Project Development Phase
Model Performance Test

Date	14 June 2025
Team ID	LTVIP2025TMID47517
Project Name	Strategic Product Placement Analysis
Maximum Marks	

Model Performance Testing:

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	The dataset used contains **1000 entries** related to product placement, pricing, traffic, demographics, promotions, and sales volume. Key fields include: •Product_Position •Foot_Traffic •Promotion •Consumer_Demographics • Sales Volume
2.	Data Preprocessing	- Verified and converted column types - Removed missing/null entries (none in this dataset) - Renamed columns for clarity in Tableau
3.	Utilization of Filters	Global filters used in dashboard: • Product Category • Promotion (Yes/No) • Foot Traffic (Low/Medium/High) • Seasonal (Yes/No) All filters are applied across all visualizations to enable comparative analysis
4.	Calculation fields Used	- Price Difference = [Price] - [Competitor's Price] - % Gap = ([Price] - [Competitor's Price]) / [Competitor's Price
5.	Dashboard design	Included: • Bar Chart – Avg Sales by Product Category • Donut Chart – Promotion-wise Sales • Funnel Chart – Sales by Product Position • Area Chart – Traffic vs Sales • Highlight Table – Demographics vs Sales Volume • Waterfall Chart – Contribution of each Product Category
6	Story Design	Story includes: • Overview • Placement Strategy Impact • Promotion Effectiveness • Sales Optimization Insights