

## Project Development Phase Model Performance Test

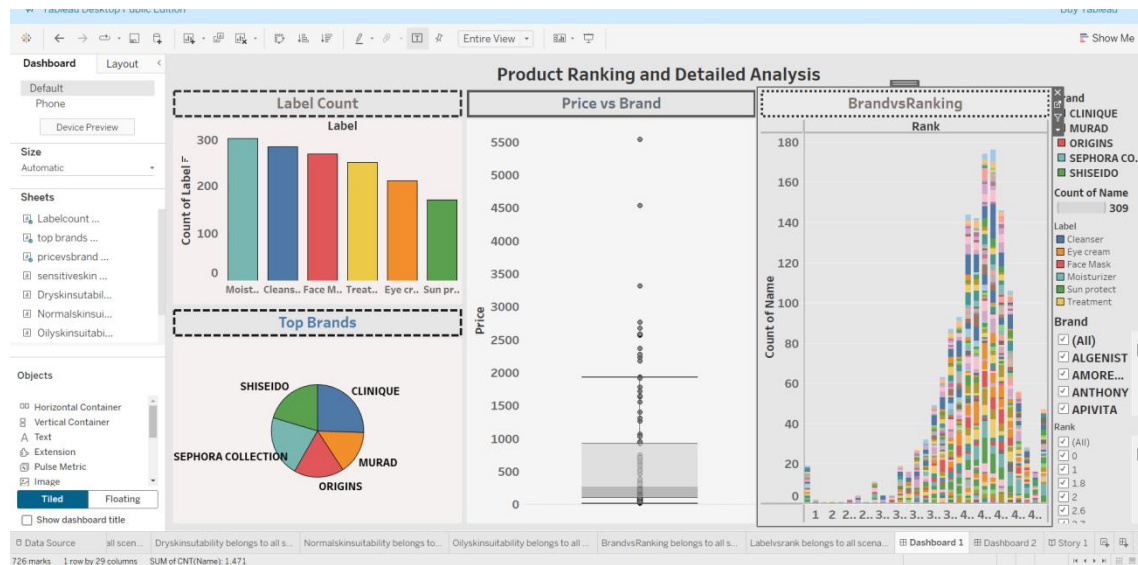
Date	24 June 2025
Team ID	LTVIP2025TMID48853
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	

### Model Performance Testing:

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

S.No	Parameter	Screenshot / Values
1.	<b>Data Rendered</b>	Data from cosmetics.xlsx loaded successfully in Tableau. Data included product Name, Brand, Price, Ingredients, Label, Skin Suitability metrics.
2.	<b>Data Preprocessing</b>	Cleaned ingredient data using Excel for word cloud visualization. Removed nulls and merged cells for clarity. Created a secondary cleaned dataset.
3.	<b>Utilization of Filters</b>	Used filters in dashboards to select by Skin Type (Dry, Oily, Normal, Sensitive), Brand, and Label. Filtered data for ranking and category views.
4.	<b>Calculation fields Used</b>	Created calculated fields for Suitability status (e.g., IF [Dry] = 1 THEN "Suitable" ELSE "Not Suitable" END) and for Label vs Rank.
5.	<b>Dashboard design</b>	No of Visualizations / Graphs - Label Count - Top Brands - Price vs Brand - Sensitive Skin Suitability - Normal Skin Suitability - Oily Skin Suitability - Dry Skin Suitability - Brand vs Ranking -Label vs Ranking
6	<b>Story Design</b>	No of Visualizations / Graphs - 9- Organized in Tableau Storyboard with captions per chart; used for presenting key insights in scenario-based flow.

## Screenshots of Dashboard 1 with Filters :



## Screenshot of Dashboard 2 with Filters:

