

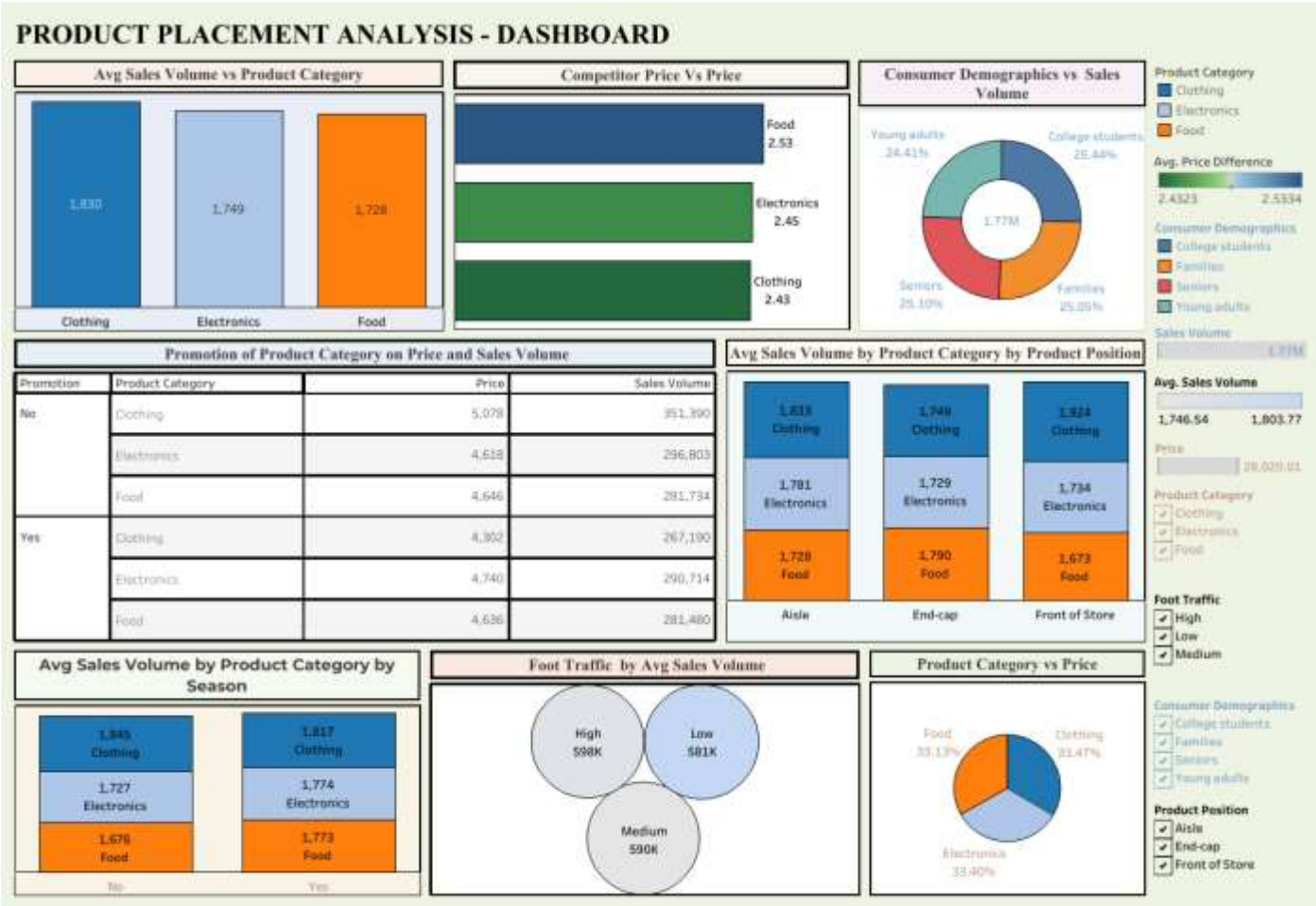
Project Development Phase
Model Performance Test

Date	25 June 2025
Team ID	LTVIP2025TMID20736
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	5 Marks

Model Performance Testing:

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	Sales data of various product categories including price, competitor price, sales volume, promotions, foot traffic, and customer demographics.
2.	Data Preprocessing	Unnecessary columns were removed (e.g., Invoice ID), missing values handled, and data types formatted.
3.	Utilization of Filters	Filters applied on Product Category, Product Position, Customer Demographics, and Foot Traffic in dashboard for interactivity.
4.	Calculation fields Used	1. Price Difference = [Price] - [Competitor Price] 2. Sales Category = IF [Sales Volume] > 1000 THEN "High" ELSEIF [Sales Volume] > 500 THEN "Medium" ELSE "Low" END
5.	Dashboard design	No of Visualizations / Graphs – 6 Includes Donut Chart, Bubble Chart, Text Table, Bar Charts, Stacked Bar Charts and Pie Chart showing sales trends, demographics, foot traffic, and pricing insights.
6	Story Design	No of Visualizations / Graphs – 3 Story Points: 1.Sales lead by college students and seniors 2. Foot traffic doesn't always drive high sales 3. Promotions boost sales even without lowering price

Dashboard Screenshot:



Story Screenshot:

