

Project Development Phase

Performance Test

Date	10 February 2025
Team ID	LTVIP2026TMIDS79606
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	Integrated dataset from combined Sales Logs and Social Media Sentiment APIs.
2.	Data Preprocessing	Removed redundant Product IDs and null review entries. Converted Sentiment Scores (-1 to 1) into Categorical labels: Positive, Neutral, Negative . Grouped Ingredients into categories (e.g., Actives, Botanicals, Preservatives).
3.	Utilization of Filters	Global filters for Region, Product Category, and Sentiment Threshold (Top 5 At-Risk Products).
4.	Calculation fields Used	Created: [Net Sentiment Score], [YoY Sales Growth %], and [Safety Alert Trigger] (Boolean for Sentiment < 2.5).
5.	Dashboard design	No of Visualizations / Graphs - 6
6	Story Design	No of Visualizations / Graphs - 5