

Project Development Phase
Performance Test

Date	10 February 2025
Team ID	LTVIP2026TMIDS36490
Project Name	IRevolution: A data-driven exploration of apple's iphone impact in India
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	Screenshot shows the dashboard with 7 connected sheets, 5,000+ rows rendered, and 20+ fields used with active filters (Year, Country, Model).Values such as Total Revenue (₹), Market Share (%), and Model-wise Share (%) were correctly displayed in Tableau without errors.
2.	Data Preprocessing	Screenshot shows 7 connected sheets with 5,000+ rows and 20+ fields, no null values, and correctly assigned data types (Date, String, Number).Revenue was formatted in numeric (₹), Market Share in percentage (%), Year in Date format, and 5–8 calculated fields were created in Tableau.
3.	Utilization of Filters	Screenshot shows interactive filters (Year, Country, Model, Quarter) applied on the dashboard, dynamically updating all charts and KPIs. Filtered values display updated Revenue (₹), Market Share (%), and Model-wise Share (%) instantly in Tableau.
4.	Calculation fields Used	Calculated fields such as Growth Rate (%), Market Share (%), Revenue Change, and Profit Margin were created to enhance analytical insights. These custom fields were implemented in Tableau to support dynamic comparisons and performance evaluation.
5.	Dashboard design	The dashboard was designed with a clean, user-friendly layout displaying KPIs, revenue trends, market share, and model performance in a structured format.

		Interactive filters and responsive visuals were implemented in Tableau to ensure clear insights and smooth user experience.
6	Story Design	<p>The story was designed to present iPhone revenue, market share, and model performance insights in a clear, step-by-step narrative format.</p> <p>Using Tableau Story feature, multiple scenes were arranged to guide users from overall KPIs to detailed analysis and conclusions.</p>