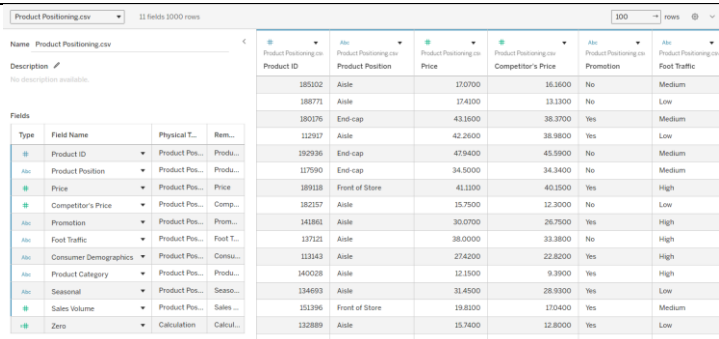
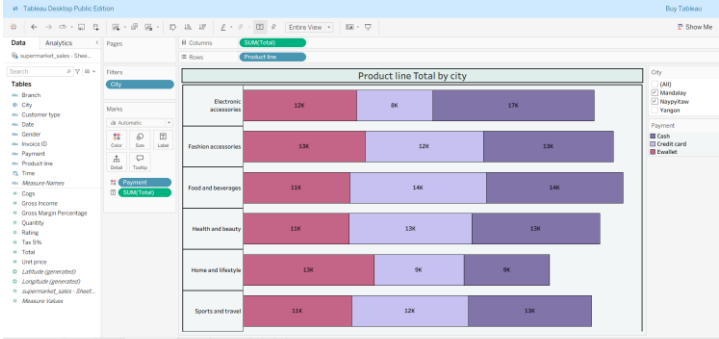
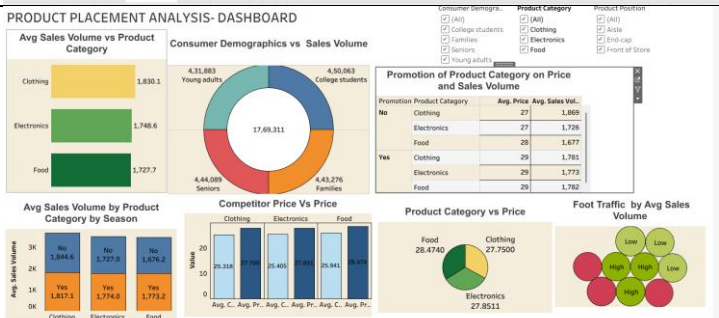


Project Development Phase Performance Test

Date	10 February 2026
Team ID	LTVIP2026TMIDS38827
Project Name	Strategic Product Placement Analysis
Maximum Marks	

Model Performance Testing:

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

S.No.	Parameter	Screenshot / Values
1.	Data Preprocessing	 <p>The screenshot shows the Tableau interface with the 'Product Positioning.csv' data source loaded. The 'Fields' pane on the left lists various dimensions and measures. The main view displays a table of data with columns: Product ID, Product Position, Price, Competitor's Price, Promotion, Foot Traffic, Consumer Demographics, Seasonal, Sales Volume, and Zero.</p>
2.	Utilization of Filters	 <p>The screenshot shows a Tableau dashboard titled 'Product line Total by city'. It features a horizontal bar chart comparing sales across different product lines (Electronics accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel) across three cities (New York, Los Angeles, San Francisco). The chart is filtered by 'City', 'Customer type', and 'Date'.</p>
3.	Dashboard design	 <p>The screenshot shows a comprehensive Tableau dashboard titled 'PRODUCT PLACEMENT ANALYSIS- DASHBOARD'. It includes several interactive charts and tables:</p> <ul style="list-style-type: none"> Avg Sales Volume vs Product Category: A bar chart showing sales volume for Clothing, Electronics, and Food. Consumer Demographics vs Sales Volume: A donut chart showing sales volume by demographic group (Young adults, College students, Seniors, Families). Promotion of Product Category on Price and Sales Volume: A table showing the impact of promotions on sales volume for different product categories. Avg Sales Volume by Product Category by Season: A bar chart showing sales volume by season (Spring, Summer, Fall, Winter) for different product categories. Competitor Price Vs Price: A bar chart comparing product prices with competitor prices. Product Category vs Price: A bar chart showing the relationship between product category and price. Foot Traffic by Avg Sales Volume: A bubble chart showing foot traffic relative to average sales volume for different product categories.

