

Project Development Phase Performance Test

Date	22 OCT 2023
Team ID	NM2023TMID00678
Project Name	Dissecting the digital landscape :comprehensive analysis of social media

Model Performance Testing:

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

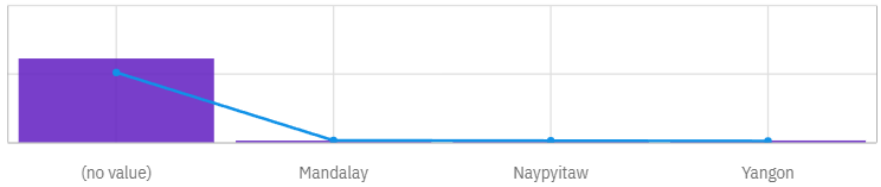
S.No.	Parameter	Screenshot / Values
1.	Dashboard design	<div> <div> New Users compared to City <div> 31 ↑ <div>New Users</div> <div>3 (+933.33%)</div> <div>City</div> </div> </div> <div> unique users compared to City <div> 10 ↑ <div>unique users</div> <div>3 (+233.33%)</div> <div>City</div> </div> </div> </div> <div> <div> tenure compared to City <div> 31134.5 ↑ <div>tenure</div> <div>3 (+1,037,716.67%)</div> <div>City</div> </div> </div> <div> mobile users compared to City <div> 220663770 ↑ <div>mobile users</div> <div>3 (+7,355,458,900%)</div> <div>City</div> </div> </div> </div> <div> no of users by Date <div> <div>Average: 205,511</div> <div> 42... 42517 42537 42539 42543 42545 42551 42559 42566 42573 42579 42592 42603 42607 42635 42516 42523 42538 42540 42544 42546 42558 42564 42572 42575 42586 42601 42606 42608 42670 </div> </div> </div>

mobile users and no of users by City

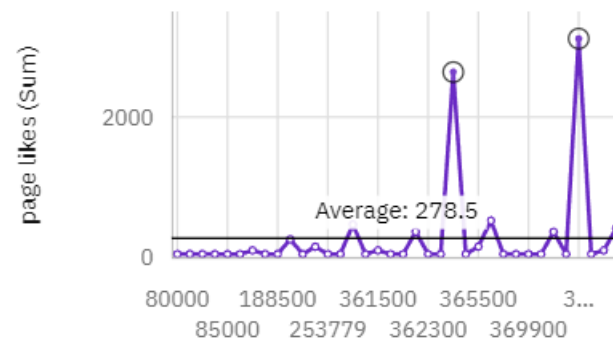


Column
● no of users (Sum)

Line
● mobile users (Sum)



page likes by page followers



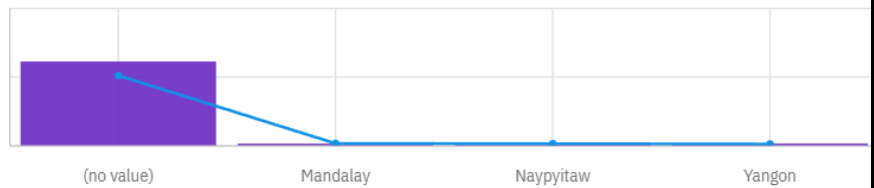
page followers

mobile users and no of users by City



Column
● no of users (Sum)

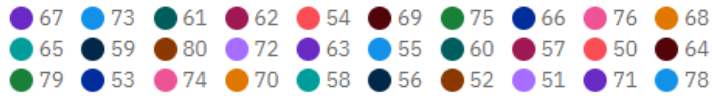
Line
● mobile users (Sum)



City by New Users



New Users

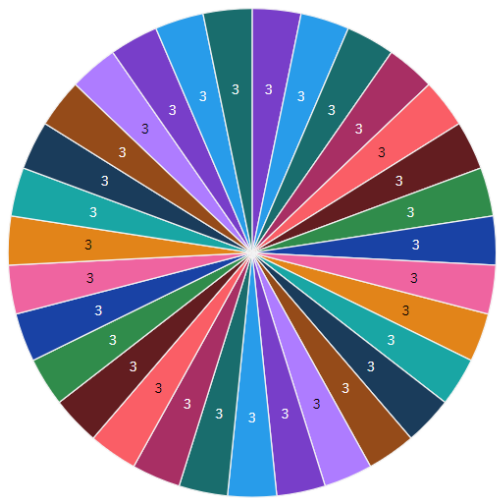
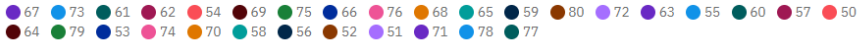


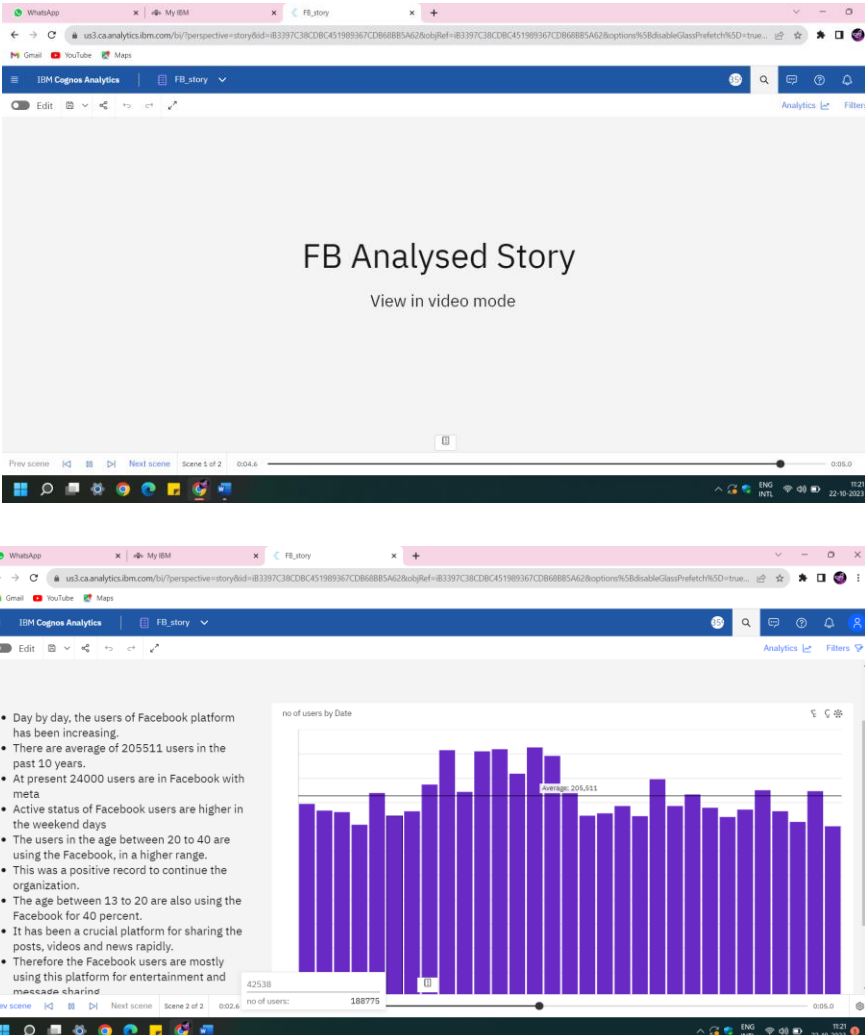
tenure compared to City

31134.5 ↑
tenure
3 (+1,037,716.67%)
City

City by New Users

New Users



2.	Data Responsiveness	Meaningful insights have gained
3.	Utilization of Data Filters	Summary,average calculation.
4.	Effective User Story	<p>No of Scene Added - 5</p>  <p>The screenshot displays the IBM Cognos Analytics interface. At the top, there's a browser window showing the URL 'us3.ca.analytics.ibm.com'. Below it, the main header of the application is visible. The central content area features a large video player. The video title is 'FB Analysed Story', and there's a 'View in video mode' link. The video content itself is a presentation slide. On the left side of the slide, there's a bulleted list of insights: <ul style="list-style-type: none"> Day by day, the users of Facebook platform has been increasing. There are average of 205511 users in the past 10 years. At present 24000 users are in Facebook with meta Active status of Facebook users are higher in the weekend days The users in the age between 20 to 40 are using the Facebook, in a higher range. This was a positive record to continue the organization. The age between 13 to 20 are also using the Facebook for 40 percent. It has been a crucial platform for sharing the posts, videos and news rapidly. Therefore the Facebook users are mostly using this platform for entertainment and maccade sharing On the right side of the slide, there's a bar chart titled 'no of users by Date'. The chart shows daily user counts over a period of time. A horizontal line across the chart indicates an average of 205,511 users. The video player at the bottom has a progress bar and a timestamp of 0:05.0. </p>

5. Descriptive Reports

No of Visualizations / Graphs - 5

