

PERFORMANCE TESTING

Project Development Phase

Date	02 JULY 2025
Team ID	LTVIP2025TMID60532
Project Name	COSMETIC INSIGHTS: NAVIGATING COSMETIC TREND AND CONSUMER INSIGHTS WITH TABLEAU
Maximum Marks	2 MARKS

Model Performance Testing Template (Filled)

S. No	Parameter	Screenshot / Values
1	Data Rendered	Product reviews, ratings, ingredients, user profiles
2	Data Preprocessing	Null removal, filtering by skin type, standardization of brand names
3	Utilization of Filters	Filter by: Skin Type, Product Category, Brand, Ingredient
4	Calculation Fields Used	Avg Rating per Product, % of Positive Reviews, Popularity Score
5	Dashboard Design	No. of Visualizations / Graphs – 6: <ul style="list-style-type: none">• Bar chart (Top-rated products)• Pie chart (Skin type distribution)• Line chart (Trends)• Heatmap (Rating vs Ingredient)• Word cloud (Review summary)• Filter panel
6	Story Design	No. of Visualizations / Graphs – 4: <ul style="list-style-type: none">• Personalized Suggestions• Ingredient Impact• Review Summary• Product Explorer