

## Project Development Phase Model Performance Test

Date	03 October 2023
Team ID	NM2023TMID05008
Project Name	Leveraging Data Analysis For Optimal Marketing Campaign Success
Maximum Marks	10 Marks

### Model Performance Testing:

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

S.No.	Parameter	Screenshot / Values
1.	Dashboard design	<p>No of Visualizations / Graphs –</p> <p>The screenshot displays a Tableau dashboard with the following visualizations:</p> <ul style="list-style-type: none"> <li><b>KPI Card:</b> Shows '31.19 Avg of Customer'.</li> <li><b>Bar Chart:</b> 'NumStorePurchases' by 'Year'.</li> <li><b>Treemap:</b> 'Dr_Customer' colored by 'Income' and sized by 'MinWines'.</li> <li><b>Stacked Area Chart:</b> 'MinGoldPhds' by 'Year_Birth' colored by 'NumStorePurchases'.</li> <li><b>Stacked Bar Chart:</b> 'AcceptedCmp1' by 'NumStorePurchases' colored by 'Year_Birth'.</li> <li><b>Line Chart:</b> 'Measures' by 'Dr_Customer'.</li> <li><b>Scatter Plot:</b> 'NumWebVisitsMonth' by 'NumDealsPurchases' colored by 'Kidhome'.</li> </ul>

2.	Data Responsiveness
3.	Amount Data to Rendered (DB2 Metrics)
4.	Utilization of Data Filters
5.	Effective User Story

IBM Cognos Analytics

DATA MODULE M... COMPAGN

Properties

Grid

Relationships

Custom tables

Search

DATA MODULE M... COMPAGN

Navigation paths

marketing...aign.xlsx

Row Id

ID

Year\_Birth

Education

Marital\_Status

Row Id	ID	Year_Birth	Education	Marital_Status	Inc
1	5524	1957	Graduation	Single	5
2	2174	1954	Graduation	Single	4
3	4141	1965	Graduation	Together	7
4	6182	1984	Graduation	Together	2
5	5324	1981	PHD	Married	5
6	7446	1967	Master	Together	6

Throughput metrics at database level

```
select min(ts_delta) ts_delta, member, decimal((sum(act_completed_total) / float(min(ts_delta))), 10, 1)
TS_DELTA MEMBER ACT_PER_S CMT_PER_S RB_PER_S DDLCK_PER_S SEL_P_S UID_P_S ROWS_INS_P_S
35 0 22629.7 2361.1 0.0 0.0 13809.6 9540.0 4364.0
35 1 24231.0 2525.0 0.0 0.0 14064.1 10266.8 4638.2
35 2 27331.5 2842.1 0.0 0.0 15984.4 11527.1 5204.6
35 3 25674.2 2682.0 0.0 0.0 14859.5 10814.6 4878.8
```

4 record(s) selected.

Create calculation

Name

Calculation name

Components

Search

marketing...aign.xlsx

Row Id

ID

Year\_Birth

Education

Marital\_Status

Income

Kidhome

Teenhome

Expression

1 tota(Teenhome)

Preview (Execution time: 0.652 seconds)

Calculation name

Teenhome

1134

0

Create calculation

Name

Calculation name

Components

Search

marketing...aign.xlsx

Row Id

ID

Year\_Birth

Education

Marital\_Status

Income

Kidhome

Teenhome

Expression

1 tota(Education)

Validation Results

The expression is valid.

No of Scene Added –

INCOME VS MARITAL STATUS

Income by DT\_Customer colored by Marital\_Status

Marital\_Status

Income

Married

Single

Together

Widow

Income (USD)

DT\_Customer

Previous

Next

Scene 2 of 12

00:00

		<div data-bbox="631 195 1373 630"> <h3>Products Vs Income</h3> <ul style="list-style-type: none"> <li>NorthWestPurchases 4 has the highest values of both NorthWestProducts and Income.</li> <li>From 1972 to 1973, 5's NorthWestProducts dropped by 77%.</li> <li>Over all values of NorthWestPurchases, the sum of NorthWestProducts is about 71 thousand.</li> <li>NorthWestProducts range from 6, when NorthWestPurchases is 27, to over 72 thousand.</li> <li>For NorthWestProducts, the most significant values of NorthWestPurchases are 4, 5, 3, 6, and 1, whose respective NorthWestProducts values add up to over 279 thousand, or 74.7% of the total.</li> <li>NorthWestProducts is unusually high when NorthWestPurchases is 4.</li> <li>NorthWestProducts is unusually high when the combination of NorthWestPurchases and NorthWestPurchases is 5 and Married.</li> <li>5 has a higher NorthWestProducts than Married, Status Married than 4.</li> <li>Married, Status Married has the highest NorthWestProducts at nearly 37 thousand, not at which NorthWestPurchases 4 combined the most at over 4 thousand.</li> <li>From 1952 to 1952, Married's NorthWestProducts dropped by 83%.</li> <li>From 1972 to 1972, 5's NorthWestProducts increased by 87%.</li> <li>NorthWestPurchases 4 has the highest total NorthWestProducts due to Married, Status Married.</li> <li>Over all values of NorthWestPurchases and NorthWestPurchases, the sum of NorthWestProducts is about 71 thousand.</li> <li>The summed values of NorthWestProducts range from 7 to over are thousand.</li> <li>For NorthWestProducts, the most significant value of NorthWestPurchases is 4, whose respective NorthWestProducts values add up to nearly 37 thousand, or 97.5 % of the total.</li> <li>For NorthWestProducts, the most significant values of NorthWestPurchases are 4, 5, 3, 6, and 1, whose respective NorthWestProducts values add up to over 84 thousand, or 97.2 % of the total.</li> </ul> </div> <div data-bbox="631 682 1373 1117"> <h3>Teen Home Vs Income</h3> <ul style="list-style-type: none"> <li>Married, Status Married has the highest values of both TeenHome and Income.</li> <li>Add insight to TeenHome.</li> <li>TeenHome is unusually high when Married, Status is Married.</li> <li>Add insight to TeenHome.</li> <li>Based on the current forecasting, TeenHome may reach 32.15 by Year_Birth 1976.</li> <li>Add insight to TeenHome.</li> <li>It is projected that by 1952, Married will exceed Together in TeenHome by 5.2.</li> <li>Add insight to TeenHome.</li> <li>From 1976 to 1976, Together's TeenHome dropped by 79%.</li> <li>Add insight to TeenHome.</li> <li>TeenHome range from 2 to 22.</li> <li>The summed values of TeenHome range from 2 to 22.</li> <li>Add insight to TeenHome.</li> <li>For TeenHome, the most significant value of Married, Status is Married, whose respective TeenHome values add up to 177, or 43.8 % of the total.</li> <li>Add insight to TeenHome.</li> <li>For TeenHome, the most significant values of Year_Birth are 1976, 1965, 1976, 1976, and 1965, whose respective TeenHome values add up to 236, or 58.5 % of the total.</li> <li>Add insight to TeenHome.</li> <li>Income is unusually high when the combination of Year_Birth and Education is 1976 and Graduate.</li> <li>Add insight to TeenHome.</li> <li>It is projected that by 1952, Graduate will exceed PhD in Income by nearly 272 thousand.</li> <li>It is projected that by 1952, it will exceed 2 in Income by over 334 thousand.</li> <li>Add insight to TeenHome.</li> <li>Add insight to TeenHome.</li> <li>From 1973 to 1973, 2's Income dropped by 82%.</li> <li>Add insight to TeenHome.</li> <li>From 1976 to 1976, Graduate's Income increased by 44%.</li> <li>Add insight to TeenHome.</li> <li>Over all values of Year_Birth and Education, the sum of Income is nearly 39 million.</li> <li>Add insight to TeenHome.</li> <li>The summed values of Income range from over 17 thousand to over 2.2 million.</li> <li>Add insight to TeenHome.</li> <li>For Income, the most significant value of Education is Graduate, whose respective Income values add up to over one million, or 45.3 % of the total.</li> </ul> </div> <div data-bbox="631 1144 1373 1537"> <h3>Income in Regions</h3> <ul style="list-style-type: none"> <li>spouse 92308 has the highest average age but is ranked #272 in Total since 2_1.</li> <li>spouse 100021 has the highest Total since 2_1 but is ranked #120 in Average age.</li> <li>spouse 100021 has the highest Total income but is ranked #4 in Total since 2_1.</li> <li>spouse 100021 has the highest Total since 2_1 but is ranked #1 in Total income.</li> <li>Across all values of spouse, the sum of income is over 132 million.</li> <li>Income ranges from over 76 thousand, when spouse is 32304, to over 6.8 million, when spouse is 100021.</li> </ul> </div>
6.	Descriptive Reports	<h3>No of Visualizations / Graphs –</h3>

