

Overview

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

ProductName

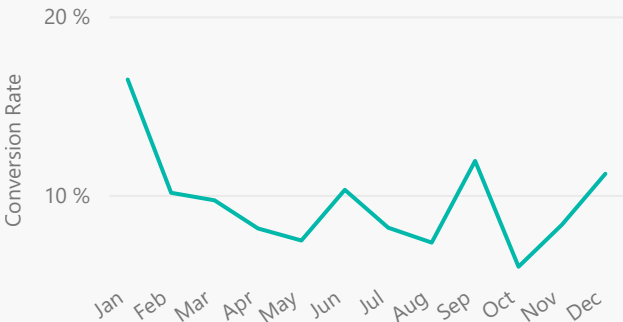
- ☐ Baseball Glove
- ☐ Basketball
- ☐ Boxing Gloves
- ☐ Climbing Rope
- ☐ Cycling Helmet
- ☐ Dumbbells
- ☐ Fitness Tracker
- ☐ Football Helmet
- ☐ Golf Clubs
- ☐ Hockey Stick
- ☐ Ice Skates
- ☐ Kayak
- ☐ Running Shoes
- ☐ Ski Boots
- ☐ Soccer Ball
- ☐ Surfboard
- ☐ Swim Goggles
- ☐ Tennis Racket
- ☐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

Conversion

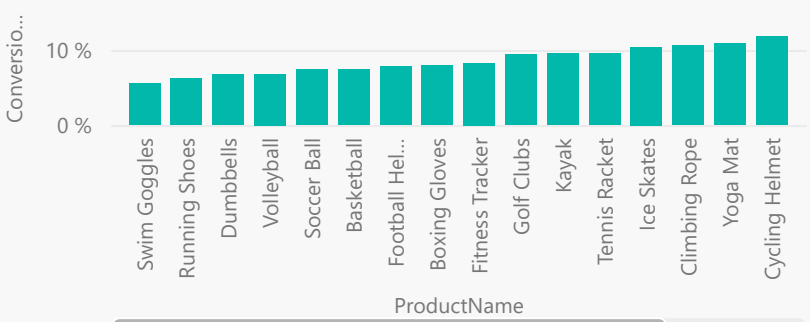
9.5 %

Conversion Rate

Conversion Rate by MonthNameShort



Conversion Rate by ProductName



Social Media

9,079,276

Views

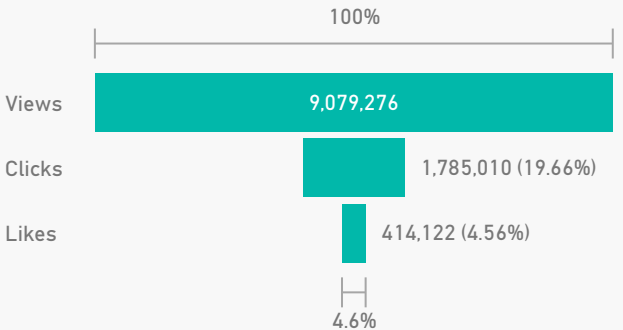
1,785,010

Clicks

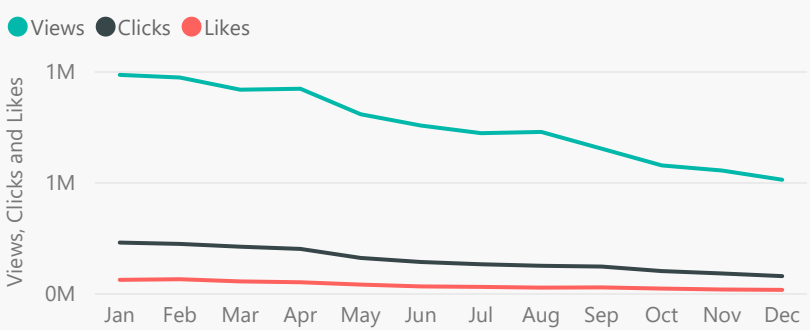
414,122

Likes

Views, Clicks and Likes



Views, Clicks and Likes by MonthNameShort



Customer Reviews

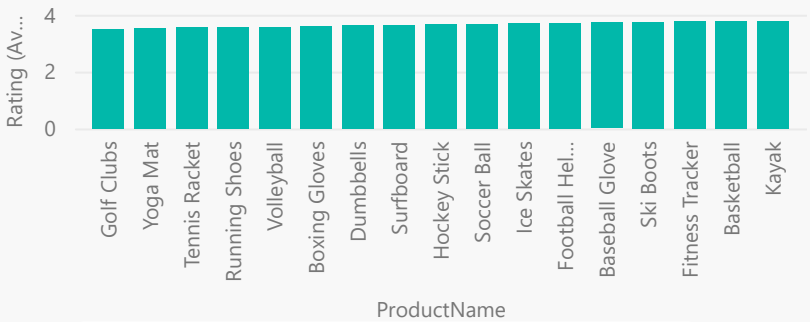
3.7

Rating (Average)

Rating (Average) by MonthNameShort



Rating (Average) by ProductName



Conversion Details

202320242025

JanFebMarAprMayJunJulAugSepOctNovDec

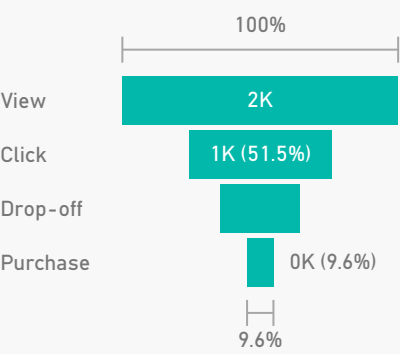
ProductName

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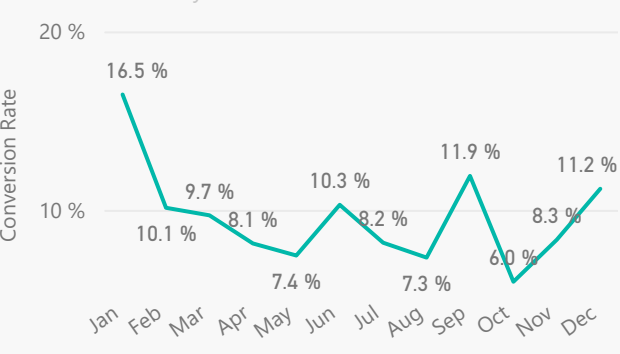
9.5 %

Conversion Rate

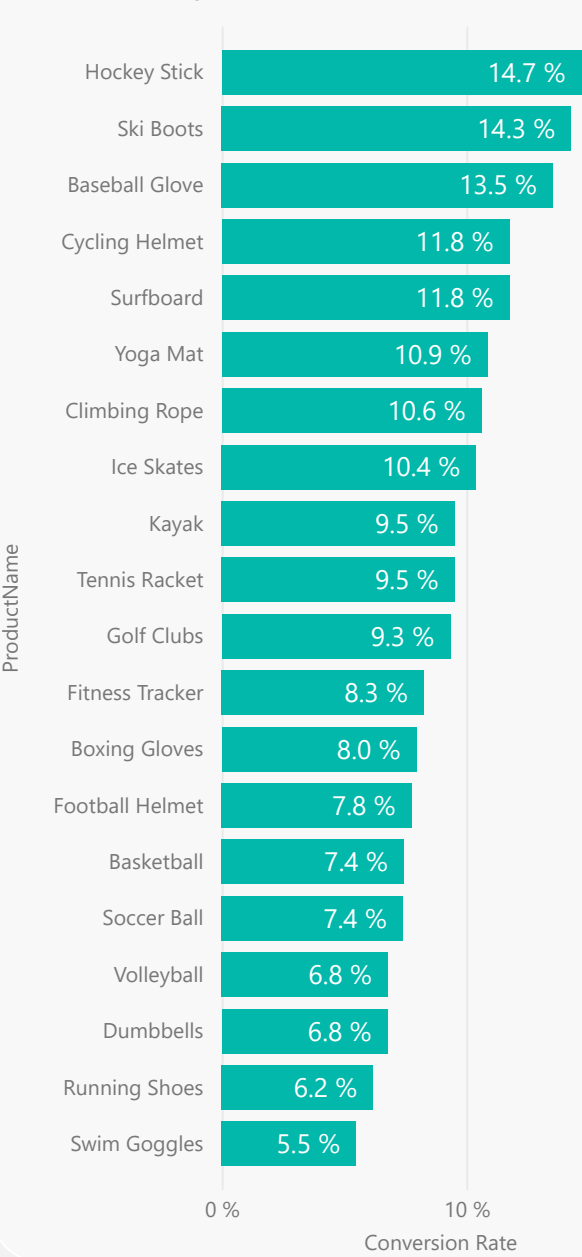
Num of Customer Journeys by Action



Conversion Rate by MonthNameShort



Conversion Rate by ProductName



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Hockey Stick	18.2 %	40.0 %	11.1 %		22.2 %		12.5 %	9.1 %	20.0 %		14.3 %	57.1 %	14.7 %
Ski Boots	100.0 %	10.0 %	16.7 %	12.5 %	11.1 %	10.0 %	12.5 %	40.0 %					14.3 %
Baseball Glove	22.2 %	12.5 %	7.7 %		11.1 %	11.1 %	12.5 %		40.0 %	20.0 %	50.0 %		13.5 %
Cycling Helmet		28.6 %	20.0 %	30.0 %	16.7 %	8.3 %		14.3 %	10.0 %	8.3 %			11.8 %
Surfboard	33.3 %	8.3 %	10.0 %	11.1 %	150.0 %	14.3 %			11.1 %	10.0 %			11.8 %
Yoga Mat	40.0 %	12.5 %	11.1 %			14.3 %	30.8 %					16.7 %	10.9 %
Climbing Rope	11.1 %	20.0 %	28.6 %	12.5 %	6.7 %	12.5 %	14.3 %	14.3 %	7.7 %	9.1 %			10.6 %
Ice Skates			12.5 %			8.3 %	30.0 %	16.7 %	20.0 %	11.1 %	18.2 %	25.0 %	10.4 %
Kayak		16.7 %	20.0 %	16.7 %		16.7 %	11.1 %		10.0 %	14.3 %		16.7 %	9.5 %
Tennis Racket	33.3 %	7.7 %	25.0 %	12.5 %	25.0 %	11.1 %			25.0 %	6.7 %	20.0 %		9.5 %
Golf Clubs	11.1 %	11.1 %		10.0 %	14.3 %		15.4 %	25.0 %	12.5 %			10.0 %	9.3 %
Fitness Tracker	16.7 %		10.0 %		8.3 %	33.3 %			16.7 %		7.7 %	14.3 %	8.3 %
Boxing Gloves	8.3 %					9.1 %	8.3 %	11.1 %		11.1 %	20.0 %	28.6 %	8.0 %
Football Helmet	20.0 %	28.6 %	7.7 %	14.3 %			8.3 %	11.1 %	10.0 %				7.8 %
Total	16.5 %	10.1 %	9.7 %	8.1 %	7.4 %	10.3 %	8.2 %	7.3 %	11.9 %	6.0 %	8.3 %	11.2 %	9.5 %

Social Media Details

2023

2024

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ProductNa... ▼

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9,079,276

Views

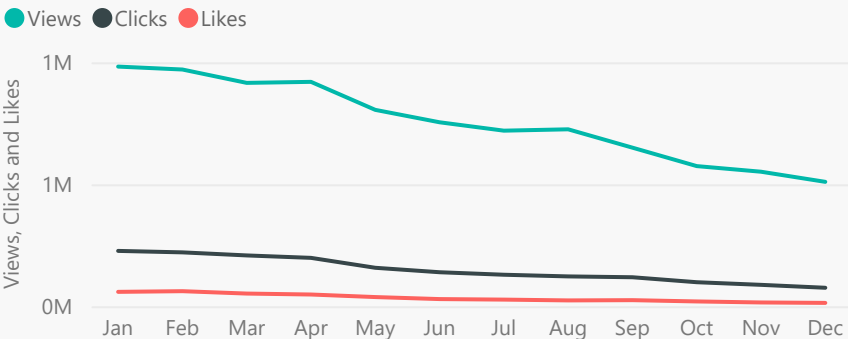
1,785,010

Clicks

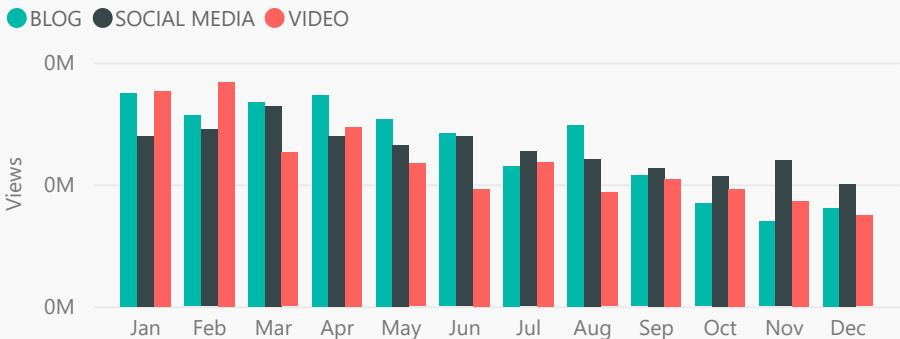
414,122

Likes

Views, Clicks and Likes by MonthNameShort



Views by MonthNameShort and ContentType



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Basketball	37,432	63,264	56,840	61,622	48,370	67,251	26,655	43,710	59,697	18,458	29,430	17,131	529,860
Running Shoes	44,135	68,312	37,518	49,702	45,599	43,966	43,419	50,136	39,291	33,640	44,969	19,675	520,362
Soccer Ball	86,648	44,543	47,923	44,201	65,789	39,818	49,427	32,231	13,581	17,805	39,927	35,269	517,162
Climbing Rope	59,049	77,496	54,766	70,102	25,647	24,640	44,513	34,514	38,856	31,120	26,987	27,687	515,377
Swim Goggles	56,984	51,833	48,209	68,348	29,609	39,078	41,157	37,086	51,530	48,111	17,870	20,070	509,885
Ice Skates	75,396	32,088	40,801	47,392	55,772	36,679	23,740	35,931	44,049	33,558	11,340	38,563	475,309
Golf Clubs	60,812	41,679	44,675	47,834	40,661	41,834	50,636	35,035	30,201	35,659	31,892	13,731	474,649
Cycling Helmet	52,995	50,474	47,458	31,935	59,385	41,588	33,736	34,589	25,437	33,815	20,358	28,466	460,236
Kayak	33,650	38,602	59,023	71,249	51,217	60,699	26,522	22,489	23,377	30,430	7,738	30,309	455,305
Ski Boots	41,825	38,886	45,307	38,873	40,506	33,001	33,925	66,375	30,708	12,311	40,123	31,988	453,828
Tennis Racket	43,947	41,682	37,241	46,836	45,551	27,615	38,241	35,298	31,487	43,193	24,248	27,433	442,772
Boxing Gloves	44,555	44,644	53,436	70,002	30,336	33,851	24,912	35,594	21,213	29,946	32,289	21,655	442,433
Total	982,444	970,480	915,714	919,898	805,084	754,182	719,825	725,376	650,138	574,576	551,537	510,022	9,079,276

Customer Reviews Details

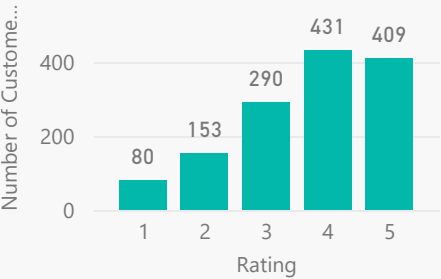
SentimentC... ▾

- ☐ Mixed Negative
- ☐ Mixed Positive
- ☐ Negative
- ☐ Neutral
- ☐ Positive

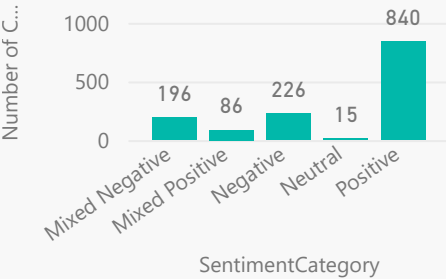
3.7

Rating (Average)

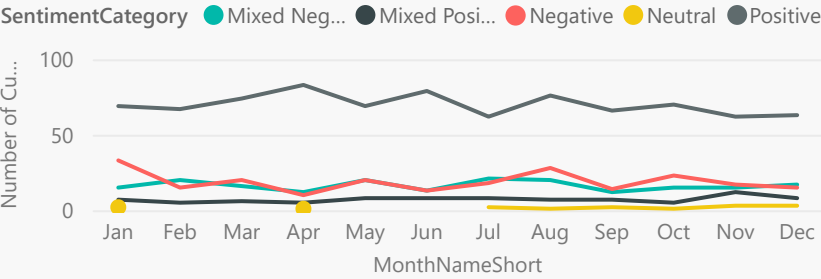
Number of Customer Reviews by Rating



Number of Customer Reviews by Sentim...



Number of Customer Reviews by MonthNameShort and SentimentCategory



ProductNa... ▾

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- ☐ Ski Boots
- ☐ Soccer Ball
- ☐ Surfboard

ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
Sunday, January 01, 2023	10	Shipping was fast and the item was well-packaged.	Positive	5
Sunday, January 01, 2023	46	The color was different from what was shown.	Negative	1
Monday, January 02, 2023	68	Shipping was fast and the item was well-packaged.	Positive	5
Tuesday, January 03, 2023	23	Customer support was very helpful.	Positive	5
Tuesday, January 03, 2023	68	Customer support was very helpful.	Positive	4
Tuesday, January 03, 2023	87	Terrible customer service, would not buy again.	Negative	1
Wednesday, January 04, 2023	69	Good quality, but could be cheaper.	Mixed Positive	3
Wednesday, January 04, 2023	75	Not satisfied, the product broke after a week.	Negative	1
Thursday, January 05, 2023	80	Not satisfied, the product broke after a week.	Negative	1
Thursday, January 05, 2023	83	I had a bad experience with this product.	Negative	1
Friday, January 06, 2023	95	Excellent product, highly recommend!	Positive	5
Friday, January 06, 2023	96	I love this product, will buy again!	Positive	4
Saturday, January 07, 2023	62	The product stopped working after a month.	Negative	1
Monday, January 09, 2023	3	Shipping was fast and the item was well-packaged.	Positive	4
Monday, January 09, 2023	36	Not worth the money.	Negative	2
Tuesday, January 10, 2023	21	Not satisfied, the product broke after a week.	Negative	1
Wednesday, January 11, 2023	40	Amazing value for the price.	Positive	5
Wednesday, January 11, 2023	76	Good quality, but could be cheaper.	Positive	4
Wednesday, January 11, 2023	83	Not worth the money.	Mixed Negative	3

Rating (Average), Number of Customer Reviews and Number of Customer R...

