

## Project Development Phase Model Performance Test

Date	27 June 2025
Team ID	LTVIP2025TMID47528
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	

### Model Performance Testing:

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

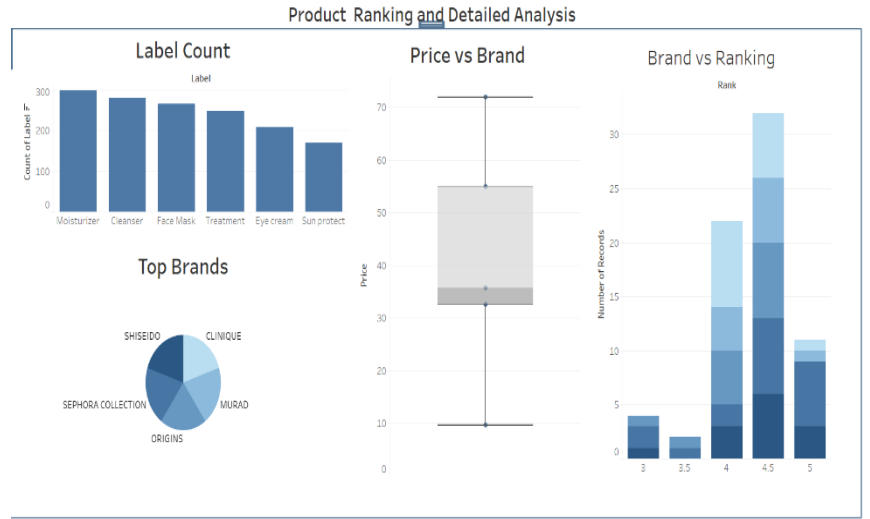
S.No.	Parameter	Screenshot / Values																																																																																																																																																																					
1.	Data Rendered	<p>The dataset titled "cosmetics.csv" was successfully imported into Tableau. It contains multiple attributes related to cosmetic products, such as labels, brand names, skin suitability, pricing, ratings, and user reviews.</p> <table><tr><th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th>F</th><th>G</th><th>H</th><th>I</th><th>J</th><th>K</th></tr><tr><th>Label</th><th>Brand</th><th>Name</th><th>Price</th><th>Rank</th><th>Ingredient</th><th>Combination</th><th>Dry</th><th>Normal</th><th>Oily</th><th>Sensitive</th></tr><tr><td>Moisturize LA MER</td><td>Crème de la Mer</td><td></td><td>175</td><td>4.1</td><td>Algae (Sea)</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize SK-II</td><td>Facial Tree</td><td></td><td>179</td><td>4.1</td><td>Galactomyces</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize DRUNK EL</td><td>Protini™ Peptide</td><td></td><td>68</td><td>4.4</td><td>Water, Glycerin</td><td>1</td><td>1</td><td>1</td><td>1</td><td>0</td></tr><tr><td>Moisturize LA MER</td><td>The Moisturizing Cream</td><td></td><td>175</td><td>3.8</td><td>Algae (Sea)</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize IT COSMETICS</td><td>Your Skin Essentials</td><td></td><td>38</td><td>4.1</td><td>Water, Shea Butter</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize TATCHA</td><td>The Water Cream</td><td></td><td>68</td><td>4.2</td><td>Water, Saccharine</td><td>1</td><td>0</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize DRUNK EL</td><td>Lala Retro</td><td></td><td>60</td><td>4.2</td><td>Water, Glycerin</td><td>1</td><td>1</td><td>1</td><td>1</td><td>0</td></tr><tr><td>Moisturize DRUNK EL</td><td>Virgin Marula</td><td></td><td>72</td><td>4.4</td><td>100% Unrefined</td><td>1</td><td>1</td><td>1</td><td>1</td><td>0</td></tr><tr><td>Moisturize KIEHL'S SIN</td><td>Ultra Facial Cream</td><td></td><td>29</td><td>4.4</td><td>Water, Glycerin</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize LA MER</td><td>Little Mermaid</td><td></td><td>325</td><td>5</td><td>Algae (Sea)</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr><tr><td>Moisturize FRESH</td><td>Lotus Youth</td><td></td><td>45</td><td>4.3</td><td>Water, Glycerin</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr><tr><td>Moisturize KIEHL'S SIN</td><td>Midnight Recovery</td><td></td><td>47</td><td>4.4</td><td>Caprylic/Capric</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Moisturize REDEFINE</td><td>The True Cream</td><td></td><td>38</td><td>4.5</td><td>Water, Dimethicone</td><td>1</td><td>0</td><td>1</td><td>1</td><td>0</td></tr></table>	A	B	C	D	E	F	G	H	I	J	K	Label	Brand	Name	Price	Rank	Ingredient	Combination	Dry	Normal	Oily	Sensitive	Moisturize LA MER	Crème de la Mer		175	4.1	Algae (Sea)	1	1	1	1	1	Moisturize SK-II	Facial Tree		179	4.1	Galactomyces	1	1	1	1	1	Moisturize DRUNK EL	Protini™ Peptide		68	4.4	Water, Glycerin	1	1	1	1	0	Moisturize LA MER	The Moisturizing Cream		175	3.8	Algae (Sea)	1	1	1	1	1	Moisturize IT COSMETICS	Your Skin Essentials		38	4.1	Water, Shea Butter	1	1	1	1	1	Moisturize TATCHA	The Water Cream		68	4.2	Water, Saccharine	1	0	1	1	1	Moisturize DRUNK EL	Lala Retro		60	4.2	Water, Glycerin	1	1	1	1	0	Moisturize DRUNK EL	Virgin Marula		72	4.4	100% Unrefined	1	1	1	1	0	Moisturize KIEHL'S SIN	Ultra Facial Cream		29	4.4	Water, Glycerin	1	1	1	1	1	Moisturize LA MER	Little Mermaid		325	5	Algae (Sea)	0	0	0	0	0	Moisturize FRESH	Lotus Youth		45	4.3	Water, Glycerin	0	0	0	0	0	Moisturize KIEHL'S SIN	Midnight Recovery		47	4.4	Caprylic/Capric	1	1	1	1	1	Moisturize REDEFINE	The True Cream		38	4.5	Water, Dimethicone	1	0	1	1	0
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2.	Data Preprocessing	<ul style="list-style-type: none"><li>• The dataset was cleaned and prepared before visualization.</li><li>• Missing values were checked and handled appropriately, such as removing empty rows or filling null values where needed.</li><li>• Unwanted characters and duplicates were removed to ensure accurate analysis in Tableau.</li></ul>																																																																																																																																																																					
3.	Utilization of Filters	<ul style="list-style-type: none"><li>• Brand Filter</li><li>• Label Filter</li><li>• Skin Suitability Filter</li></ul>																																																																																																																																																																					
4.	Calculation fields Used	<ul style="list-style-type: none"><li>• Label Count</li><li>• Count of Names</li><li>• Average of price</li><li>• Skin Suitability Count</li></ul>																																																																																																																																																																					

5.

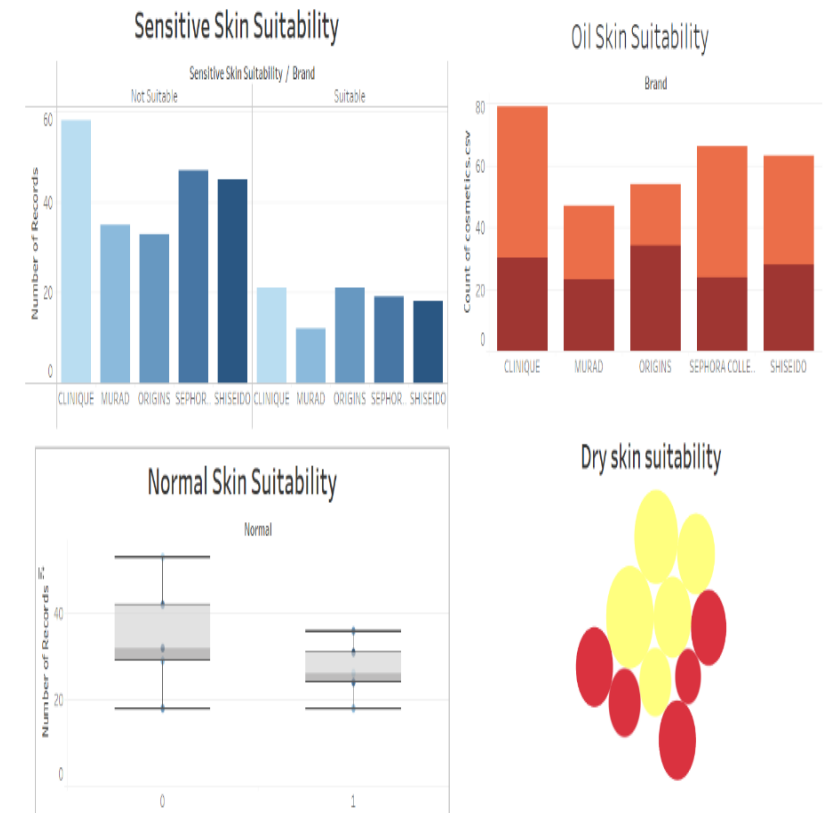
Dashboard design

No of Visualizations / Graphs – 9

- 1.Top Brands
- 2.Label Count
- 3.Price vs Brand
- 4.Sensitive Skin Suitability
- 5.Normal Skin Suitability
- 6.Oily Skin Suitability
- 7.Dry Skin Suitability
- 8.Brand vs Ranking
- 9.Label vs Ranking



### Product Suitability Overview



6	Story Design	<div><div>No of Visualizations / Graphs -6</div><div>1.Top Brands 2.Different Labels of 3.Price of Different 4.Skin Suitability</div><div>5.Brand Ranking 6.Label Ranking</div><div>Understanding Product Suitability and Brand Performance</div><div><div><div>&lt;</div><div>Top Brands</div><div>Different Labels</div><div>Price of different</div><div>Skin Suitability</div><div>Brand Ranking</div><div>Label Ranking</div><div>&gt;</div></div><div><div><div>Brand</div><div><div><input checked="" type="checkbox"/> (All)</div><div><input checked="" type="checkbox"/> ALGENIST</div><div><input checked="" type="checkbox"/> AMOREPAC...</div><div><input checked="" type="checkbox"/> ANTHONY</div><div><input checked="" type="checkbox"/> APIVITA</div><div><input checked="" type="checkbox"/> BAREMINE...</div><div><input checked="" type="checkbox"/> BEAUTYBIO</div><div><input checked="" type="checkbox"/> BECCA</div><div><input checked="" type="checkbox"/> BELIF</div><div><input checked="" type="checkbox"/> BIOEFFECT</div><div><input checked="" type="checkbox"/> BIOSSANCE</div><div><input checked="" type="checkbox"/> BLACK UP</div><div><input checked="" type="checkbox"/> BLITHE</div><div><input checked="" type="checkbox"/> BOBBI BRO...</div><div><input checked="" type="checkbox"/> BOSCIA</div><div><input checked="" type="checkbox"/> CANE + AUS...</div><div><input checked="" type="checkbox"/> CAUDALIE</div></div><div>Limit</div><div>Top 5 by</div><div>COUNT([Brand])</div></div><div><div>Brand</div><div><div><input checked="" type="checkbox"/> CLINIQUE</div><div><input checked="" type="checkbox"/> MURAD</div><div><input checked="" type="checkbox"/> ORIGINS</div><div><input checked="" type="checkbox"/> SEPHORA COLLE...</div><div><input checked="" type="checkbox"/> SHISEIDO</div></div></div></div></div><div><p>A pie chart illustrating the distribution of five brands. The segments are labeled as follows: SHISEIDO (dark blue, top-left), CLINIQUE (light blue, top-right), MURAD (medium blue, right), ORIGINS (medium-dark blue, bottom), and SEPHORA COLLECTION (dark blue, bottom-left). The chart is centered within a white rectangular area.</p><table><tr><th>Brand</th><th>Color</th></tr><tr><td>SHISEIDO</td><td>Dark Blue</td></tr><tr><td>CLINIQUE</td><td>Light Blue</td></tr><tr><td>MURAD</td><td>Medium Blue</td></tr><tr><td>ORIGINS</td><td>Medium-Dark Blue</td></tr><tr><td>SEPHORA COLLECTION</td><td>Dark Blue</td></tr></table></div></div>	Brand	Color	SHISEIDO	Dark Blue	CLINIQUE	Light Blue	MURAD	Medium Blue	ORIGINS	Medium-Dark Blue	SEPHORA COLLECTION	Dark Blue
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