Project Development Phase
Model Performance Test

Date	10 February 2025
Team ID	LTVIP2025TMID48762
Project Name	Strategic Product Placement Analysis
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	The dataset used includes fields such as Product Category, Shelf Position, Foot Traffic Level, Pricing (More Expensive / Same Price), Promotion Status, Sales Volume, and Consumer Demographics (e.g., College Students, Families, Seniors). The data was provided in .csv format and further enriched with calculated fields for analysis.
2.	Data Preprocessing	Before importing into Tableau, the following preprocessing was performed: • Cleaned missing/null values • Standardized column names (e.g., "Promotion Status") • Created calculated fields like Price Flag, Sales Category • Transformed categorical values for better filter usability • Prepared the final dataset for Tableau dashboards
3.	Utilization of Filters	Multiple filters were implemented in Tableau to improve exploration: • Product Category • Foot Traffic Level (Low, Medium, High) • Consumer Demographics (Families, Young Adults, etc.) • Shelf Position (Aisle, End-Cap) • Price Comparison (More Expensive / Same Price) • Promotion Status (Yes/No)
4.	Calculation fields Used	The following calculated fields were created in Tableau: • PriceFlag → Identifies if product is "More Expensive" or "Same Price" • SalesCategory → Groups sales into bins based on volume • Promotion_YN → Converts "Yes"/"No" to 1/0 for easier filtering

		• FootTrafficScore → Optional score derived if numeric traffic data available
5.	Dashboard design	No of Visualizations / Graphs – 6
6	Story Design	No of Visualizations / Graphs -6