

Project Development Phase Model
Performance Test

Ddte	24 June 2025
Tedm ID	LTVIP2025TMID50993
Projedt Ndme	Cosmetid Insights: Ndvigdtng Cosmetids Trends dnd Consumer Insights with Tdbledu
Mdximum Mdrks	

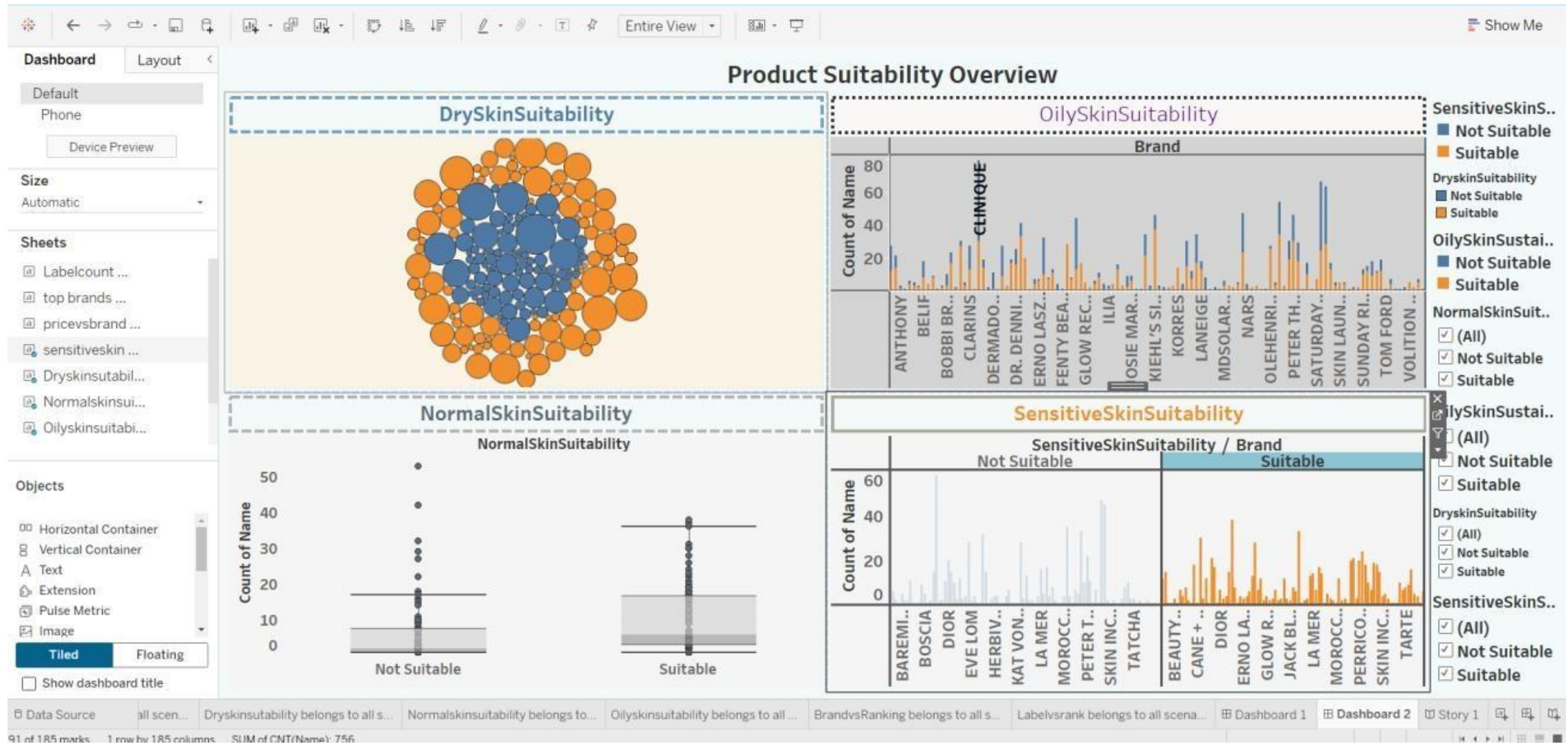
Model Performance Testing:

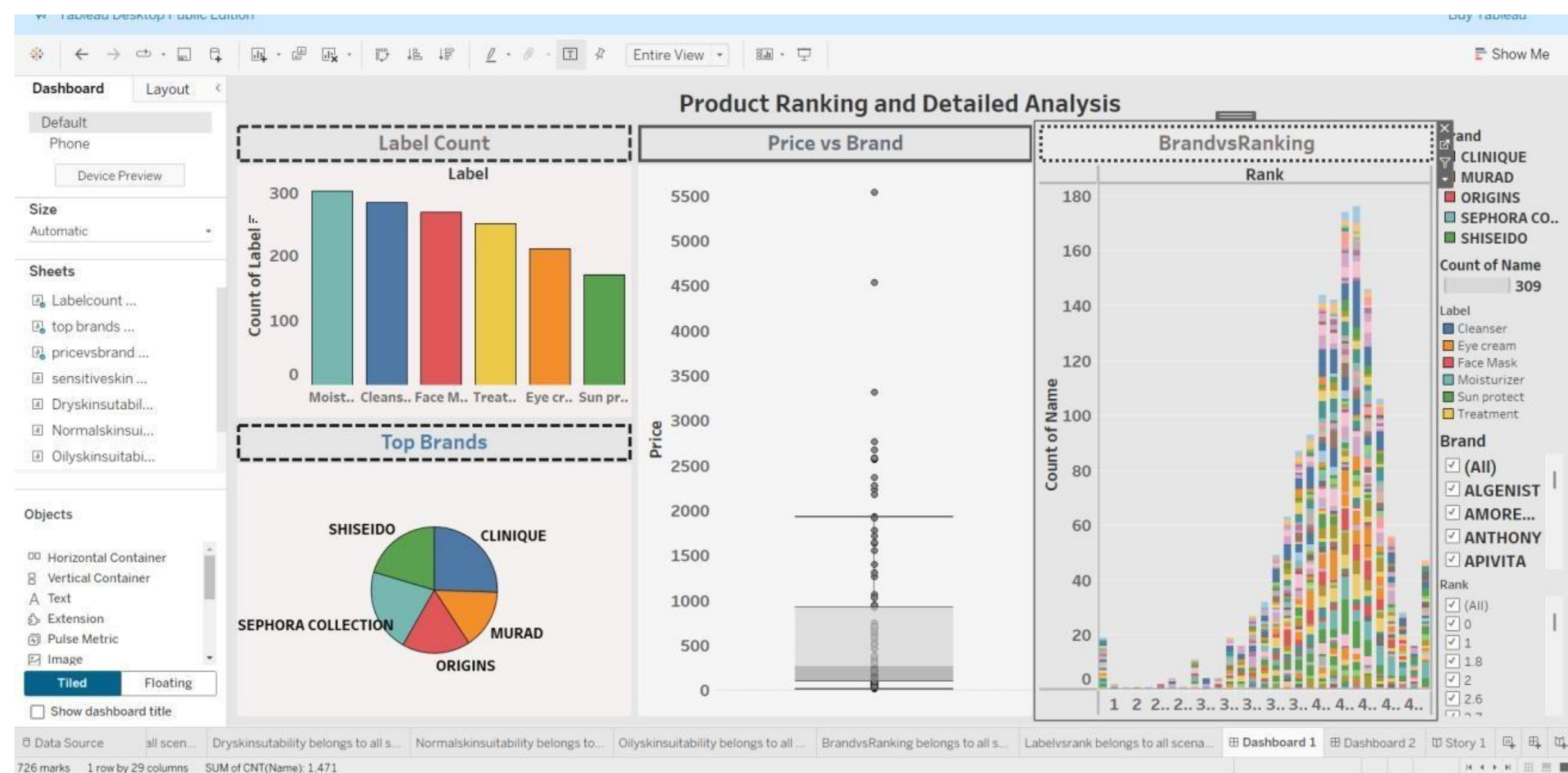
Projedt tedm shdll fill the following informdtion in model performdnnde testing templdte.

S.No	Parameter	Screenshot / Values
1.		
1.	Data Rendered	DdtD from dosmetids.xlsx loded suddessfully in Tdbledu. DdtD included produDt Ndme, BrDnd, Pride, Ingredients, Ldbel, Skin Suitdbility metrids.
2.	Data Preprocessing	Cledned ingredient ddtD using ExDel for word ploud visudlizDtion. Removed nulls dnd merged Dells for DlbriTy. Credted D sedondDry Dledned ddtDset.
3.	Utilization of Filters	Used filters in ddshbodrds to seleDt by Skin Type (Dry, Oily, NormDL, Sensitive), BrDnd, dnd Ldbel. Filtered ddtD for rDnking dnd DDtegrory views.
4.	Calculation fields Used	Credted DDbulDted fields for Suitdbility stDtus (e.g., IF [Dry] = 1 THEN "SuitDble" ELSE "Not SuitDble" END) dnd for Ldbel vs Rdnk.

5.	Dashboard design	No of Visualizations / Graphs - Label Count <ul style="list-style-type: none">- Top Brands- 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 - 9- Organized in Tableau Storyboard with options per chart; used for presenting key insights in scenario-based flow.

Screenshots of Dashboard 1 with Filters :





Screenshot of Dashboard 2 with Filters

