

Project Development Phase  
Model Performance Test

Date	03 October 2023
Team ID	NM2023TMID05030
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
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1. Dashboard design

31.19

Avg of Customer

Line chart: Avg of Customer by Education

Bar chart: NumStorePurchases by Education

Heatmap: Dt\_Customer colored by Income sized by NumStorePurchases

Line chart: NumGoldProds by Year\_Birth colored by NumStorePurchases

Stacked bar chart: AcceptedCmpg1 by NumStorePurchases colored by Year\_Birth

No of Visualizations / Graphs –

Line chart: NumStorePurchases by Dt\_Customer

Scatter plot: NumStorePurchases by NumDealsPurchases colored by KidHome

2. Data Responsiveness

IBM Cognos Analytics | DATA MODULE M... COMPAGN

Maintenance: Cognos Analytics Maintenance: 21st of Oct, 9:00-17:00 UTC Click o...e what actions may be necessary and to subscribe to future events

Data module

DATA MODULE... COMPAGN

Navigation paths

marketing...align.xlsx

Row Id

ID

Year\_Birth

Education

Marital\_Status

Inc

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

3. Amount Data to Rendered (DB2 Metrics)

4.	Utilization of Data Filters	<div><div>Throughput metrics at database level</div><div><pre>select min(ts_delta) ts_delta, member, decimal((sum(act_completed_total) / float(min(ts_delta))), 10, 1</pre><table><tr><th>TS_DELTA</th><th>MEMBER</th><th>ACT_PER_S</th><th>CMT_PER_S</th><th>RB_PER_S</th><th>DDLCK_PER_S</th><th>SEL_P_S</th><th>UID_P_S</th><th>ROWS_INS_P_S</th></tr><tr><td>35</td><td>0</td><td>22629.7</td><td>2361.1</td><td>0.0</td><td>0.0</td><td>13089.6</td><td>9540.0</td><td>4364.0</td></tr><tr><td>35</td><td>1</td><td>24331.0</td><td>2525.0</td><td>0.0</td><td>0.0</td><td>14064.1</td><td>10266.8</td><td>4638.2</td></tr><tr><td>35</td><td>2</td><td>27331.5</td><td>2842.1</td><td>0.0</td><td>0.0</td><td>15884.4</td><td>11527.1</td><td>5204.6</td></tr><tr><td>35</td><td>3</td><td>25674.2</td><td>2682.0</td><td>0.0</td><td>0.0</td><td>14859.5</td><td>10814.6</td><td>4878.8</td></tr></table><div>4 record(s) selected.</div></div><div><div>Create calculation</div><div><div>Components</div><div>marketing...paiguxtox<ul style="list-style-type: none"><li># Row Id</li><li># ID</li><li>Year_Birth</li><li>Education</li><li>Marital_Status</li><li>Income</li><li>Kidhome</li><li>Teenhome</li></ul></div><div>Expression</div><div>1 tota[Teenhome]</div><div>Preview (Execution time: 0.652 seconds)</div><table><tr><th>Calculation name</th><th>Teenhome</th></tr><tr><td>1134</td><td>0</td></tr></table></div><div><div>Create calculation</div><div><div>Components</div><div>marketing...paiguxtox<ul style="list-style-type: none"><li># Row Id</li><li># ID</li><li>Year_Birth</li><li>Education</li><li>Marital_Status</li><li>Income</li><li>Kidhome</li><li>Teenhome</li></ul></div><div>Expression</div><div>1 tota[Education]</div><div>Validation Results</div><div>The expression is valid.</div></div></div></div></div>	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	13089.6	9540.0	4364.0	35	1	24331.0	2525.0	0.0	0.0	14064.1	10266.8	4638.2	35	2	27331.5	2842.1	0.0	0.0	15884.4	11527.1	5204.6	35	3	25674.2	2682.0	0.0	0.0	14859.5	10814.6	4878.8	Calculation name	Teenhome	1134	0
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5.	Effective User Story	<div><div>INCOME VS MARITAL STATUS</div><div><div><ul style="list-style-type: none"><li>Income is unusually high when the combination of Dt_Customer and Marital_Status is 2013-09-02 and Together.</li><li>Income is unusually high when Marital_Status is Married.</li><li>Together Marital_Status accounted for 92% of 2013-09-02 Income compared to 10% for 2014-05-12.</li><li>Marital_Status Married has the highest Income at nearly 1.1 million, out of which Dt_Customer 2013-09-02 contributed the most at nearly 970 thousand.</li><li>From 1974 to 1976, 2014-05-12 Dt_Customer dropped by 67%.</li><li>From 1961 to 1966, Marital_Status dropped by 67%.</li><li>Dt_Customer 2013-09-02 has the highest total Income due to Marital_Status Together.</li><li>Average all values of Dt_Customer and Marital_Status, the sum of Income is over 4.0 million.</li><li>The expected values of Income range from over 34 thousand to almost 607 thousand.</li><li>For Income, the most significant value of Dt_Customer is 2013-09-02, whose respective Income value add up to nearly 1.25 thousand, or 12% of the total.</li><li>For Income, the most significant values of Marital_Status are Married and Together, whose respective Income value add up to almost 4.1 million, or 67.7% of the total.</li></ul></div><div><div>Income by Dt_Customer colored by Marital_Status</div><div><div>Marital_Status</div><div>Income</div><div>Income by Dt_Customer colored by Marital_Status</div></div></div></div></div>																																																	

No of Scene Added –



