

Project Development Phase Model Performance Test

Date	03 October 2023
Team ID	NM2023TMID07102
Project Name	Leveraging Data Analysis For Optimal Marketing Campaign Success
Maximum Marks	10 Marks

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

S.No.	Parameter	Screenshot / Values
1.	Dashboard design	<p>No of Visualizations / Graphs –</p> <p>The screenshot displays a Tableau dashboard with the following visualizations:</p> <ul style="list-style-type: none"> KPI Card: Shows 'Avg of Customer' with a value of 31.19. Bar Chart: Displays 'NumStorePurchases' by 'Year' (2012-2015). Treemap: Visualizes 'DL_Customer' colored by 'Income' and sized by 'NumWebVisits'. Stacked Area Chart: Shows 'NumGoldProds' by 'Year_Birth' colored by 'NumStorePurchases'. Bar Chart: Displays 'AcceptedCmpgt' by 'Year_Birth' colored by 'NumStorePurchases'. Line Chart: Shows 'NumWebVisitsMonth' by 'NumDealsPurchases' colored by 'Kidhome'.

2. Data Responsiveness

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Maintenance: Cognos Analytics Maintenance: 21st of Oct, 9:00-17:00 UTC Click on what actions may be necessary and to subscribe to future events

Properties

Data module

Grid

Row Id	ID	Year_Birth	Education	Marital_Status	Inc
1	5524	1957	Graduation	Single	5
2	2174	1954	Graduation	Single	4
3	4141	1965	Graduation	Together	7
4	6182	1984	Graduation	Together	2
5	5324	1981	PHD	Married	5
6	7446	1967	Master	Together	6

3. Amount Data to Rendered (DB2 Metrics)

Throughput metrics at database level

```
select min(ts_delta) ts_delta, member, decimal((sum(act_completed_total) / float(min(ts_delta))), 10, 1
```

TS_DELTA	MEMBER	ACT_PER_S	CMT_PER_S	RB_PER_S	DDLCK_PER_S	SEL_P_S	UID_P_S	ROWS_INS_P_S
35	0	22629.7	2361.1	0.0	0.0	13089.6	9540.0	4364.0
35	1	74331.0	2525.0	0.0	0.0	14064.1	10266.8	4638.2
35	2	77331.5	2842.1	0.0	0.0	15984.4	11527.1	5204.6
35	3	25674.2	2682.0	0.0	0.0	14859.5	10814.6	4978.8

4 record(s) selected.

4. Utilization of Data Filters

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Create calculation

Name Calculation name

Components

Expression

1 tota Teenhome

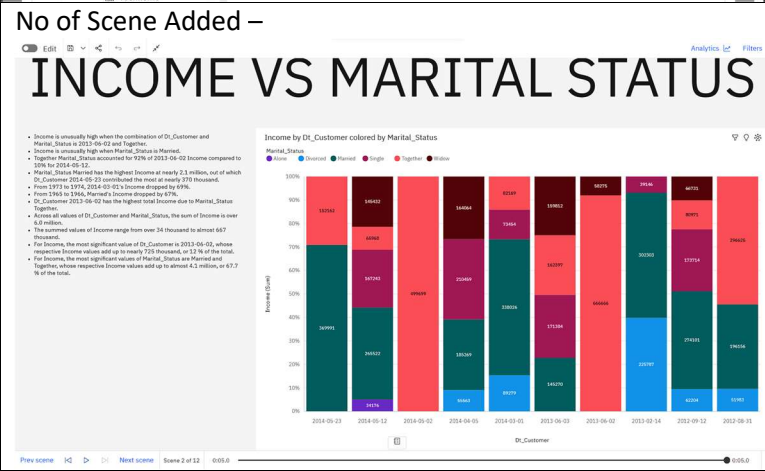
Preview (Execution time: 0.652 seconds)

Calculation name	Teenhome
1134	0

Validation Results

The expression is valid.

5. Effective User Story



Products Vs Income

- NumMetProducts4 has the highest values of both NumMetProducts and Income
- From 1971 to 1973, is NumMetProducts dropped by 77%
- Out of all values of NumMetProducts, the sum of NumMetProducts is almost 374 thousand, where NumMetProducts4 is 4
- For NumMetProducts, the most significant values of NumMetProducts are 4, 3, and 1, where respectively NumMetProducts values add up to over 279 thousand, or 74.3 % of the total.
- NumMetProducts is unusually high when Marital_Status is Married.
- NumMetProducts is unusually high when the combination of NumMetProducts and Marital_Status is 4 and Married.
- It is 8 times as high as NumMetProducts when Marital_Status is Married and 4
- Marital_Status Married has the highest NumMetProducts at nearly 21 thousand, out of which NumMetProducts4 contributed the most or over 4 thousand
- From 1971 to 1982, NumMetProducts dropped by 63%
- From 1971 to 1973, is NumMetProducts increased by 170%
- NumMetProducts4 has the highest total NumMetProducts for Marital_Status Married.
- The sum of values of NumMetProducts and Marital_Status, the sum of NumMetProducts is almost 19 thousand.
- The smallest values of NumMetProducts vary from 7 to over six thousand.
- For NumMetProducts, the most significant one of Marital_Status is Married, where NumMetProducts values add up to nearly 27 thousand, or 71.5 % of the total.
- For NumMetProducts, the most significant values of NumMetProducts are 4, 3, and 1, where respectively NumMetProducts values add up to over 48 thousand, or 61.1 % of the total.

NumMetProducts and NumGoldProducts for Marital_Status Income and NumWebProducts

Teen Home Vs Income

Income in Regions

6.	Descriptive Reports
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No of Visualizations / Graphs –

