

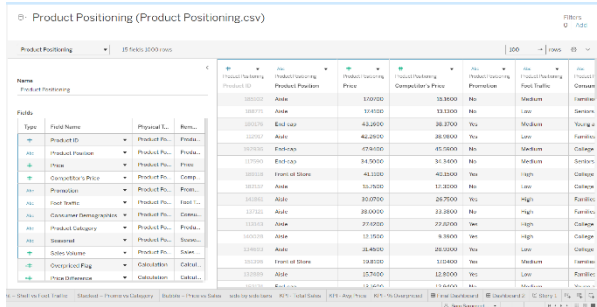
Project Development Phase

Model Performance Test

Date	23 June 2025
Team ID	LTVIP2025TMID47637
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

Model Performance Testing:

Although this project primarily focuses on visual analytics rather than predictive modeling, performance testing was conducted by evaluating the responsiveness, accuracy, and interpretability of Tableau dashboards. Each visualization was tested for consistency with the source data, ensuring that filters, calculations, and KPIs delivered correct and real-time insights. The dashboards were also reviewed by team members to validate usability and effectiveness in driving strategic conclusion.

S.No	Parameter	Screenshot / Values
1.	Data Rendered	 <p>The screenshot displays a Tableau dashboard titled 'Product Positioning (Product Positioning.csv)'. It shows a list of products with columns for Product ID, Name, Price, Competitor's Price, Promotion, and Foot Traffic. The data is filtered for 'Product Positioning' and 'Product ID' is set to 'All'. The table shows 10 rows of data, including products like 'Product ID: 1000001', 'Product ID: 1000002', etc.</p>
2	Data Preprocessing	<p>Added new columns importing to Tableau:</p> <ul style="list-style-type: none"> → Overpriced Flag → Price Difference → Overpriced? → Promotion Label

3	Utilization of filters	<div><div>Consumer Demographics<div><input checked="" type="checkbox"/> (All)<div><input checked="" type="checkbox"/> College students<div><input checked="" type="checkbox"/> Families</div></div></div></div><div>Product Category<div><input checked="" type="checkbox"/> (All)<div><input checked="" type="checkbox"/> Clothing<div><input checked="" type="checkbox"/> Electronics</div></div></div></div><div>Product Position<div><input checked="" type="checkbox"/> (All)<div><input checked="" type="checkbox"/> Aisle<div><input checked="" type="checkbox"/> End-cap</div></div></div></div><div>Promotion<div><input checked="" type="checkbox"/> (All)<div><input checked="" type="checkbox"/> No<div><input checked="" type="checkbox"/> Yes</div></div></div></div></div>
4	Calculation fields Used	<div>→ Overpriced Flag</div> <div>→ Price Difference</div> <div>→ Overpriced?</div> <div>→ Promotion Label</div>
5	Dashboard Design	<div><div>Strategic Product Placement Analysis</div><div><div>Total Sales<div>\$17,69,311</div></div><div>Average Price<div>\$20.02</div></div><div>% Overpriced Products<div>200.0%</div></div><div><div>Consumer Demographics<div><input checked="" type="checkbox"/> (All)<div><input checked="" type="checkbox"/> College students<div><input checked="" type="checkbox"/> Families</div></div></div><div>Product Category<div><input checked="" type="checkbox"/> (All)<div><input checked="" type="checkbox"/> Clothing<div><input checked="" type="checkbox"/> Electronics</div></div></div><div>Product Position<div><input checked="" type="checkbox"/> (All)<div><input checked="" type="checkbox"/> Aisle<div><input checked="" type="checkbox"/> End-cap</div></div></div><div>Promotion<div><input checked="" type="checkbox"/> (All)<div><input checked="" type="checkbox"/> No<div><input checked="" type="checkbox"/> Yes</div></div></div></div></div><div><div>Shelf Position vs Sales Performance</div><div>Sales Breakdown by Category</div><div>Foot Traffic by Shelf Type</div><div>Sales Share by Shelf Position</div><div>Promotion Impact by Category</div><div>Sales Volume by Foot Traffic Level</div><div>Product Price vs Competitor Price</div></div></div></div></div></div></div>

