Project Development Phase
Model Performance Test

| Date	25 June 2025
Team ID	LTVIP2025TMID51646
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**	Data from cosmetics.xlsx loaded successfully in Tableau. Data included product Name, Brand, Price, Ingredients, Label, Skin Suitability metrics.
2.	**Data Preprocessing**	Cleaned ingredient data using Excel for word cloud visualization. Removed nulls and merged cells for clarity. Created a secondary cleaned dataset.
3.	**Utilization of Filters**	Used filters in dashboards to select by Skin Type (Dry, Oily, Normal, Sensitive), Brand, and Label. Filtered data for ranking and category views.
4.	**Calculation fields Used**	Created calculated fields for Suitability status (e.g., IF [Dry] = 1 THEN "Suitable" ELSE "Not Suitable" END) and for Label vs Rank.

5.	Dashboard design	No of Visualizations / Graphs - Label Count - Top Brands - Price vs Brand - Sensitive Skin Suitability - Normal Skin Suitability - Oily Skin Suitability - Dry Skin Suitability - Brand vs Ranking -Label vs Ranking
6	Story Design	No of Visualizations / Graphs - 9– Organized in Tableau Storyboard with captions per chart; used for presenting key insights in scenario-based flow.

Screenshots of Dashboard 1 with Filters :
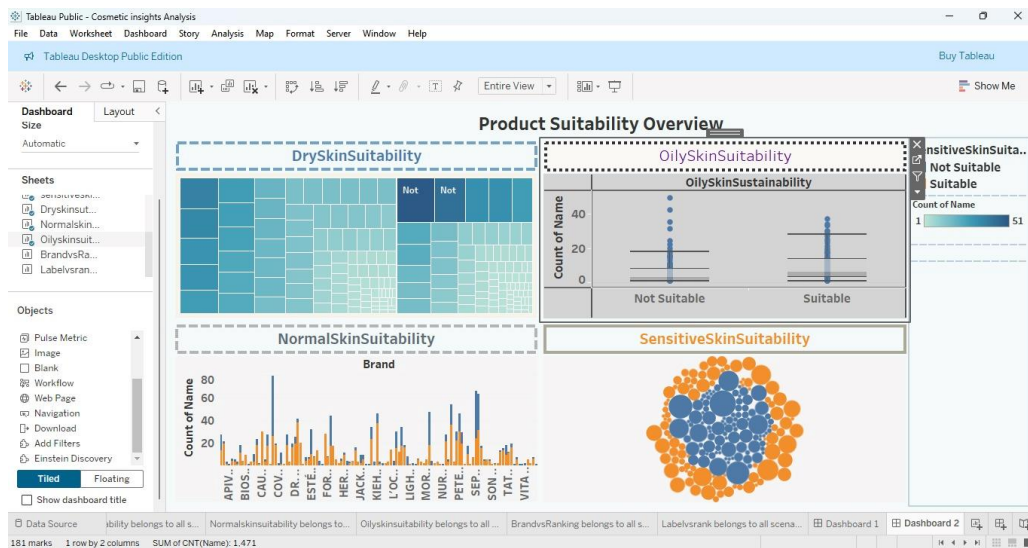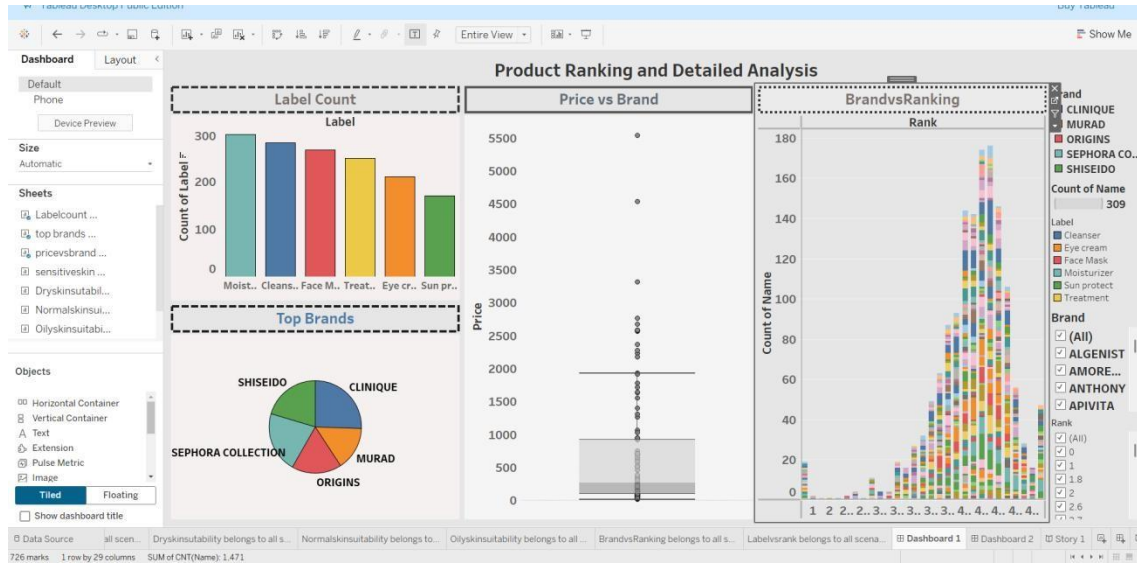
Screenshot of Dashboard 2 with Filters: