Project Development Phase
Model Performance Test
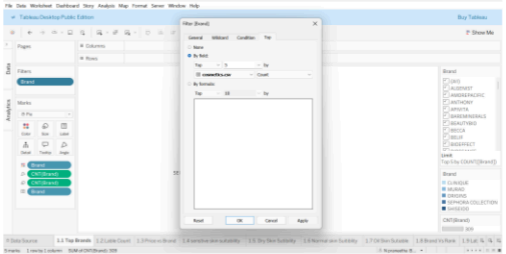
Date	3 July 2025
Team ID	LTVIP2025TMID50344
Project Name	**Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau**
Maximum Marks	

Model Performance Testing:

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

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	Full dataset with 11 fields and 1472 rows from Cosmetics.csv
2.	Data Preprocessing	Handled missing values, converted types ,created bins
3.	Utilization of Filters	Used Top N filters (e.g., Brand filter applied in serveral visualizations).

Moisturizer	LA MER	The Moisturizing Soft Cream	175	3.80000	Algae (Seaweed) Extract, Cy...
Moisturizer	IT COSMETICS	Your Skin But Better™ CC+™...	38	4.10000	Water, Snail Secretion Filtrat...
Moisturizer	TATCHA	The Water Cream	68	4.20000	Water, Saccharomyces/Cam...
Moisturizer	DRUNK ELEPHANT	Lala Retro™ Whipped Cream	60	4.20000	Water, Glycerin, Caprylic / Ca...

4.	Calculation fields Used	• Created Price Range Bins • Calculated Average Rank • Used IF conditions for skin suitability grouping
5.	Dashboard design	No of Visualizations :9 1.Top Brands 2. Label Count 3. Price vs Brand 4. Sensitive Skin Suitability 5. Dry Skin Suitability 6. Normal Skin Suitability 7. Oil Skin Suitability 8. Brand vs Rank 9. Label vs Rank Designed 2 dashboards: Link:

https://public.tableau.com/views/Cosmetics_17513898243
280/Dashboard1?:language=en-US&:sid=&:redirect=auth&:dis
play_count=n&:origin=viz_sh are_link

| 6 | Story Design | Story Title: Understanding Product Suitability and Brand Performance |

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Slides Included:

1.   Top Brands – Pie chart showing top 5 brands by product count
2. Different of Labels – Label-wise distribution
3. Price of Different – Price comparison across brands

4.   Skin Suitability – Visuals for Sensitive, Dry, Normal, and Oily skin
5. Brand Ranking – Rank comparison by brand
6. Label Ranking – Rank vs Label visualization

Features:
• Filtered using Brand and Category
• Each slide has interactive controls
• Captions provided for clarity
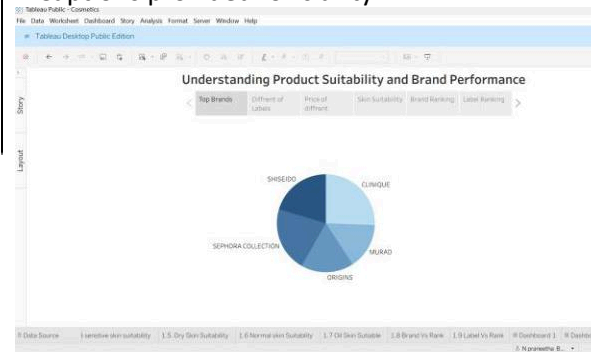
Link:
https://public.tableau.com/view s/Cosmetics_17513898243 280/Story1?:language=en-

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t=auth&:display_count=n&:
origin=viz_share_link