**PERFORMANCE TESTING**

**Project Development Phase**

|  |  |
| --- | --- |
| Date | 25 JUNE 2025 |
| Team ID | LTVIP2025TMID52211 |
| Project Name | COSMETIC INSIGHTS: NAVIGATING COSMETIC  TREND AND CONSUMER INSIGHTS WITH TABLEAU |
| Maximum Marks | 2 MARKS |

**Model Performance Testing Template (Filled)**

|  |  |  |
| --- | --- | --- |
| S. No | Parameter | Screenshot / Values |
| 1 | Data Rendered | Product reviews, ratings, ingredients, user profiles |
| 2 | Data Preprocessing | Null removal, filtering by skin type, standardization of brand names |
| 3 | Utilization of Filters | Filter by: Skin Type, Product Category, Brand, Ingredient |
| 4 | Calculation Fields Used | Avg Rating per Product, % of Positive Reviews, Popularity Score |
| 5 | Dashboard Design | No. of Visualizations / Graphs – 6:   * Bar chart (Top-rated products) * Pie chart (Skin type distribution) * Line chart (Trends) * Heatmap (Rating vs Ingredient) * Word cloud (Review summary) * Filter panel |
| 6 | Story Design | No. of Visualizations / Graphs – 4:   * Personalized Suggestions * Ingredient Impact * Review Summary * Product Explorer |