Project Development Phase
Model Performance Test

Date	19.10.2023
Team ID	NM2023TMID06081
Project Name	LEAVERAGING DATA ANALAYSIS FOROPTIMAL MARKETING CAMPAIGN SUCEESS
Maximum Marks	10 Marks

Model Performance Testing:

Project team shall fill the following information in model performance testing template.
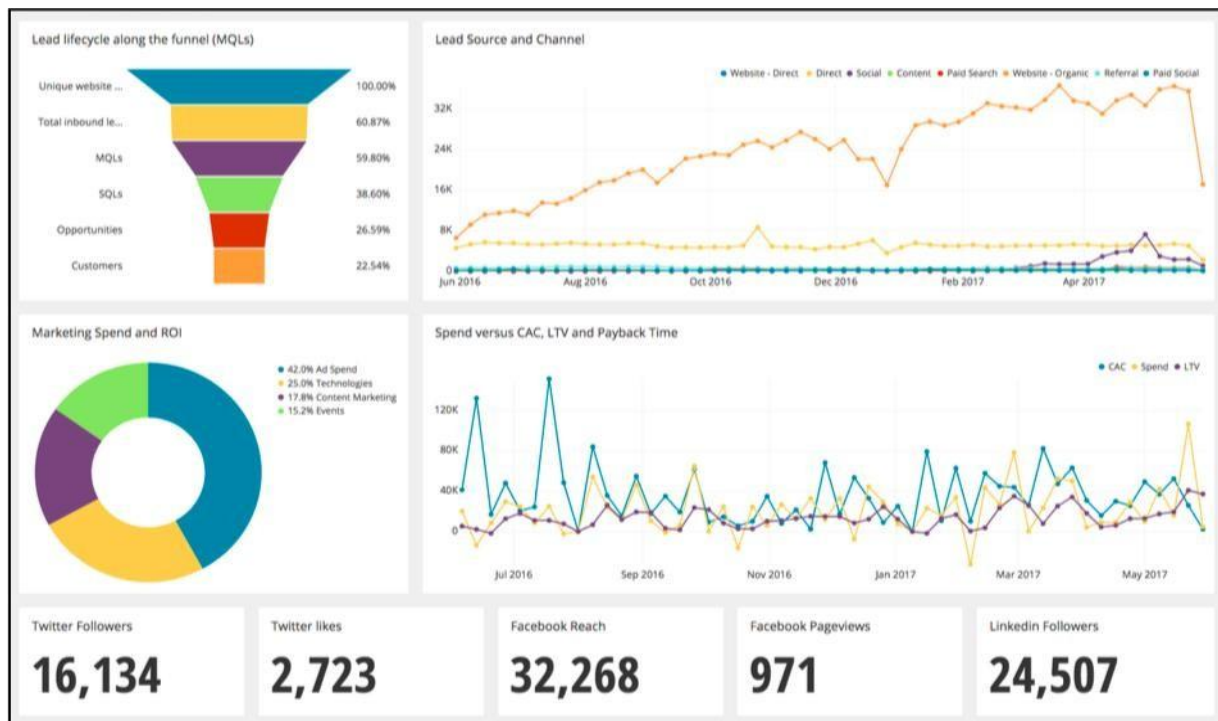
S.No.	Parameter	Screenshot / Values

1.	Dashboard design	No of Visualizations / Graphs -
2.	Data Responsiveness	Create your goals and objectives. ... Determine what you want to measure and how. ... Run your marketing campaign and analyze for insights. ... Apply insights for future optimization.
3.	Amount Data to Rendered (DB2 Metrics)	In an era where data is hailed as the new oil, businesses are constantly seeking ways to harness its power. Effective use of data has become a cornerstone for successful marketing campaigns
4.	Utilization of DataFilters	• Start a new product line, or end an existing one. • Build a new factory, or close an existing one. • Place a bid on a project, and if so, at what price. • Hire more people in the sales department. • Send a targeted ad to a particular customer.
5.	Effective User Story	No of Scene Added -marketing
6.	Descriptive Reports	No of Visulizations / Graphs – data analyst