

**Project Development Phase**  
**Model Performance Test**

Date	16 June 2025
Team ID	LTVIP2025TMID51124
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	Cosmetic sales data including Product Type, Gender, Category, Date, Units Sold, and Profit.
2.	Data Preprocessing	Cleaned missing values, changed data types, renamed columns, and created date hierarchies (year, month).
3.	Utilization of Filters	Filters used: Gender, Category, Product Type, Year, and Month to analyze sales behavior..
4.	Calculation fields Used	Total Sales = Units Sold × Price <ul style="list-style-type: none"><li>• Profit Margin</li><li>• Sales Growth (%)</li><li>• Average Units Sold per Product  </li></ul>
5.	Dashboard design	1. Sales by Category 2. Monthly Trend 3. Top Products 4. Profit by Gender 5. Units Sold by Region

6	Story Design	<ol style="list-style-type: none"><li>1. Year-wise Trends</li><li>2. Best-Selling Categories</li><li>3. Insights by Gender &amp; Age Group</li></ol>
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