

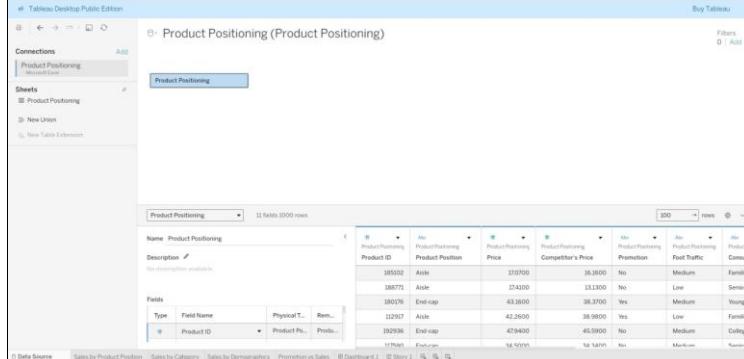
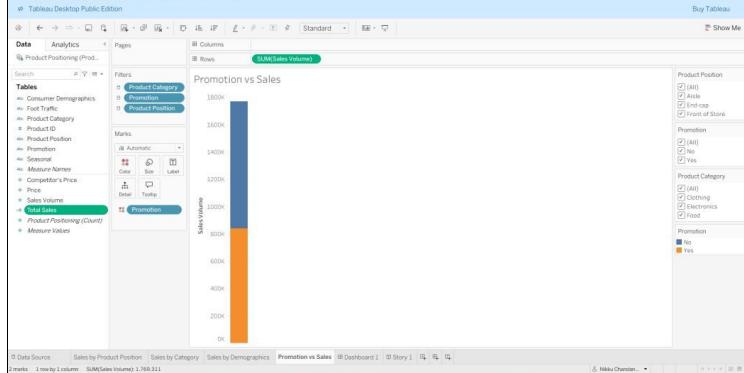
## Project Development Phase

### Model Performance Test

Date	19 February 2026
Team ID	LTVIP2026TMIDS24154
Project Name	Project - 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	<a href="https://drive.google.com/file/d/1vHDNGw130kbYUPj-wl4640x-cz5349GM/view?usp=sharing">https://drive.google.com/file/d/1vHDNGw130kbYUPj-wl4640x-cz5349GM/view?usp=sharing</a>
2.	Data Preprocessing	
3.	Utilization of Filters	

4.	Calculation fields Used	<p>The screenshot shows the Tableau interface with the 'Sales by Product Position' visualization. On the right, the 'Product Position' calculation field is defined:</p> <pre> calculation {     name "Product Position"     description "Front of Store"     type sum     expression {sum{Sales}} }   </pre> <p>The visualization displays Sales Volume (Y-axis, 0 to 600K) versus Product Position (X-axis). The bars are color-coded by promotion status: End cap (blue), Side cap (orange), and Front of Store (green).</p>
5.	Dashboard design	<p>The screenshot shows a dashboard titled 'No of Visualizations / Graphs -'. It contains four charts:</p> <ul style="list-style-type: none"> <li><b>Quarter Wise Usage:</b> A bar chart showing usage across four quarters. Data (approximate values): Q1: 324,117, Q2: 331,659, Q3: 279,714, Q4: 288,426.</li> <li><b>Total Region Consumption:</b> A pie chart showing consumption by region. Data (approximate values): Asia (364,731), Europe (342,210), North America (342,210), and Rest of World (342,210).</li> <li><b>Metro City States:</b> A bar chart showing sales by city state. Data (approximate values): Delhi (24K), Mumbai (22K), Bangalore (20K), Chennai (18K), Hyderabad (15K), and Kolkata (12K).</li> <li><b>Sales by Demographics:</b> A treemap chart showing sales by category: Clothing (blue), Electronics (teal), Food (light green), and Home &amp; Office (orange).</li> </ul>
6.	Story Design	<p>The screenshot shows a story titled 'Strategic Product Placement Analysis' with four scenes:</p> <ol style="list-style-type: none"> <li><b>Scene 1: Overall Sales Overview:</b> A treemap chart showing Sales by Category: Clothing (blue), Electronics (teal), Food (light green), and Home &amp; Office (orange).</li> <li><b>Scene 2: Impact of Product Position:</b> A bar chart showing Sales by Product Position: End cap (blue), Side cap (orange), and Front of Store (green).</li> <li><b>Scene 3: Effect of Promotions:</b> A bar chart showing Sales vs. Promotion status: No (blue), Yes (orange).</li> <li><b>Scene 4: Key Insights:</b> A summary slide with the title 'Strategic Product Placement Analysis Dashboard'.</li> </ol>