**Project Development Phase**

**Model Performance Test**

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| Date | 23 June 2025 |
| Team ID | LTVIP2025TMID49212 |
| 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.

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| **S.No.** | **Parameter** | **Screenshot / Values** |
|  | Data Rendered | Dataset: *Supermarket Sales Data (Jan–Mar 2019)* Columns used: Branch, City, Customer type, Gender, Product line, Unit price, Quantity, Tax, Total, Date, Time, Payment, COGS, Gross margin percentage, Gross income, Rating |
|  | Data Preprocessing | Removed unnecessary columns (e.g., Invoice ID), standardized column names, removed nulls and duplicates |
| 3. | Utilization of Filters | Filters applied: Branch, City, Product line, Customer type, Payment method |
| 4. | Calculation fields Used | COUNT([Invoice ID]) – Total transactions SUM([Total]) – Total sales AVG([Rating]) – Average customer rating |
| 5. | Dashboard design | Chart, Text Table, Highlighted Table, Word Cloud, Funnel Chart, Waterfall Chart |
| 6 | Story Design | Not Used |