

Project Development Phase

Model Performance Test


Date	23 June 2025
Team ID	LTVIP2025TMID51790
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

[illegible]

2	Data Preprocessing	<p>Added new columns importing to Tableau:</p> <p>→ <i>Overpriced Flag</i> → <i>Price Difference</i> → <i>Overpriced?</i></p> <p>→ <i>Promotion Label</i></p>
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Model Performance Testing:

Although this project primarily focuses on visual analytics rather than predictive modeling, performance testing was conducted by evaluating the responsiveness, accuracy, and interpretability of Tableau dashboards. Each visualization was tested for consistency with the source data, ensuring that filters, calculations, and KPIs delivered correct and real-time insights. The dashboards were also reviewed by team members to validate usability and effectiveness in driving strategic conclusion.

3	Utilization of filters	 <p>The screenshot shows four filter panels in Tableau. 'Consumer Demographics' has checkboxes for (All), College students, and Families. 'Product Category' has checkboxes for (All), Clothing, and Electronics. 'Product Position' has checkboxes for (All), Aisle, and End-cap. 'Promotion' has checkboxes for (All), No, and Yes.</p>
4	Calculation fields Used	<p>→ <i>Overpriced Flag</i> → <i>Price Difference</i> → <i>Overpriced?</i></p> <p>→ <i>Promotion Label</i></p>

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Dashboard Design



