**Project Development Phase**

**Model Performance Test**

|  |  |
| --- | --- |
| Date | 29 Jun 2025 |
| Team ID | LTVIP2025TMID47516 |
| Project Name | iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau |
| Maximum Marks | 4 Marks |

**Model Performance Testing:**

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

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Parameter** | **Screenshot / Values** |
|  | Data Rendered | 15,000 records from sales, demographics, and social sentiment datasets |
|  | Data Preprocessing | Null value handling, calculated fields (Revenue per Unit, Growth Rate), type casting |
| 3. | Utilization of Filters | Filters used in dashboards: Age\_Group, Income\_Level, City, iPhone\_Model |
| 4. | Calculation fields Used | Revenue per Unit - Growth Rate - Sentiment Score |
| 5. | Dashboard design | Graphs: 8 (Line chart, Bar chart, Map, Box plot, Pie) |
| 6 | Story Design | Graphs: 3 (One per scene showing trends, users, impact) |