

Project Development Phase

Performance Test

Date	17 February 2026
Team ID	LTVIP2026TMIDS75097
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	

Model Performance Testing:

3.	Utilization of Filters	<p>The dashboard includes the following components:</p> <ul style="list-style-type: none"> Avg Sales Volume vs Product Category: A horizontal bar chart showing sales volume for Clothing, Electronics, and Food categories. Consumer Demographics vs Sales Volume: A donut chart showing consumer demographics across sales volume segments. Promotion Product ...: A table showing average price and sales volume for promoted products across categories. Foot Traffic by Avg Sales Volume: A bubble chart showing foot traffic levels based on average sales volume. Avg Sales Volume by Product Category by Season: A stacked bar chart showing average sales volume by season for Clothing, Electronics, and Food. Competitor Price vs Price: A grouped bar chart comparing average prices across product categories. Product Category vs Price: A pie chart showing the distribution of product categories by price. <p>Filter panels on the right side allow users to refine results by Product Category, Consumer Demographic, and Product Placement:</p> <ul style="list-style-type: none"> Product Category: (All) ✓ Clothing ✓ Electronics ✓ Food Consumer Demographic: (All) ✓ College students ✓ Seniors ✓ Seniors ✓ Young adults Product Placement: (All) ✓ Aisle ✓ End-cap ✓ Front of Store
4.	Calculation fields Used	<p>The screenshot shows the Tableau Data pane with the following details:</p> <ul style="list-style-type: none"> Tables: Consumer Demographics, Product Marketing, Sales. Measures: SUM(Sales Volume). Calculated Fields: SUM(Sales Volume). Calculated Fields (2): SUM(Sales Volume). Measure Values: SUM(Sales Volume). Annotations: "The calculation is being created right now. It will be available in the next refresh." and "Basic calculator: X + Sales Volume = Product PLACEMENT * SUM(Sales Volume)." <p>A blue arrow points from the annotation text to the newly created calculated field.</p>

5.	Dashboard design	<h3>No of Visualizations / Graphs – 7</h3>
6	Story Design	<h3>No of Visualizations / Graphs – 3</h3>