**Project Development Phase**

**Model Performance Test**

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| Date | 25 June 2025 |
| Team ID | LTVIP2025TMID51528 |
| Project Name | Strategic Product Placement Analysis:  Unveiling Sales Impact with Tableau Visualization |
| Maximum Marks | 5 Marks |

## Model Performance Testing:

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

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| **S.No.** | **Parameter** | **Screenshot / Values** |
| 1 | Data Rendered | Product placement and sales data from CSV files, cleaned in Tableau Desktop, and published via Tableau Public |
| 2 | Data Preprocessing | Removed null values, standardized category labels, calculated total sales per product and region |
| 3 | Utilization of Filters | Filters applied for Product Category, Store Location, Shelf Position, and Sales Volume |
| 4 | Calculated Fields Used | Total Sales, Sales per Shelf Zone, Average Product Revenue |
| 5 | Dashboard Design | KPIs (3), Bar Chart (1), Category-wise Sales Pie Chart (1) → **Total: 6 Visuals** |
| 6 | Story Design | Sequential story showing location performance, shelf-wise comparison, and top-selling products → **3 Views** |