

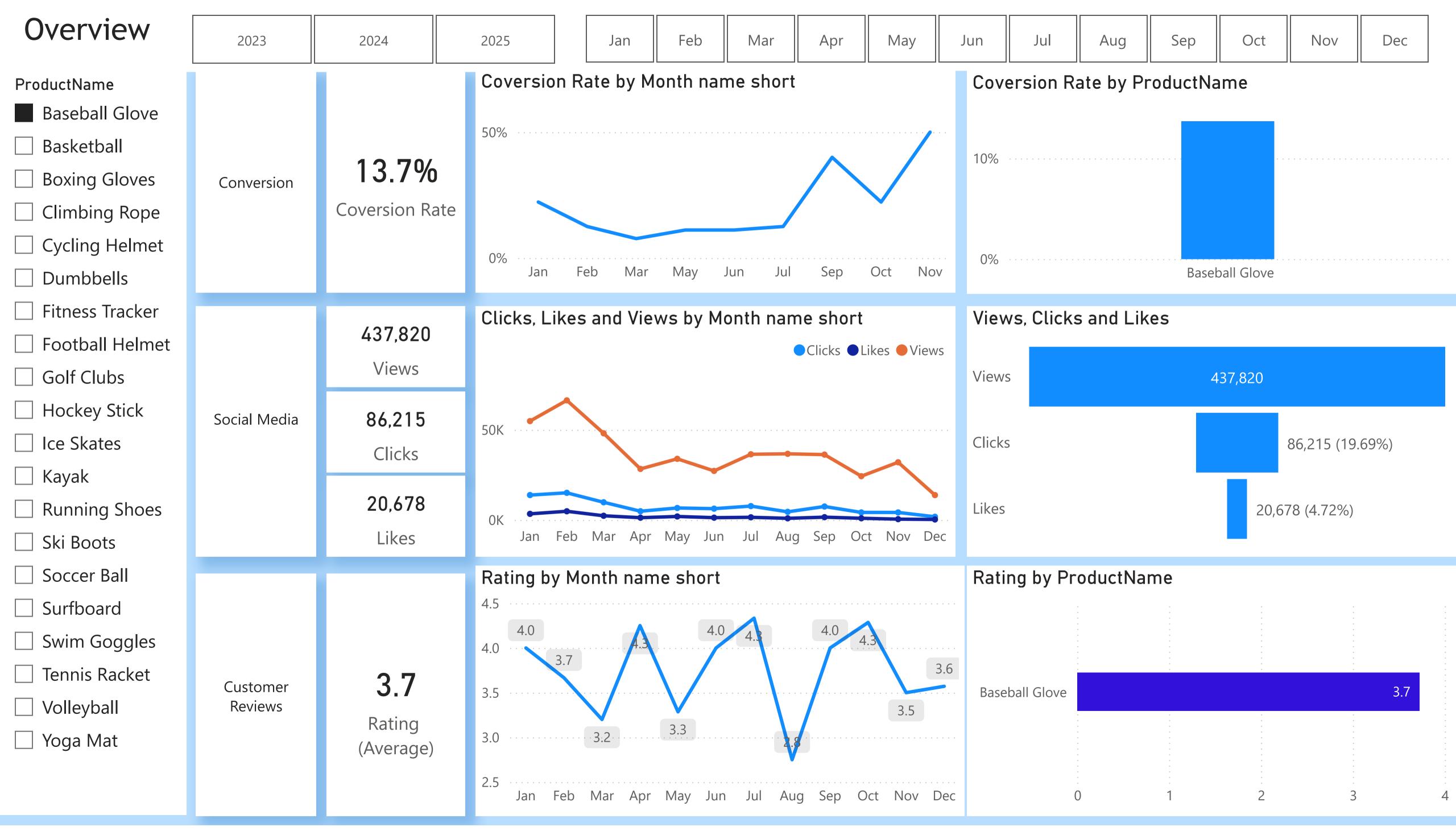
## **Customer Insights**











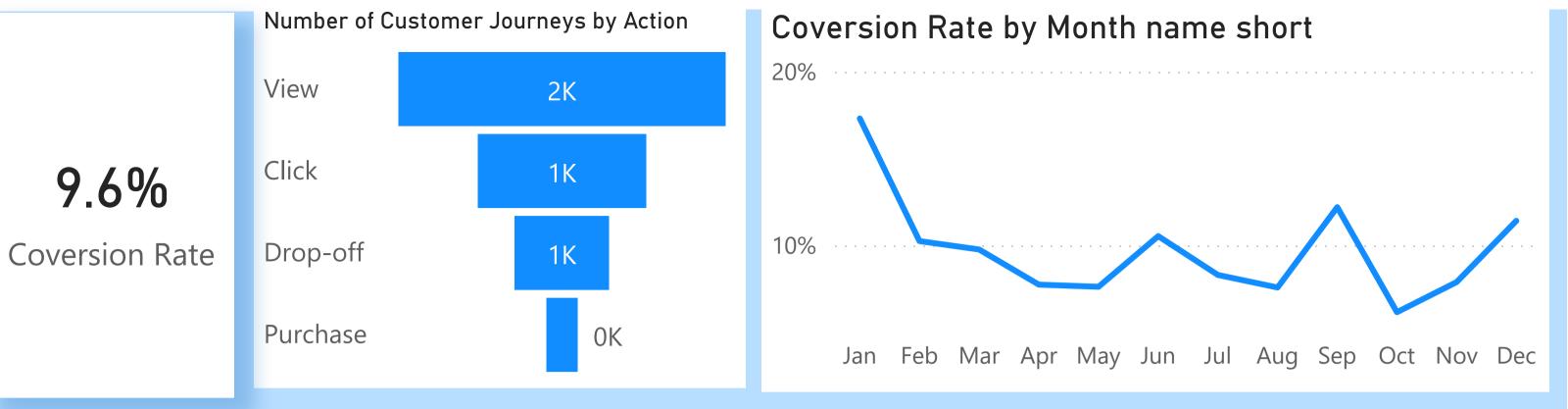
## Conversion Details



Volleyball

Yoga Mat





ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	<b>Total</b>
Hockey Stick	22.2%	40.0%	11.1%		25.0%		12.5%	10.0%	20.0%		14.3%	57.1%	15.5%
Ski Boots	100.0%	10.0%	20.0%	12.5%	11.1%	10.0%	12.5%	40.0%					14.6%
Baseball Glove	22.2%	12.5%	7.7%		11.1%	11.1%	12.5%		40.0%	22.2%	50.0%		13.7%
Cycling Helmet		33.3%	20.0%	30.0%	16.7%	8.3%		14.3%	10.0%	8.3%			12.0%
Surfboard	33.3%	8.3%	10.0%	11.1%	150.0%	15.4%			11.1%	10.0%			11.9%
Yoga Mat	40.0%	12.5%	11.1%			16.7%	30.8%					16.7%	11.4%
Ice Skates			12.5%			9.1%	30.0%	16.7%	22.2%	11.1%	20.0%	25.0%	10.7%
Climbing Rope	11.1%	20.0%	28.6%	12.5%	6.7%	12.5%	14.3%	14.3%	7.7%	9.1%			10.7%
Tennis Racket	33.3%	7.7%	25.0%	12.5%	25.0%	11.1%			28.6%	7.1%	20.0%		9.7%
Golf Clubs	12.5%	11.1%		10.0%	14.3%		16.7%	25.0%	12.5%			10.0%	9.5%
Kayak		16.7%	20.0%	8.3%		16.7%	11.1%		10.0%	14.3%		16.7%	8.7%
Fitness Tracker	16.7%		10.0%		8.3%	33.3%			16.7%		7.7%	14.3%	8.3%
Football Helmet	25.0%	28.6%	7.7%	16.7%			8.3%	11.1%	10.0%				8.1%
Soccer Ball	75.0%		8.3%	9.1%				10.0%	14.3%		9.1%		7.5%
Basketball		50.0%	16.7%	20.0%					12.5%		12.5%	33.3%	7.4%
Boxing Gloves	9.1%					10.0%	8.3%	12.5%		11.1%	10.0%	28.6%	7.3%
Volleyball	22.2%			11.1%		33.3%		10.0%				12.5%	7.1%
Dumbbells			16.7%	12.5%		40.0%			10.0%	11.1%	20.0%	8.3%	7.0%
Running Shoes Total	12 5% <b>17.3%</b>	2 2% 10.2%	9.8%	10 0% <b>7.7%</b>	10 0% <b>7.6%</b>	10.5%	8.3%	7.6%	20 0% <b>12.2%</b>	6.1%	1/1 3% <b>7.9%</b>	11.4%	6 3% 9.6%

## Coversion Rate by ProductName

