

Project Development Phase Model
Performance Test

Date	24 June 2025
Team ID	ITVIP2025TMID47 706
Project Name	Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	

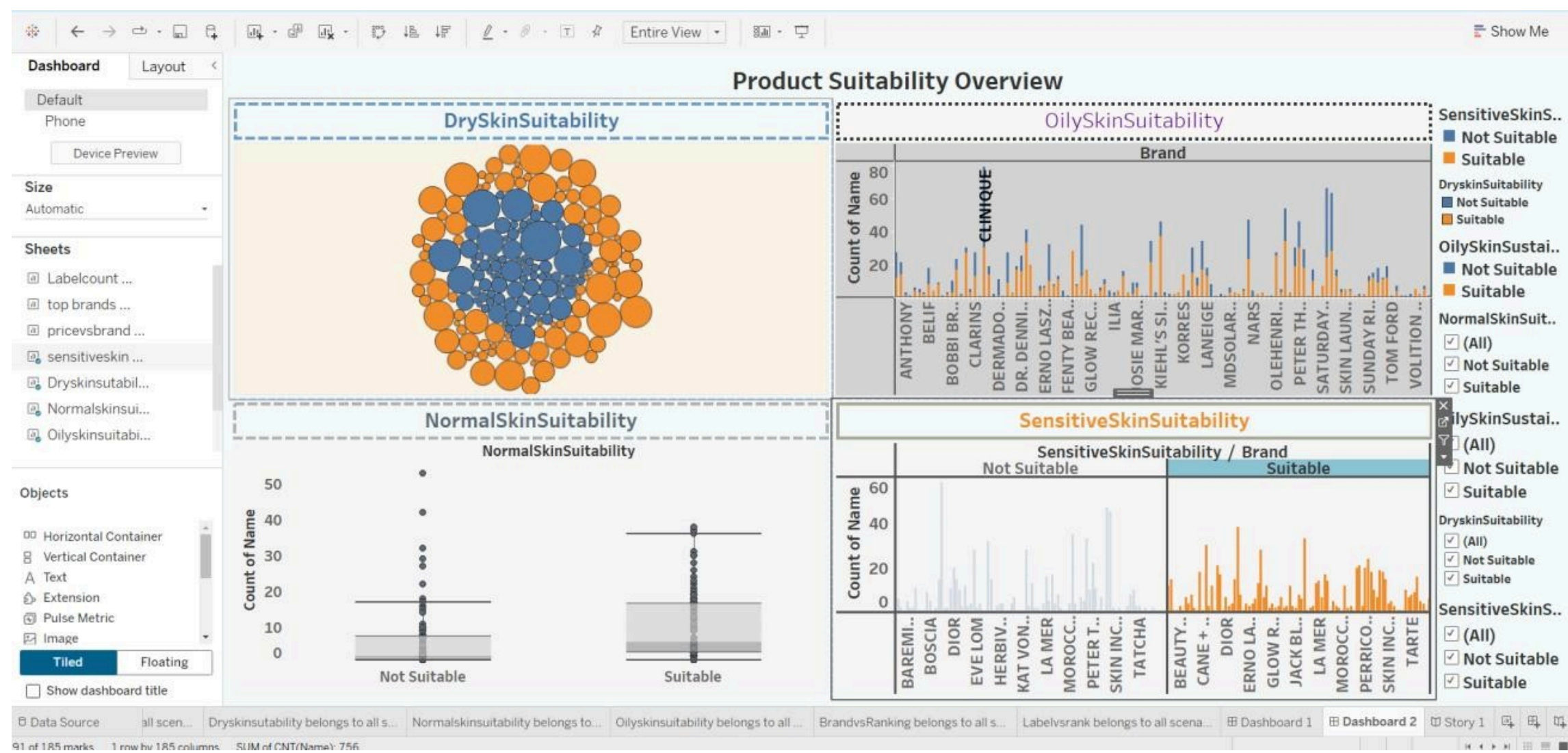
Model Performance Testing:

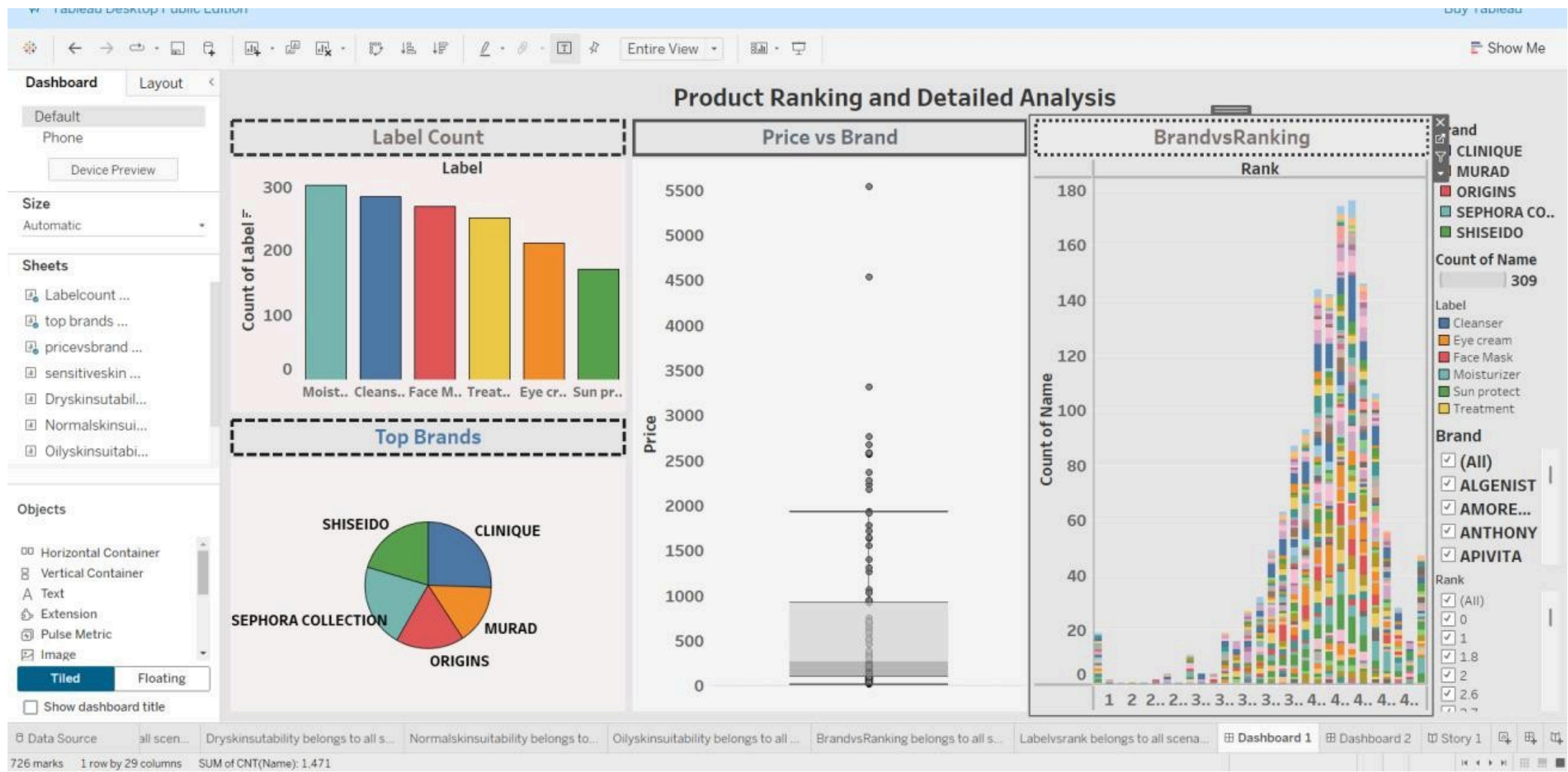
Project team shall fill the following information in model performance testing template.

S.No	Parameter	Screenshot / Values
1.	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	<p>No of Visualizations / Graphs - Label Count</p> <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	<p>No of Visualizations / Graphs - 9- Organized in Tableau Storyboard with captions per chart; used for presenting key insights in scenario-based flow.</p>

Screenshots of Dashboard 1 with Filters :





Screenshot of Dashboard 2 with Filters

