Project Development Phase
Model Performance Test

Date	24 JUNE 2025
Team ID	LTVIP2025TMID52193
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	Rendered from cleaned CSV files with cosmetics product specs, regional sales, and quarterly performance data (~1,000+ rows).
2	Data Preprocessing	Null values handled; mappings created for product type, skin compatibility, ingredient groups, and quarter tags.
3	Utilization of Filters	Tableau filters applied for Brand, Region, Year, Product Type, Ingredient Group, Skin Type, and Quarter. Responsive under 3 seconds.
4	Calculation Fields Used	- - Average Price by Product Type- Discount Percentage- Revenue Trends by Year- Brand-wise Quarterly Share- KPI Metrics
5	Dashboard Design	9 visualizations across 2 dashboards designed to highlight KPIs, trends, and regional insights.
6	Story Design	1 Tableau Story containing 9 story points used for visual storytelling and strategic presentation.