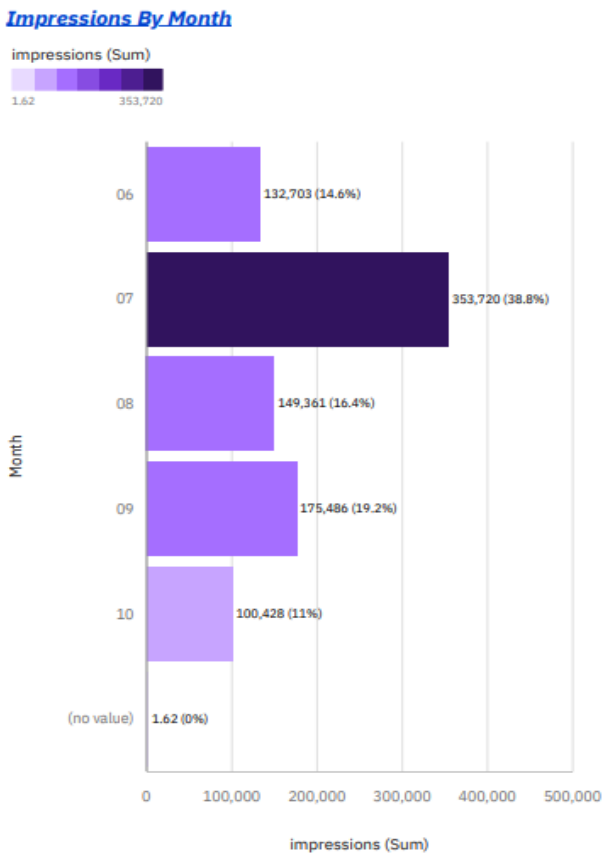


Project Development Phase Model Performance Test

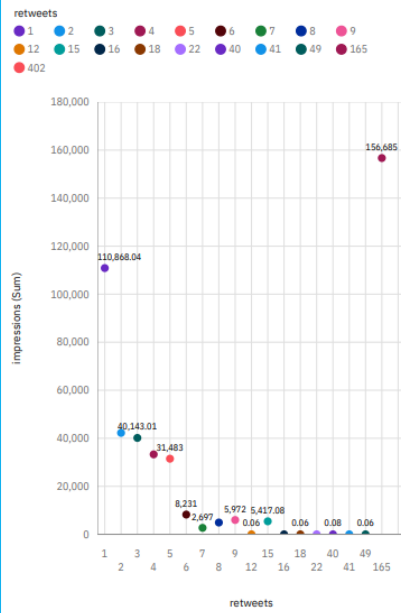
Date	8th November 2023
Team ID	PNT2023TMID591132
Project Name	Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media
Maximum Marks	10 Marks

Model Performance Testing:

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

S.No.	Parameter	Screenshot / Values																					
1.	Dashboard design	 <p>Impressions By Month</p> <p>impressions (Sum)</p> <p>1.62 353,720</p> <table border="1"> <thead> <tr> <th>Month</th> <th>Impressions (Sum)</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>06</td> <td>132,703</td> <td>14.6%</td> </tr> <tr> <td>07</td> <td>353,720</td> <td>38.8%</td> </tr> <tr> <td>08</td> <td>149,361</td> <td>16.4%</td> </tr> <tr> <td>09</td> <td>175,486</td> <td>19.2%</td> </tr> <tr> <td>10</td> <td>100,428</td> <td>11%</td> </tr> <tr> <td>(no value)</td> <td>1.62</td> <td>0%</td> </tr> </tbody> </table> <p>Month</p> <p>0 100,000 200,000 300,000 400,000 500,000</p> <p>impressions (Sum)</p>	Month	Impressions (Sum)	Percentage	06	132,703	14.6%	07	353,720	38.8%	08	149,361	16.4%	09	175,486	19.2%	10	100,428	11%	(no value)	1.62	0%
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(no value)	1.62	0%																					

Impressions By Retweets



1

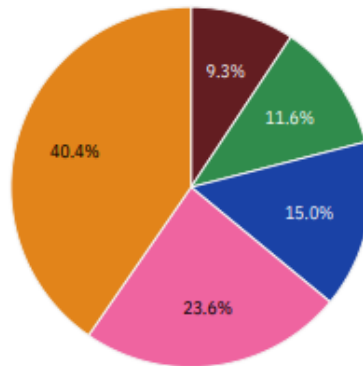
Retweets

1.11K
retweets



URL Clicks By Month

Month
10 06 08 09 07



2.	Data Responsiveness	<div><h3>hashtag clicks</h3><div><div>Tree sunburst</div><div>Tree diagram</div><div>Rules</div></div><div><div>hashtag clicks</div><div><div>0</div><div>2</div></div></div><div><div>Nodes</div><div>All</div><div>▼</div></div><div><div><div>impr...</div><div><div>< 396</div><div>[396, 858)</div><div>≥ 858</div></div><div><div>enga...</div><div>user profile clicks</div><div>retw...</div></div><div><div><div>< 0.02949</div><div>[0.02949, ...]</div><div>≥ 0.05085</div></div><div><div>< 4</div><div>≥ 4</div></div><div><div><div>< 0.01873</div><div>[0.01873, ...]</div><div>≥ 0.02949</div></div><div><div>< 2</div><div>≥ 2</div></div></div></div></div></div></div>						
4.	Utilization of Data Filters	<div><div><u>Retweets, Email Tweets and Likes</u></div><table><tr><th>retweets</th><th>email tweet</th><th>likes</th></tr><tr><td>1,106</td><td>2,053</td><td>8,187.01</td></tr></table></div> <div><div><u>2 Media Views, Media Engagements</u></div><div><div>Measures</div><div><div>media views</div><div>media engagements</div></div></div><div><div>Values</div><div><div>89,075 (59.1%)</div><div>61,520 (40.9%)</div></div><div><div>media views</div><div>media engagements</div></div><div>Measures</div></div></div>	retweets	email tweet	likes	1,106	2,053	8,187.01
retweets	email tweet	likes						
1,106	2,053	8,187.01						

		<p>Engagements by Retweets</p> <p>retweets</p> <p>1 2 3 4 5 6 7 8 9 12 15 16 18 22 40 41 49 165 402</p> <p>Engagements (Sum)</p> <p>Retweets</p> <p>Detail Expands Hierarchy Sized by Hashtag Clicks</p> <p>hashtag clicks (Su... detail expands (Su...</p> <p>0 41 0 4,034</p>
5.	Effective User Story	<p>Detail Expands Hierarchy Sized by Hashtag Clicks</p> <p>hashtag clicks (Su... detail expands (Su...</p> <p>0 41 0 4,034</p>

		<div data-bbox="583 201 1414 560"> <p>Engagements by Retweets</p> <p>retweets</p> <p>engagement sum</p> </div> <div data-bbox="583 604 1448 760"> <p>filter(s) applied to the visualization(s) on the previous page:</p> <p>Widget 1</p> <p>etweets Excludes: (no value)</p> <p>etweets Excludes: 0</p> <p>Retweets, Email Tweet and Likes</p> <table border="1"> <thead> <tr> <th>retweets</th> <th>email tweet</th> <th>likes</th> </tr> </thead> <tbody> <tr> <td>1.11K</td> <td>2.053</td> <td>8.187.01</td> </tr> </tbody> </table> </div> <div data-bbox="583 804 1359 1146"> <p>Retweets</p> <p>retweets</p> </div>	retweets	email tweet	likes	1.11K	2.053	8.187.01
retweets	email tweet	likes						
1.11K	2.053	8.187.01						
6.	Descriptive Reports	<div data-bbox="583 1190 1040 1545"> <p>impressions</p> <p>time</p> </div> <div data-bbox="1040 1190 1495 1545"> </div>						

The Highest impression from 0 to 50,000 is 18:50 at 19:34

We found that the highest tweets are in the year 2020