Project Development Phase

Model Performance Test

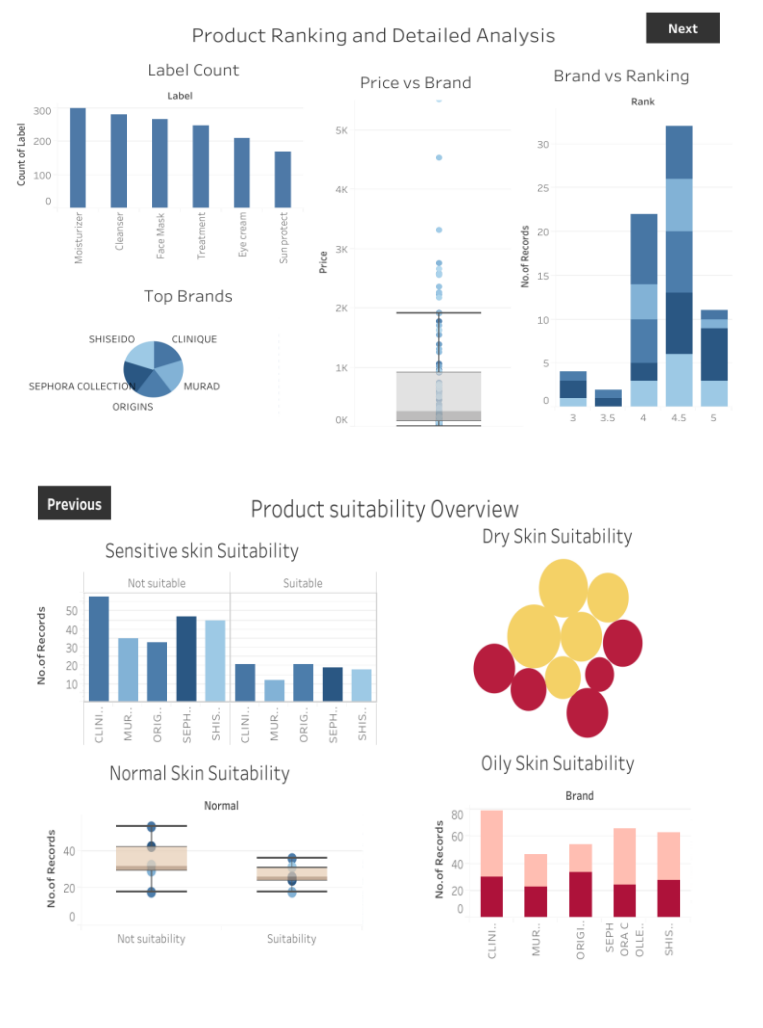| Date	26 June 2025
Team ID	LTVIP2025TMID47440
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	

Model Performance Testing:

S.No.	Parameter	Screenshot / Values
1	Data Rendered	Cosmetics dataset with over 1000 products. Columns include Brand, Name, Price, Rating, Skin Type Compatibility (Oily, Dry, Sensitive, Normal), Labels, Rank.
2	Data Preprocessing	- Removed null values in Price and Rating - Converted price to numeric - Created a "Skin Suitability" flag column - Handled duplicates
3	Utilization of Filters	- Brand Filter - Skin Type Filter - Price Range Filter - Label Filter
4	Calculation fields Used	- Average Rating per Brand - Price Category (Low, Medium, High) - Skin Suitability Count - Rank Score Normalization

5	Dashboard Design	No of Visualizations / Graphs - 9 (Top Brands, Label Count, Price vs Brand, Sensitive Skin Suitability, Normal Skin Suitability, Oily Skin Suitability, Dry Skin Suitability, Brand vs Ranking, Label vs Ranking)
6	Story Design	No of Visualizations / Graphs - 6 (Top Brands, Different Labels, Price of Different, Skin Suitability, Brand Ranking, Label Ranking)