

Project Development Phase

Model Performance Test

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|---------------|---|
| Date | 16 February 2026 |
| Team ID | LTVIP2026TMIDS24136 |
| Project Name | Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization |
| 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 | 10 Rows and 1000 Columns | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2. | Data Preprocessing | Handle missing values and removed Duplicate values | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3. | Utilization of Filters | Measure Names, product position, consumer demographics, product category | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4. | Calculation fields Used | No | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5. | Dashboard design | <p>sheet5 by Nallamolu.Naga Divya</p> <p>Project Placement Analysis Dashboard</p> <p>Avg Sales Volume vs Product Category</p> <table border="1"> <thead> <tr> <th>Product Cat.</th> <th>Avg. sales volume</th> </tr> </thead> <tbody> <tr> <td>Food</td> <td>1,728</td> </tr> </tbody> </table> <p>Avg Sales Volume by Product Category by Season</p> <table border="1"> <thead> <tr> <th>Yes</th> <th>Clothing</th> <th>Yes</th> <th>Food</th> <th>No</th> <th>Clothing</th> <th>No</th> <th>Food</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>Electronics</td> <td>Yes</td> <td>Electronics</td> <td>No</td> <td>Electronics</td> <td>No</td> <td>Electronics</td> </tr> </tbody> </table> <p>Promotion of Product Category on Price and Sales Volume</p> <table border="1"> <thead> <tr> <th>Promotion</th> <th>Product Cat.</th> <th>Avg. Prc.</th> <th>Avg. sal.</th> </tr> </thead> <tbody> <tr> <td>No</td> <td>Clothing</td> <td>27</td> <td>1,365</td> </tr> <tr> <td>No</td> <td>Electronics</td> <td>27</td> <td>1,726</td> </tr> <tr> <td>Yes</td> <td>Food</td> <td>28</td> <td>1,677</td> </tr> <tr> <td>Yes</td> <td>Clothing</td> <td>29</td> <td>1,781</td> </tr> <tr> <td>Yes</td> <td>Electronics</td> <td>29</td> <td>1,773</td> </tr> </tbody> </table> <p>Competitor Price Vs Price</p> <table border="1"> <thead> <tr> <th>Value</th> <th>Clothing</th> <th>Electronics</th> <th>Food</th> </tr> </thead> <tbody> <tr> <td>25.312</td> <td>27.750</td> <td>25.405</td> <td>27.851</td> </tr> <tr> <td>25.405</td> <td>27.851</td> <td>25.941</td> <td>28.474</td> </tr> <tr> <td>25.941</td> <td>28.474</td> <td>28.474</td> <td>28.474</td> </tr> </tbody> </table> <p>Product Category vs Price</p> <table border="1"> <thead> <tr> <th>Food</th> <th>Clothing</th> <th>Electronics</th> </tr> </thead> <tbody> <tr> <td>9,282.54</td> <td>9,379.50</td> <td>9,379.50</td> </tr> </tbody> </table> <p>Consumer Demographics vs Sales Volume</p> <p>Story Design</p> | Product Cat. | Avg. sales volume | Food | 1,728 | Yes | Clothing | Yes | Food | No | Clothing | No | Food | Yes | Electronics | Yes | Electronics | No | Electronics | No | Electronics | Promotion | Product Cat. | Avg. Prc. | Avg. sal. | No | Clothing | 27 | 1,365 | No | Electronics | 27 | 1,726 | Yes | Food | 28 | 1,677 | Yes | Clothing | 29 | 1,781 | Yes | Electronics | 29 | 1,773 | Value | Clothing | Electronics | Food | 25.312 | 27.750 | 25.405 | 27.851 | 25.405 | 27.851 | 25.941 | 28.474 | 25.941 | 28.474 | 28.474 | 28.474 | Food | Clothing | Electronics | 9,282.54 | 9,379.50 | 9,379.50 |
| Product Cat. | Avg. sales volume | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Food | 1,728 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yes | Clothing | Yes | Food | No | Clothing | No | Food | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yes | Electronics | Yes | Electronics | No | Electronics | No | Electronics | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Promotion | Product Cat. | Avg. Prc. | Avg. sal. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No | Clothing | 27 | 1,365 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No | Electronics | 27 | 1,726 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yes | Food | 28 | 1,677 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yes | Clothing | 29 | 1,781 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yes | Electronics | 29 | 1,773 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Value | Clothing | Electronics | Food | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25.312 | 27.750 | 25.405 | 27.851 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25.405 | 27.851 | 25.941 | 28.474 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25.941 | 28.474 | 28.474 | 28.474 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Food | Clothing | Electronics | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9,282.54 | 9,379.50 | 9,379.50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Story Design | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |



