

Project Development Phase
Performance Test

Date	16 February 2026
Team ID	LTVIP2026TMIDS49558
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	NA

Model Performance Testing:

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	Dataset containing product category, price, sales volume, competitor price, season, promotion status, and customer demographics was successfully loaded into Tableau. Total records rendered without errors.
2.	Data Preprocessing	Removed null values, corrected data types (Price & Sales as numeric), created calculated fields such as Avg Sales, Price Difference, and Sales by Season. Data cleaned and structured before visualization.
3.	Utilization of Filters	Filters used: Product Category, Season, Promotion Status, Customer Demographics. Filters tested and verified for correct dynamic updates across dashboard.
4.	Calculation fields Used	Calculated Fields Created: 1. Average Sales Volume 2. Price Difference (Competitor Price – Product Price) 3. Sales by Promotion 4. Seasonal Sales Comparison. All calculations validated with dataset.
5.	Dashboard design	No of Visualizations / Graphs – 8 bar charts, Stacked Bar charts, heat maps, Donut charts, Bubble charts, pie charts, foot map, tree map
6	Story Design	No of Visualizations / Graphs – 1 Tree Map – story is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.