

# Performance Testing – Product Placement Analysis Project

**Date:** 3 February 2026

**Team ID:** LTVIP2026TMIDS24920

**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.