

**Project Development Phase Model
Performance Test**

Date	26 June 2025
Team ID	LTVIP2025TMID50332
Project Name	Cosmetic Insights: Navigating cosmetics Trends And Consumer Insights with Tableau
Maximum Marks	5 Marks

Model Performance Testing:

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	Cosmetic sales data including Product Type, Gender, Category, Date, Units Sold, and Profit.
2.	Data Preprocessing	Cleaned missing values, changed data types, renamed columns, and created date hierarchies (year, month).
3.	Utilization of Filters	Filters used: Gender, Category, Product Type, Year, and Month to analyze sales behavior..
4.	Calculation fields Used	Total Sales = Units Sold × Price <ul style="list-style-type: none">• Profit Margin• Sales Growth (%)• Average Units Sold per Product
5.	Dashboard design	1. Sales by Category 2. Monthly Trend 3. Top Products 4. Profit by Gender 5. Units Sold by Region

6	Story Design	<ol style="list-style-type: none">1. Year-wise Trends2. Best-Selling Categories3. Insights by Gender & Age Group
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