

Overview

2023 2024 2025

Q1 Q2 Q3 Q4

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

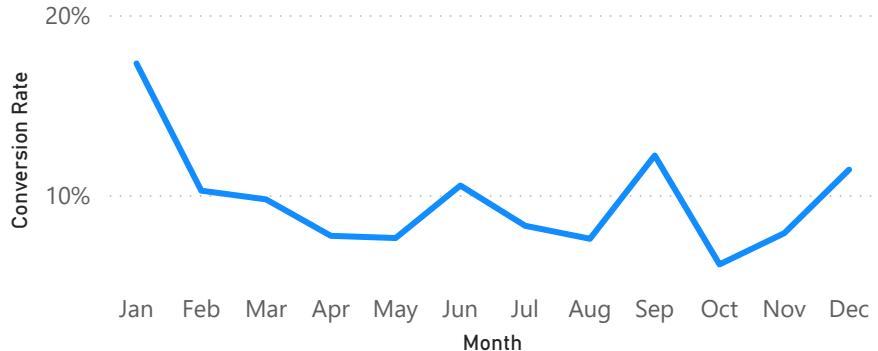
ProductName

- Baseball Glove
- Basketball
- Boxing Gloves
- Climbing Rope
- Cycling Helmet
- Dumbbells
- Fitness Tracker
- Football Helmet
- Golf Clubs
- Hockey Stick
- Ice Skates
- Kayak
- Running Shoes
- Ski Boots
- Soccer Ball
- Surfboard
- Swim Goggles
- Tennis Racket
- Volleyball
- Yoga Mat

9.6%

Conversion Rate

Conversion Rate by Month



Engagement Metrics

9.08M

views

1.79M

clicks

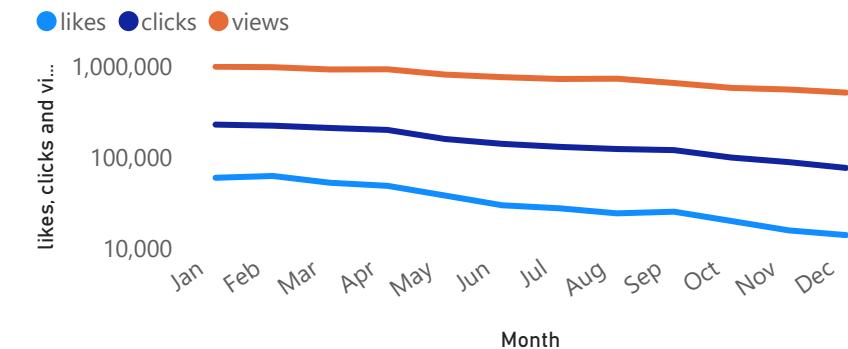
414.1K

likes

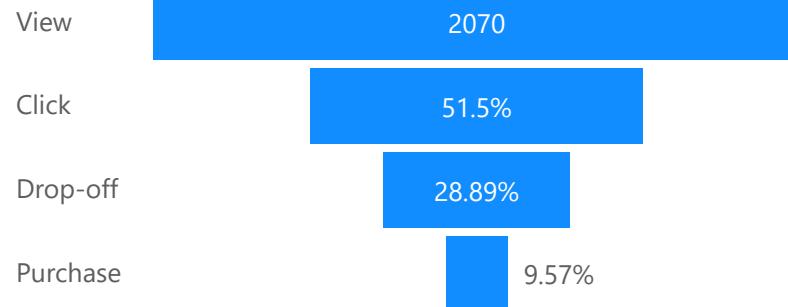
3.69

Rating (Average)

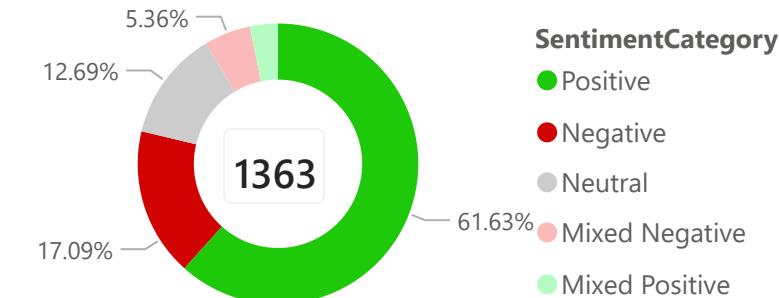
likes, clicks and views by Month



Website Visit and Action Taken



Number of Customer Reviews by Sentiment



Conversion

2023 2024 2025

Q1 Q2 Q3 Q4

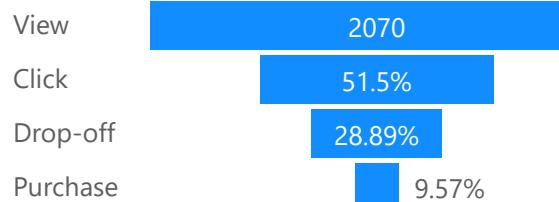
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

ProductName

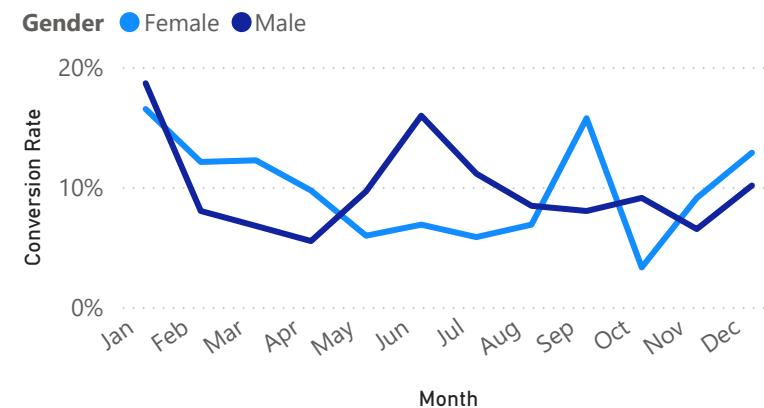
- Baseball Glove
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- Ski Boots
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- Volleyball
- Yoga Mat

9.6%
Conversion Rate

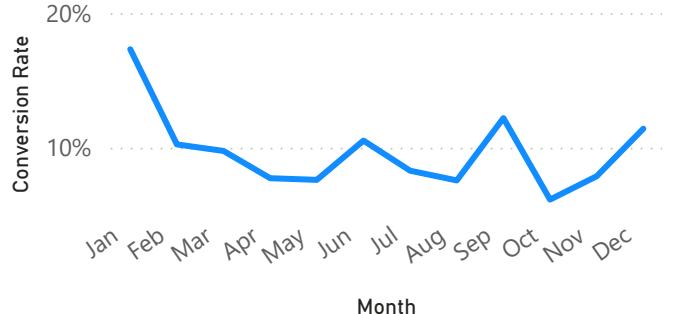
Number of Customer Journeys by Action



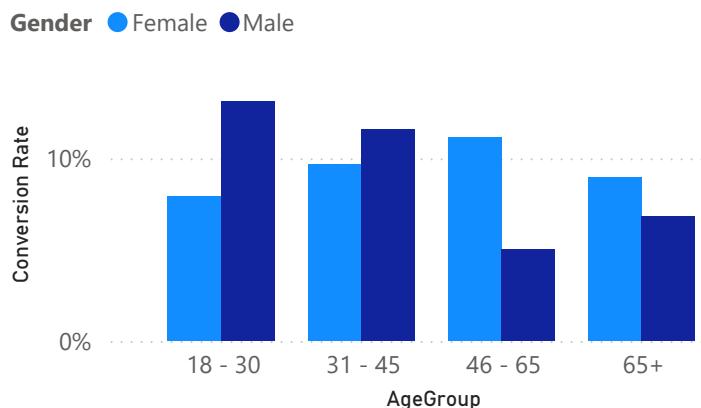
Conversion Rate by Month and Gender



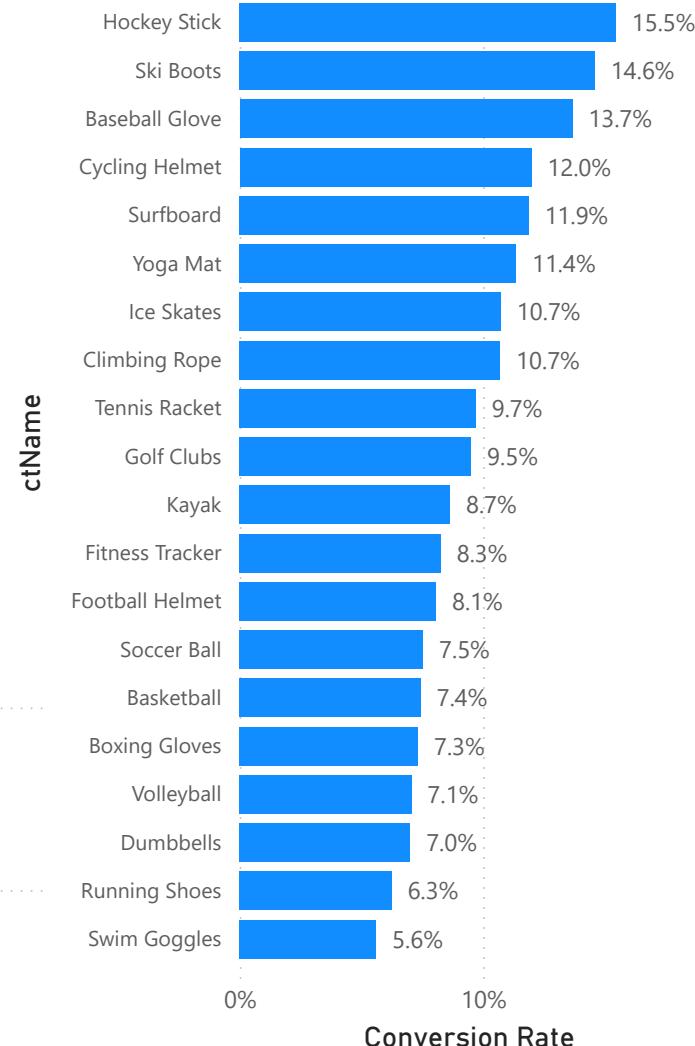
Conversion Rate by Month



Conversion Rate by AgeGroup and Gender



Conversion Rate by ProductName



Engagement

2023 2024 2025

Q1 Q2 Q3 Q4

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

ProductName
Baseball Glove
Basketball
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Running Shoes
Ski Boots
Soccer Ball
Surfboard
Swim Goggles
Tennis Racket
Volleyball
Yoga Mat

Digital Engagement

9,079,276
views

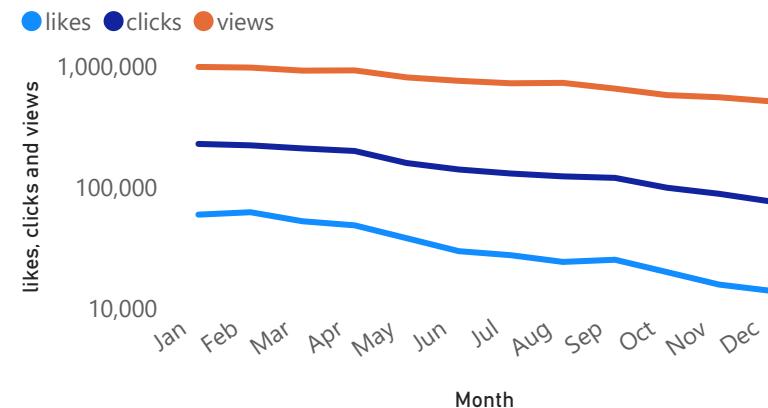
1,785,010
clicks

414,122
likes

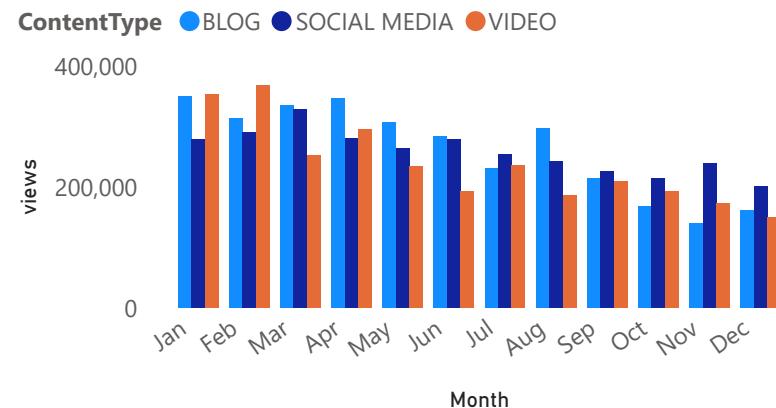
Views by Product and Month

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	54795	66287	48037	28293	33887	27188	36406	36664	36220	24271	31978	13794	437820
Basketball	37432	63264	56840	61622	48370	67251	26655	43710	59697	18458	29430	17131	529860
Boxing Gloves	44555	44644	53436	70002	30336	33851	24912	35594	21213	29946	32289	21655	442433
Climbing Rope	59049	77496	54766	70102	25647	24640	44513	34514	38856	31120	26987	27687	515377
Cycling Helmet	52995	50474	47458	31935	59385	41588	33736	34589	25437	33815	20358	28466	460236
Dumbbells	49545	28018	47323	44877	31720	44878	27088	18171	26911	21626	22782	22995	385934
Fitness Tracker	40446	36215	30956	24651	28979	30513	53307	40270	17879	28841	29694	43215	404966
Football Helmet	45007	37669	36238	53931	28113	25199	64586	33913	24525	11714	29478	17260	407633
Golf Clubs	60812	41679	44675	47834	40661	41834	50636	35035	30201	35659	31892	13731	474649
Hockey Stick	41688	67018	47287	47071	43927	38642	22078	37966	17236	19165	36563	21540	440181
Ice Skates	75396	32088	40801	47392	55772	36679	23740	35931	44049	33558	11340	38563	475309
Kayak	33650	38602	59023	71249	51217	60699	26522	22489	23377	30430	7738	30309	455305
Running Shoes	44135	68312	37518	49702	45599	43966	43419	50136	39291	33640	44969	19675	520362
Ski Boots	41825	38886	45307	38873	40506	33001	33925	66375	30708	12311	40123	31988	453828
Total	982444	970480	915714	919898	805084	754182	719825	725376	650138	574576	551537	510022	9079276

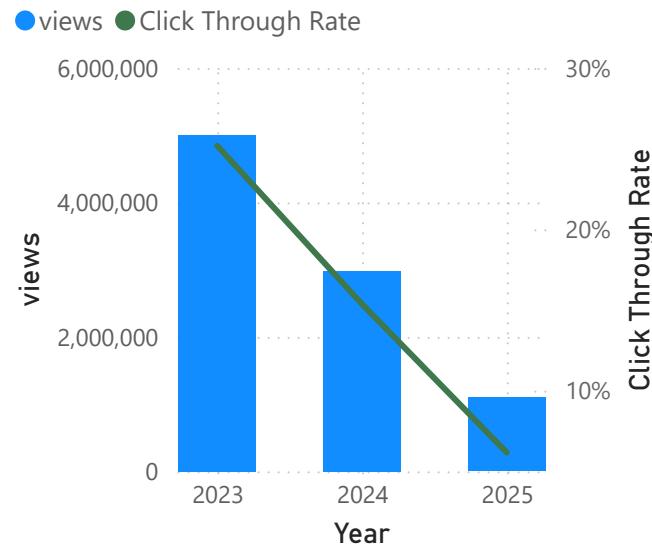
likes, clicks and views by Month



views by Month and ContentType



views and Click Through Rate by Year



Customer Feedback Analysis

2023	2024	2025	Q1	Q2	Q3	Q4	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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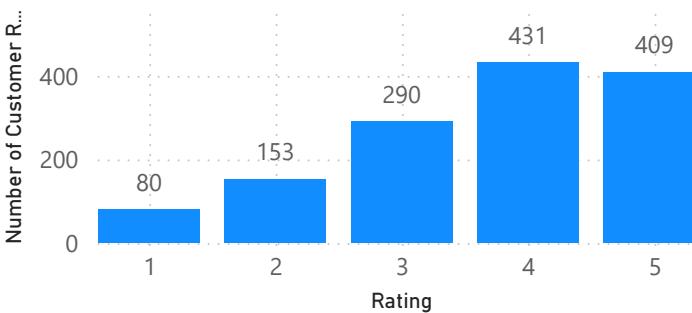
Product Name Filter

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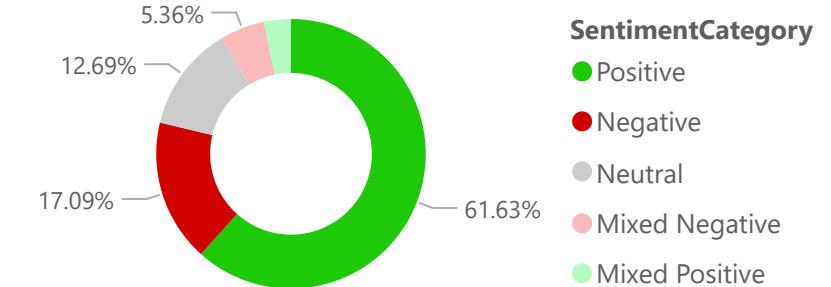
3.69

Rating (Average)

Number of Customer Reviews by Rating



Number of Customer Reviews by Sentiment Category



Review Date | Customer ID | Review Text | Sentiment Category | Rating

7/31/2025	25	Amazing value for the price.	Positive	5
8/19/2023	62	Amazing value for the price.	Positive	5
2/15/2024	49	Amazing value for the price.	Positive	5
11/9/2025	21	Amazing value for the price.	Positive	5
6/26/2023	18	Amazing value for the price.	Positive	5
3/27/2025	17	Amazing value for the price.	Positive	5
6/15/2024	72	Amazing value for the price.	Positive	5
10/15/2024	98	Amazing value for the price.	Positive	5
1/11/2023	40	Amazing value for the price.	Positive	5
2/28/2023	65	Amazing value for the price.	Positive	5
3/1/2023	80	Amazing value for the price.	Positive	5
4/6/2023	88	Amazing value for the price.	Positive	5
4/8/2023	7	Amazing value for the price.	Positive	5
4/8/2023	22	Amazing value for the price.	Positive	5
4/14/2023	53	Amazing value for the price.	Positive	5
6/16/2023	42	Amazing value for the price.	Positive	5
6/29/2023	93	Amazing value for the price.	Positive	5

Rating (Average) by Age Group and Gender

Gender ● Female ● Male

