Model Performance Test

Date	18 June 2025
Team ID	LTVIP2025TMID48889
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Model Performance Testing:

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