Project Development Phase Model Performance Test

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| Date | 24 JUNE 2025 |
| Team ID | LTVIP2025TMID52116 |
| 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.

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| **S.No.** | **Parameter** | **Screenshot / Values** |
| 1 | Data Rendered | Rendered from cleaned CSV files with cosmetics product specs, regional sales, and quarterly performance data (~1,000+ rows). |
| 2 | Data Preprocessing | Null values handled; mappings created for product type, skin compatibility, ingredient groups, and quarter tags. |
| 3 | Utilization of Filters | Tableau filters applied for Brand, Region, Year, Product Type, Ingredient Group, Skin Type, and Quarter. Responsive under 3 seconds. |
| 4 | Calculation Fields Used | * - Average Price by Product Type- Discount Percentage- Revenue Trends by Year- Brand-wise Quarterly Share- KPI Metrics |
| 5 | Dashboard Design | 9 visualizations across 2 dashboards designed to highlight KPIs, trends, and regional insights. |
| 6 | Story Design | 1 Tableau Story containing 9 story points used for visual storytelling and strategic presentation. |