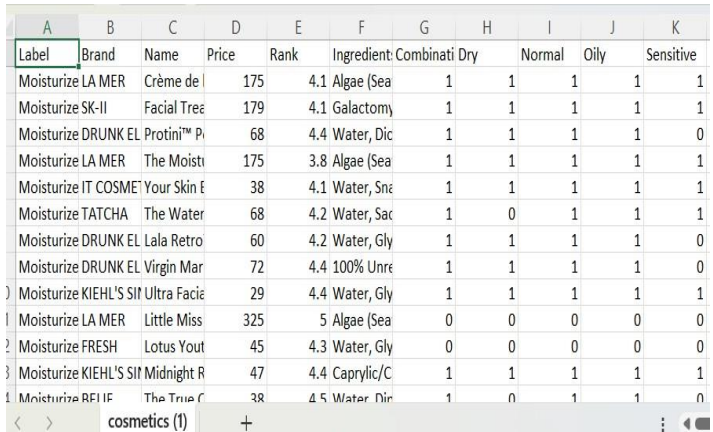


## Project Development Phase Model Performance Test

Date	27 June 2025
Team ID	LTVIP2025TMID49662
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
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> 
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>

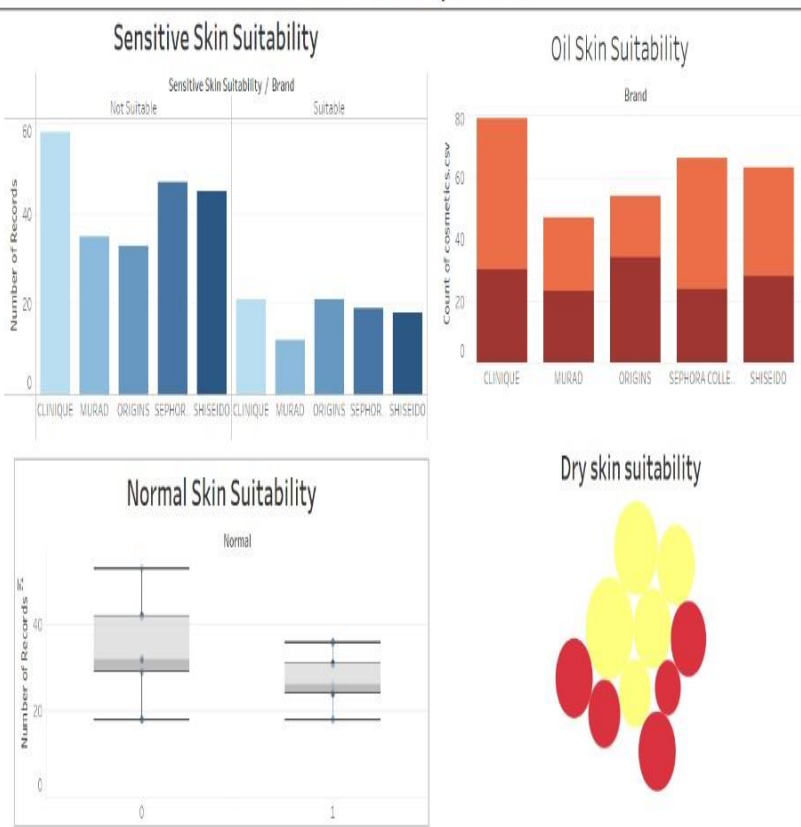
4.	Calculation fields Used	<ul style="list-style-type: none"><li>• Label Count</li><li>• Count of Names</li><li>• Average of price</li><li>• Skin Suitability Count</li></ul>
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5.	Dashboard design	No of Visualizations / Graphs – 9 1.Top Brands 2.Label 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
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Product Ranking and Detailed Analysis



Product Suitability Overview

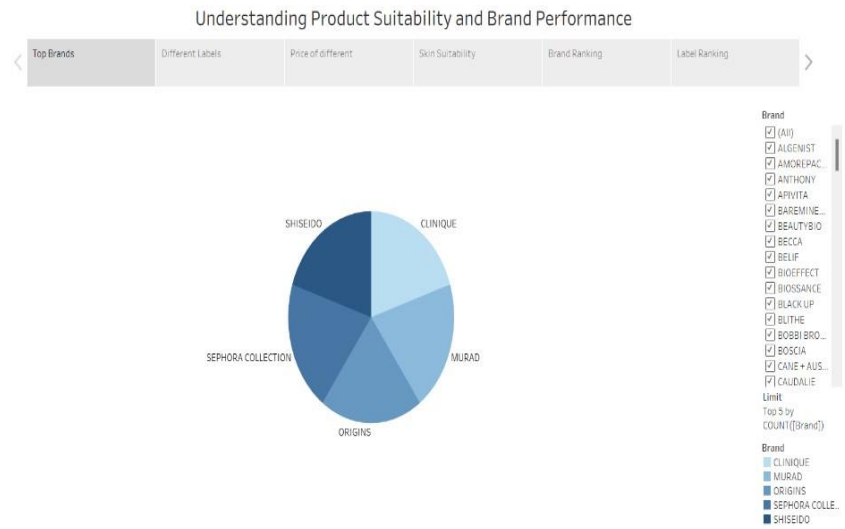


6

Story Design

No of Visualizations / Graphs -6

1.Top Brands 2.Different Labels of 3.Price of Different 4.Skin Suitability



5.Brand Ranking 6.Label Ranking