

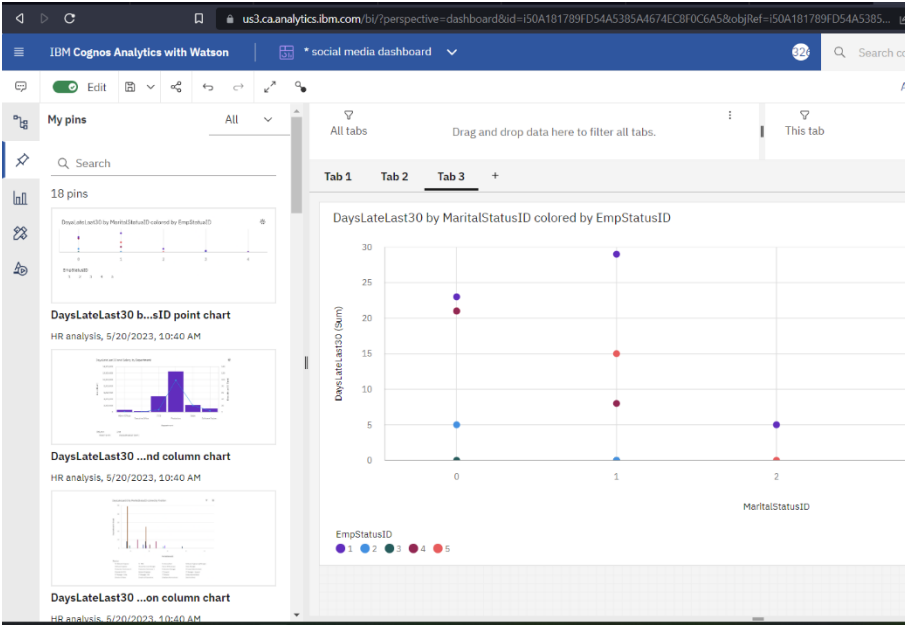
Project Development

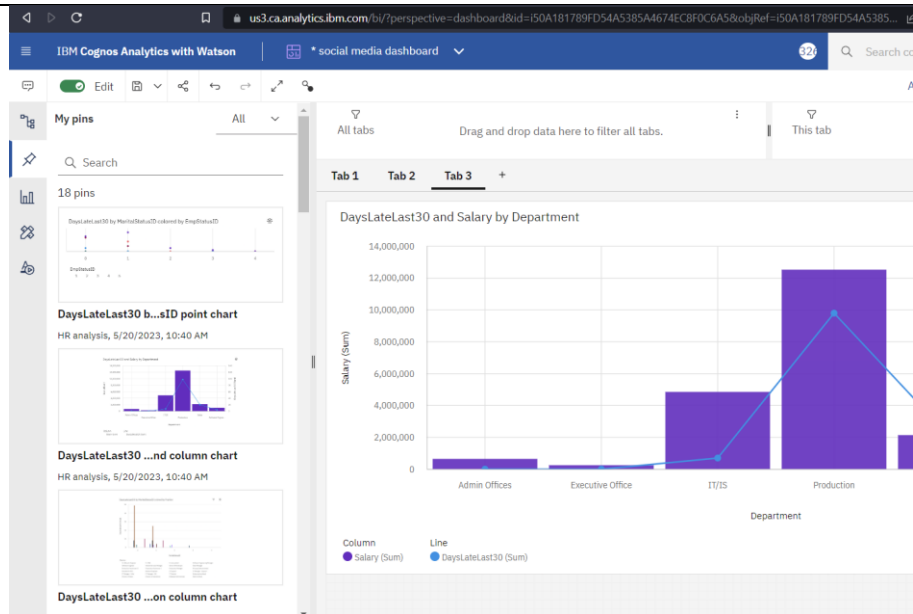
Performance Test

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| Date | 20 MAY 2023 |
| Team ID | NM2023TMID001229 |
| Project ID | Dissecting The Digital Landscape: A Comprehensive analysis of Social media |

Model Performance Testing:

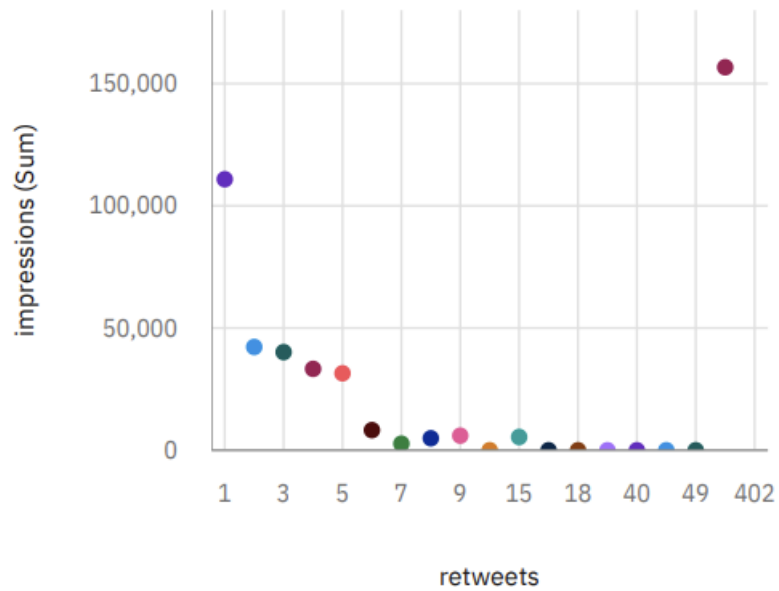
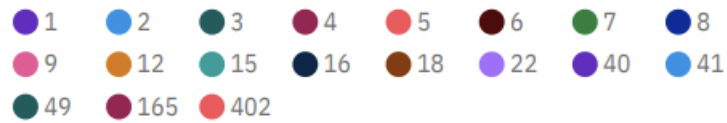
Project team shall fill the following information in the performance testing template.

| S.N O | Parameter | Screenshots/values |
|----------|------------------|--|
| 1 | Dashboard Design |  <p>The screenshot displays the IBM Cognos Analytics interface. The main area features a dashboard titled 'social media dashboard'. On the left, there is a 'My pins' sidebar with a search bar and a list of 18 pins. The main content area shows a 'DaysLateLast30 by MaritalStatusID colored by EmpStatusID' point chart. Below this, there are three more charts: a 'DaysLateLast30 by MaritalStatusID colored by EmpStatusID' point chart, a 'DaysLateLast30 ...nd column chart', and a 'DaysLateLast30 ...on column chart'. The charts show data for MaritalStatusID (0, 1, 2) and EmpStatusID (1, 2, 3, 4, 5). The point chart shows data points for each combination of MaritalStatusID and EmpStatusID. The column charts show the distribution of DaysLateLast30 for each MaritalStatusID.</p> |



impressions by retweets colored by retweets

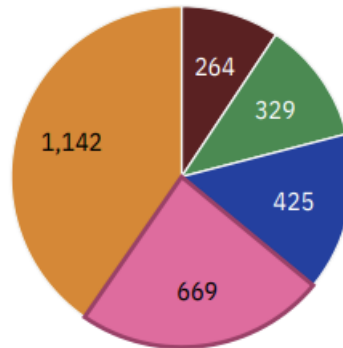
retweets


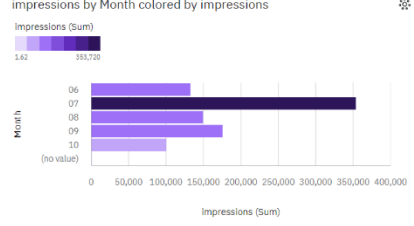
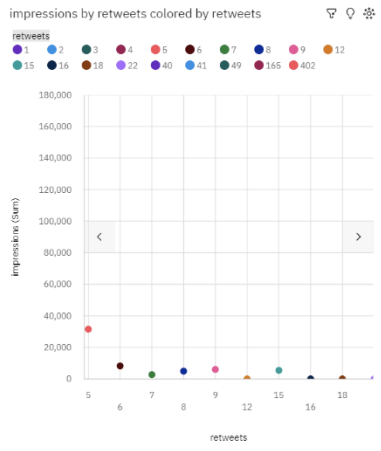
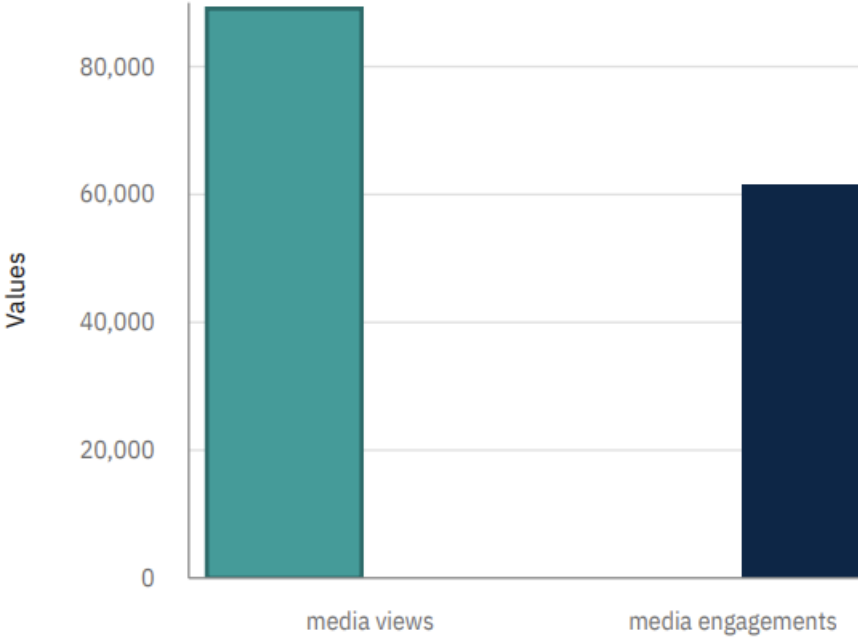


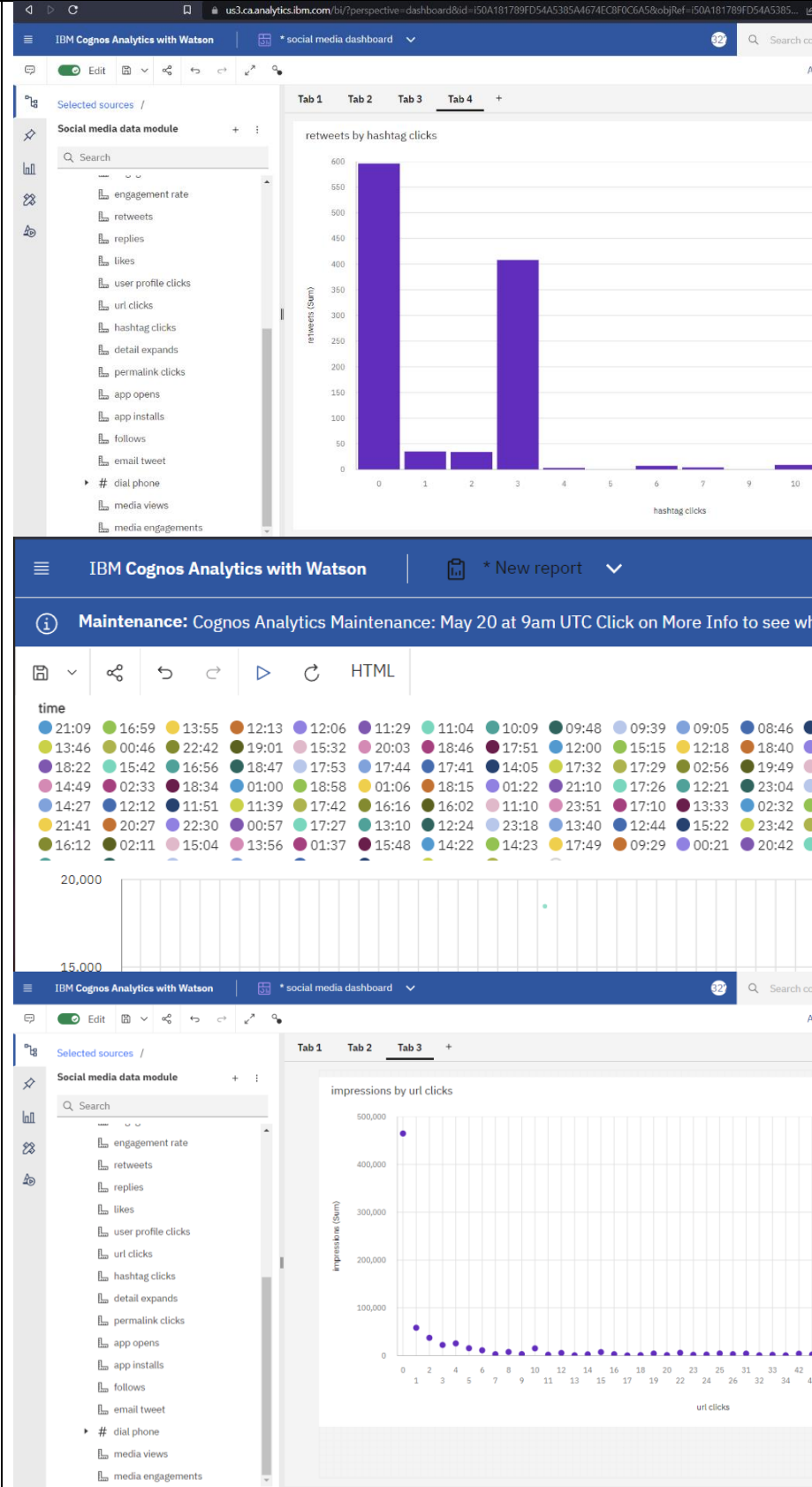
url clicks by Month

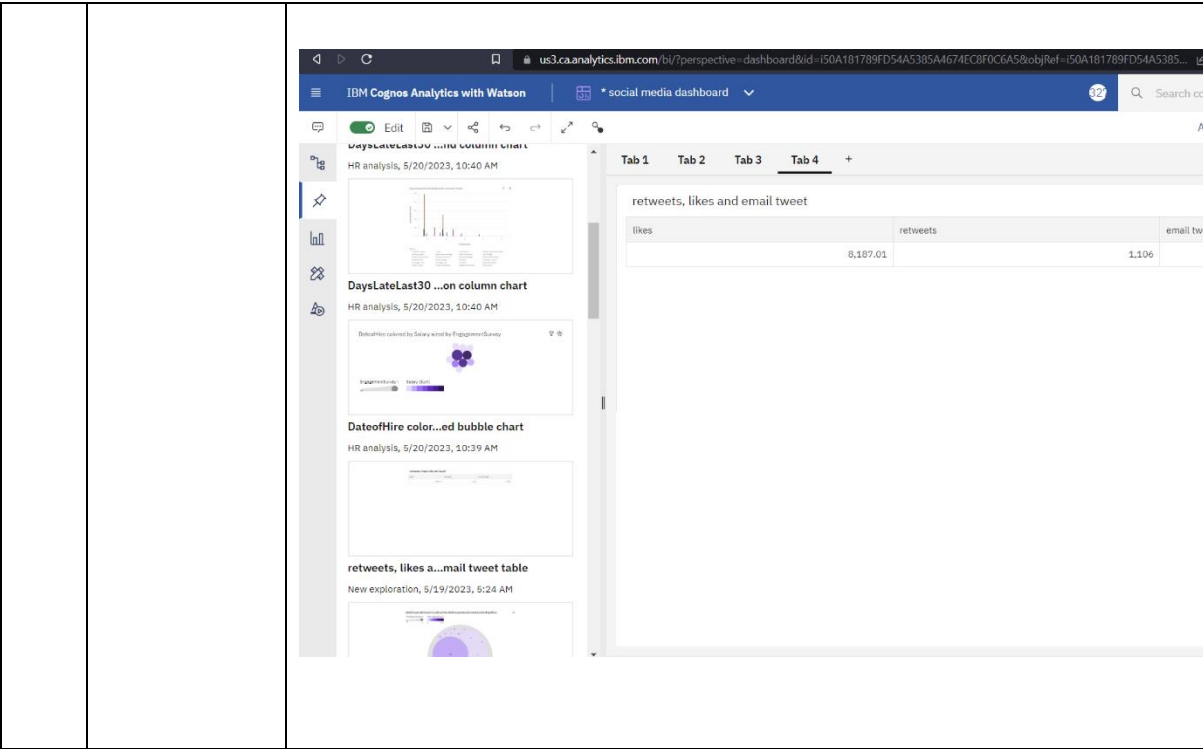
Month

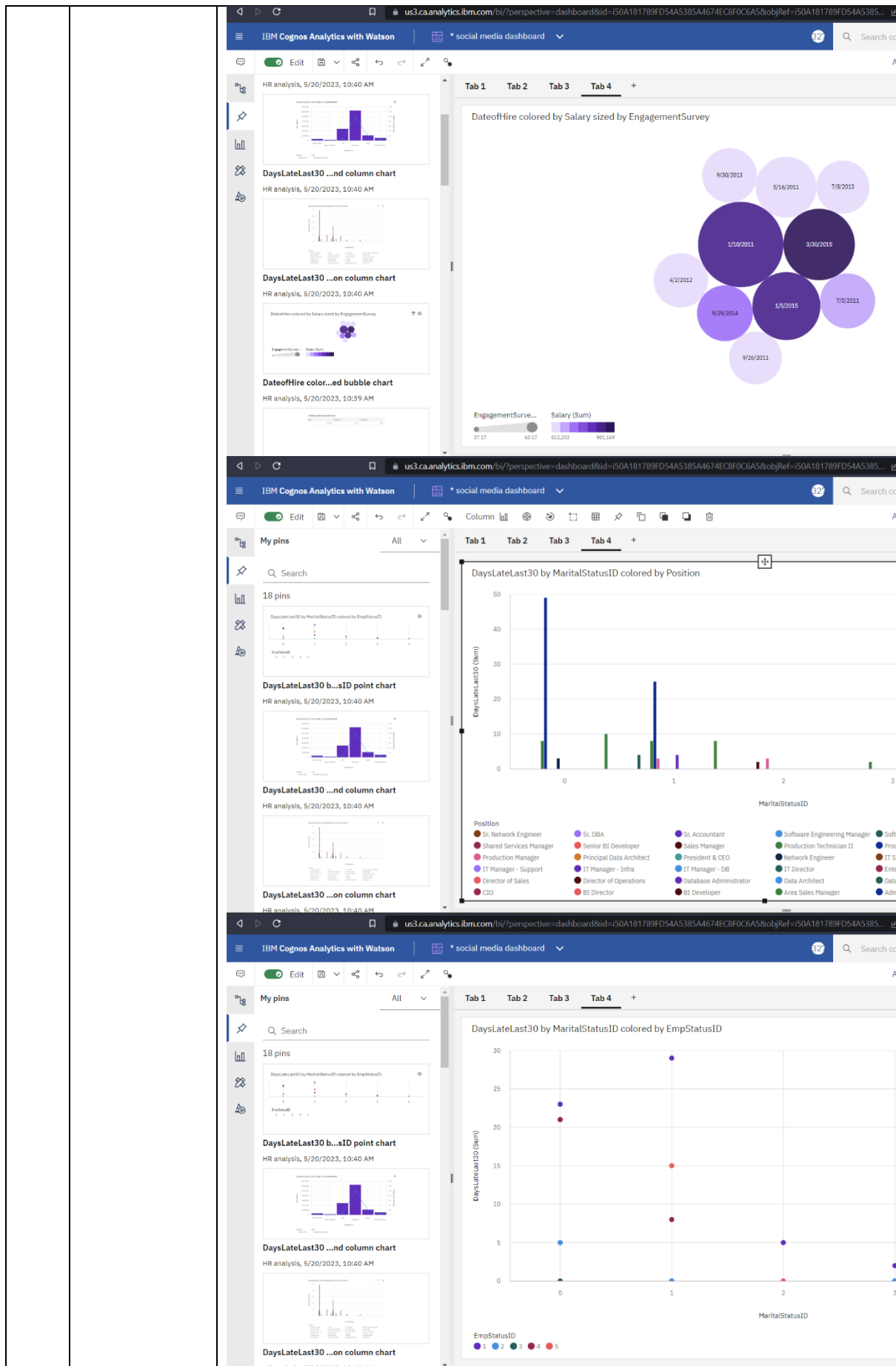
10 06 08 09 07

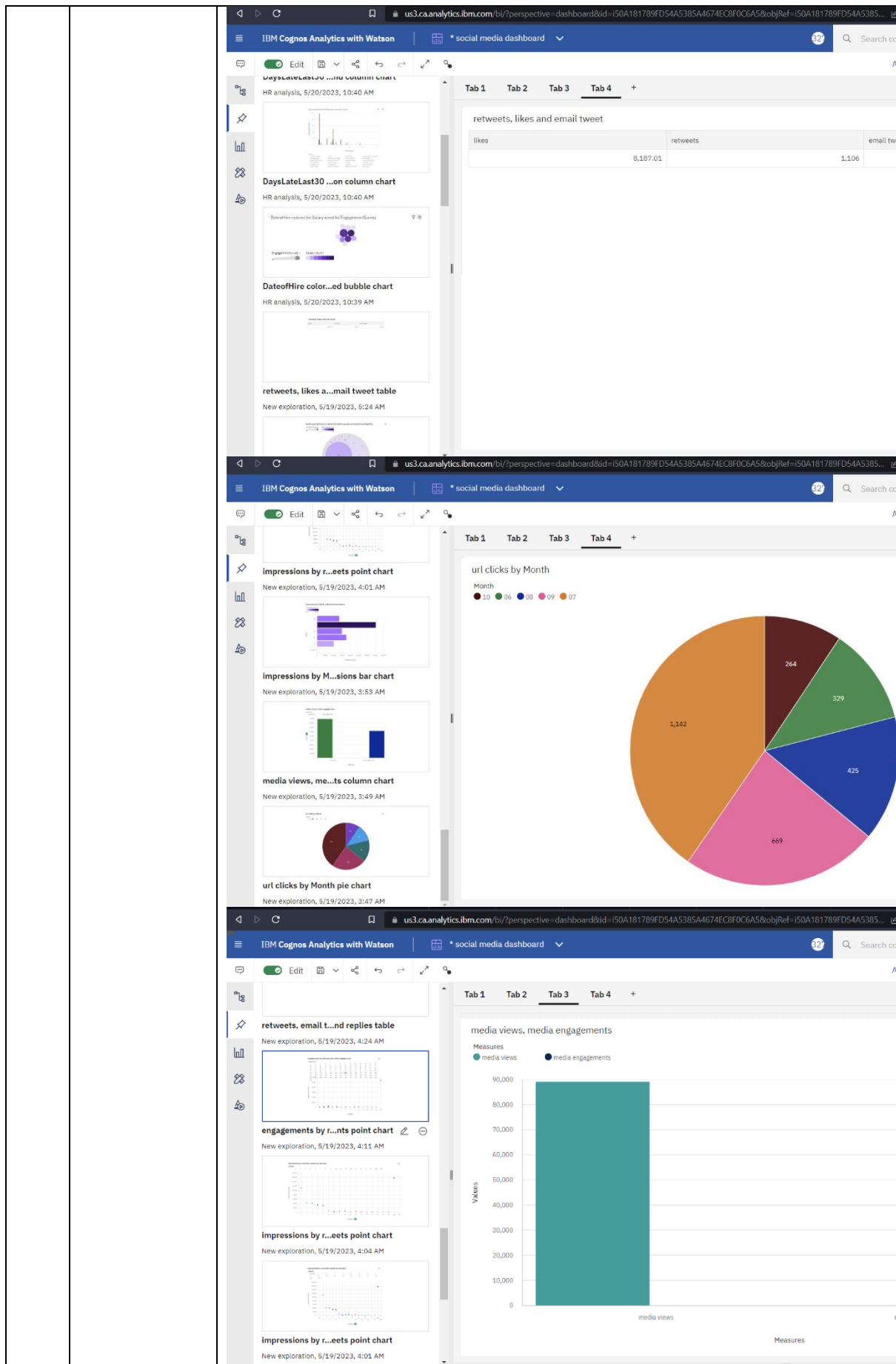


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|---|----------------------|--|
| | | <div><div><div><div><div>IBM Cognos Analytics with Watson</div><div>* social media dashboard</div><div></div></div><div><div>Edit</div><div></div><div></div><div></div><div></div><div></div></div><div><div>Tab 1</div><div>Tab 2</div><div>+</div></div></div><div><div><div>912K impressions</div></div><div><div>impressions by Month colored by impressions</div><div>impressions by retweets colored by retweets</div></div></div><div><div>media views, media engagements</div><div>Measures</div><div><div>media views</div><div>media engagements</div></div><div>Measures</div></div></div></div> |
| 2 | Data responsive ness | |

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|---|-----------------------------|--|
| | |  <p>The screenshot displays the IBM Cognos Analytics with Watson interface. The top navigation bar shows the application name and a search bar. Below the navigation bar, there's a sidebar with a search bar and a list of data sources under the 'Social media data module'. The main content area is divided into two tabs: 'Tab 1' and 'Tab 2'. 'Tab 1' shows a bar chart titled 'retweets by hashtag clicks' with the y-axis labeled 'retweets (sum)' ranging from 0 to 600 and the x-axis labeled 'hashtag clicks' ranging from 0 to 10. 'Tab 2' shows a scatter plot titled 'impressions by url clicks' with the y-axis labeled 'impressions (sum)' ranging from 0 to 500,000 and the x-axis labeled 'url clicks' ranging from 0 to 42. A maintenance banner is visible in the middle of the interface, stating 'Maintenance: Cognos Analytics Maintenance: May 20 at 9am UTC Click on More Info to see wh'.</p> |
| 3 | Utilization of data filters | |







5

Descriptive reports

