

Performance Testing – Product Placement Analysis Project

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Project Name: Strategic Product Placement Analysis

Objective

To test the performance and responsiveness of Tableau dashboard and story when applying multiple filters and loading visualizations.

Performance Testing Parameters

1. Filter Utilization Testing

Filters tested:

- Product Category
- Product Position
- Consumer Demographics

Result:

- Filters update all charts successfully.
- Dashboard responds quickly to filter selection.

2. Visualization Load Testing

Total Visualizations:

- 8 visualizations included in dashboard

Result:

- All graphs load correctly without delay.

- Dashboard renders properly in Tableau Public.

3. Calculation Field Testing

Measures used:

- Price
- Competitor Price
- Sales Volume

Operations performed:

- AVG(Sales Volume)
- AVG(Price)
- AVG(Competitor Price)

Result:

- Calculations executed correctly.
- No errors observed in output values.

4. Stress Testing (Multiple Filter Combination)

Test Case:

- Selected Clothing + End-cap + Families

Result:

- Dashboard updated correctly.
- Visualizations remained accurate.

Final Outcome

The Tableau dashboard and story performed efficiently with proper response time. The integration with Flask also worked successfully, making the project stable and scalable for business usage.