

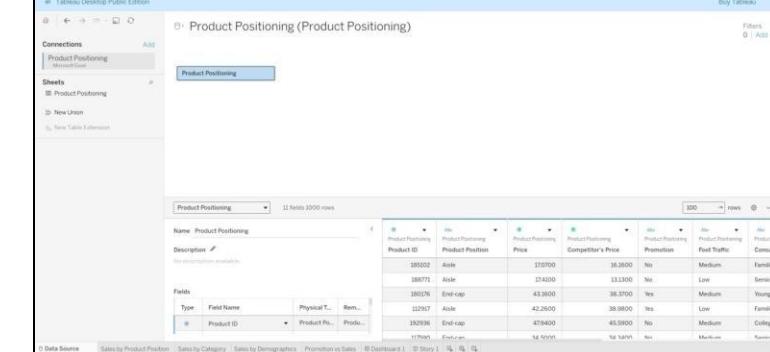
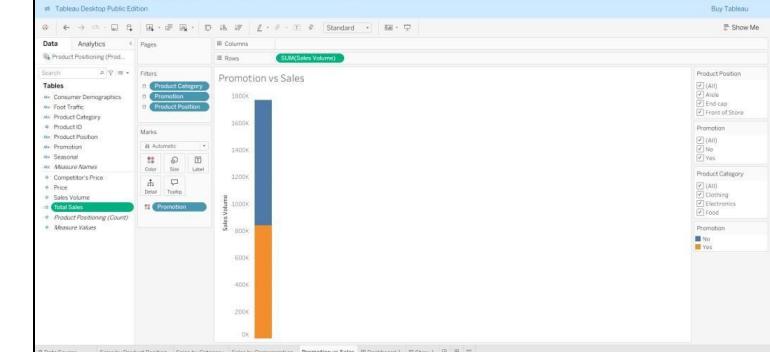
## Project Development Phase

### 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 Data Source interface. A calculated field named "SUM(Sales Volume)" is highlighted in green at the top of the list. The interface includes various filters for Product Position (Front of Store, End-cap, Side), Promotion (Yes, No), and Product Category (Food, Clothing, Electronics). The main visualization is a horizontal bar chart titled "Sales by Product Position" showing sales volume across different product positions.</p>
5.	Dashboard design	<p>The screenshot shows a Tableau Dashboard titled "Strategic Product Placement Analysis". It contains three visualizations: "Sales by Demographics" (Treemap chart), "Sales by Category" (Treemap chart), and "Promotion vs Sales" (Stacked bar chart). The dashboard also includes a sidebar with filters for Product Position, Promotion, and Product Category.</p>
6.	Story Design	<p>The screenshot shows a Tableau Story titled "Strategic Product Placement Analysis". It consists of four scenes: "Scene 1: Overall Sales Overview", "Scene 2: Impact of Product Position on Sales", "Scene 3: Effect of Promotions on Sales", and "Scene 4: Key Insights". Each scene contains a visualization and descriptive text. The story sidebar includes filters for Product Position, Promotion, and Product Category.</p>
7.	UI Design	<p>The screenshot shows the final user interface for the "Strategic Product Placement Analysis" dashboard. It features a clean layout with large, bold titles and clear calls to action. The dashboard includes the same three visualizations as the previous version: "Sales by Demographics" (Treemap chart), "Sales by Category" (Treemap chart), and "Promotion vs Sales" (Stacked bar chart). The sidebar on the left provides navigation and filtering options.</p>