Project Development Phase
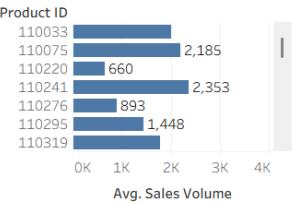## Model Performance Test

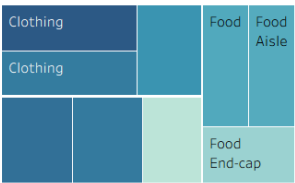|	
Date	30 JUNE 2025
Team ID	LTVIP2025TMID50052
Project Name	Strategic product placement analysis unveiling sales impact with tableau visualization
Maximum Marks	

Model Performance Testing:

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

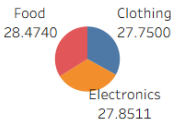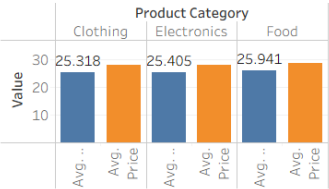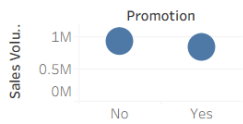| S.No.	Parameter	Screenshot / Values
1.	Data Rendered	Sales data of various product categories including price, competitor price, sales volume, promotions, foot traffic, and customer demographics.
2.	Data Preprocessing	Unnecessary columns were removed (e.g., Invoice ID), missing values handled, and 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

product id

Product ID

Product ID	Avg. Sales Volume
110033	
110075	2,185
110220	660
110241	2,353
110276	893
110295	1,448
110319	

Avg. Sales Volume (0K, 1K, 2K, 3K, 4K)

product position

Clothing

Clothing

Food | Food Aisle

Food End-cap

product price

Food 28.4740
Clothing 27.7500
Electronics 27.8511

product category

Product Category

	Clothing	Electronics	Food
Value	25.318	25.405	25.941

Avg. / Avg. Price

promotion

Promotion

Sales Volu.. (1M, 0.5M, 0M)

No | Yes

sales volume

Product Category

	Clothing	Electronics	Food
No	1,844.6	1,727.0	1,676.2
Yes	1,817.1	1,774.0	1,773.2

Avg. Sales Volume (3K, 2K, 1K)

Clothing | Electro.. | Food