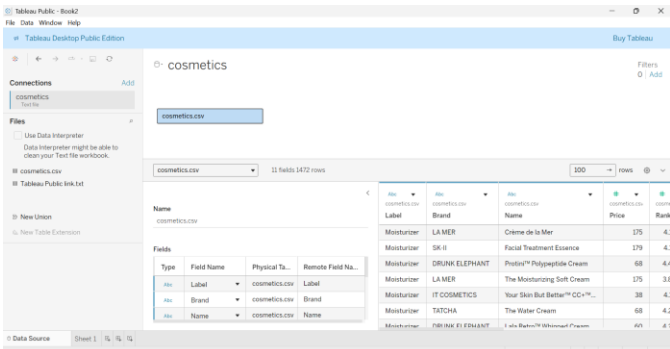
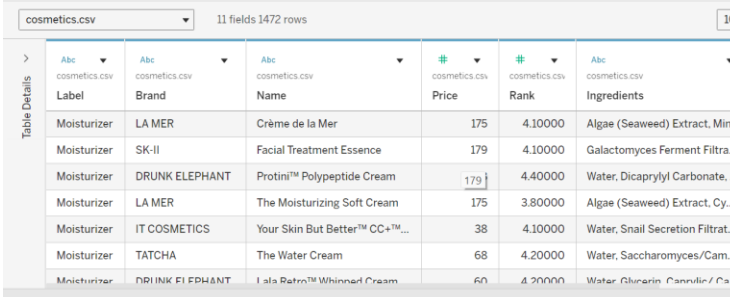
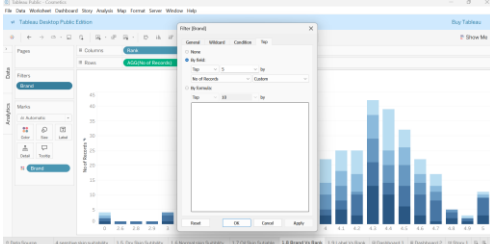


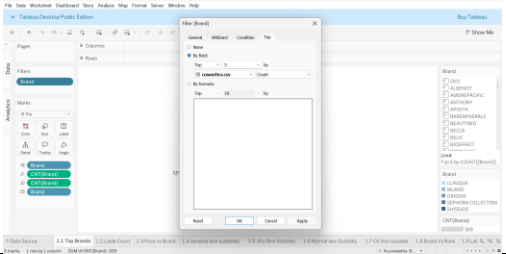
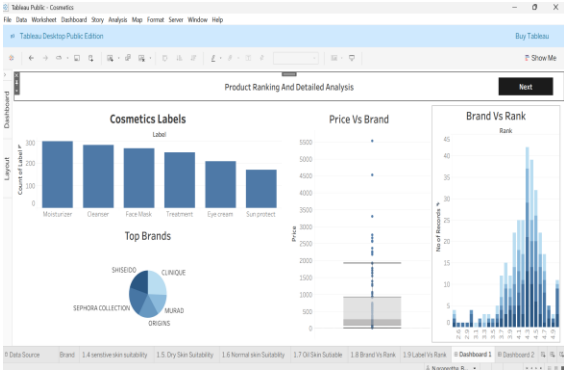
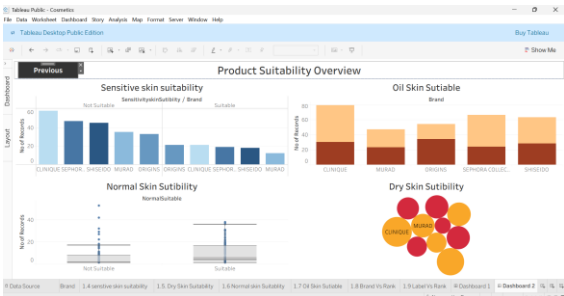
Project Development Phase Model Performance Test

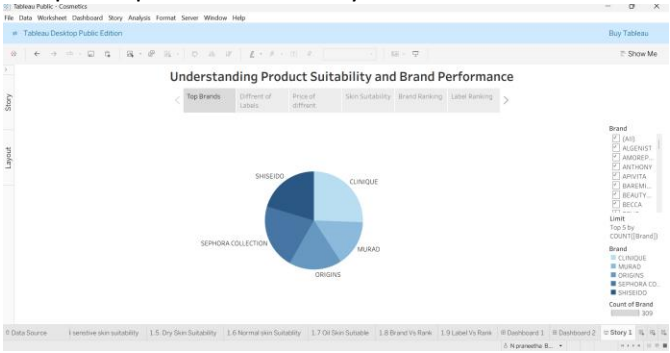
Date	2 June 2025
Team ID	LTVIP2025TMID51607
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	

Model Performance Testing:

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

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	<p>Full dataset with 11 fields and 1472 rows from</p>  <p>Cosmetics.csv</p>
2.	Data Preprocessing	<p>Handled missing values, converted types ,created bins</p> 
3.	Utilization of Filters	<p>Used Top N filters (e.g., Brand filter applied in serveral visualizations).</p> 

		
4.	Calculation fields Used	<ul style="list-style-type: none"> Created Price Range Bins Calculated Average Rank Used IF conditions for skin suitability grouping
5.	Dashboard design	<p>No of Visualizations :9</p> <ol style="list-style-type: none"> Top Brands Label Count Price vs Brand Sensitive Skin Suitability Dry Skin Suitability Normal Skin Suitability Oil Skin Suitability Brand vs Rank Label vs Rank <p>Designed 2 dashboards:</p>   <p>Link: https://public.tableau.com/views/Cosmetics_17513898243280/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link</p>

6	Story Design	<p>Story Title: Understanding Product Suitability and Brand Performance</p> <p>Slides Included:</p> <ol style="list-style-type: none">1. Top Brands – Pie chart showing top 5 brands by product count2. Different of Labels – Label-wise distribution3. Price of Different – Price comparison across brands4. Skin Suitability – Visuals for Sensitive, Dry, Normal, and Oily skin5. Brand Ranking – Rank comparison by brand6. Label Ranking – Rank vs Label visualization <p>Features:</p> <ul style="list-style-type: none">• Filtered using Brand and Category• Each slide has interactive controls• Captions provided for clarity  <p>Link:</p> <p>https://public.tableau.com/views/Cosmetics_17513898243280/Story1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link</p>
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