

OVERVIEW

202320242025

JanFebMarAprMayJunJulAugSepOctNovDec

Product Name

Baseball Glove

Basketball

Boxing Gloves

Climbing Rope

Cycling Helmet

Dumbbells

Fitness Tracker

Football Helmet

Golf Clubs

Hockey Stick

Ice Skates

CONVERSION

Conversion Rate

10%

SOCIAL MEDIA

90,79,276

Views

17,85,010

Clicks

4,14,122

Likes

CUSTOMER REVIEWS

3.69

Rating(Avg)

Conversion Rate by Month

Conversion Rate

MonthNameShort

Conversion Rate by Product Name

Conversion Rate

Product Name

Likes, Clicks and Views by Month

LikesClicksViews

MonthNameShort

Rating(Avg) by Month

Rating(Avg)

MonthNameShort

Rating(Avg) by Product Name

Rating(Avg)

Product Name

CONVERSION
DETAILS

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

ProductName

Baseball Glove

Basketball

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Hockey Stick

Ice Skates

Kayak

Running Shoes

Ski Boots

Soccer Ball

Surfboard

Swim Goggles

Tennis Racket

Volleyball

Yoga Mat

Conversion Rate

10%

Conversion Rate by Month

20%

10%

17%

10%

10%

8%

8%

11%

8%

8%

12%

6%

8%

11%

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

MonthNameShort

Number of Journey by Action

100%

2070

1066

598

198

View

Click

Drop-off

Purchase

9.6%

Conversion Rate by ProductName

Product

Conversion Rate

Hockey Stick

15%

Ski Boots

15%

Baseball Glove

14%

Cycling Helmet

12%

Surfboard

12%

Yoga Mat

11%

Ice Skates

11%

Climbing Rope

11%

Tennis Racket

10%

Golf Clubs

10%

Kayak

9%

Fitness Tracker

8%

Football Helmet

8%

Soccer Ball

8%

Basketball

7%

Boxing Gloves

7%

Volleyball

7%

Dumbbells

7%

Running Shoes

6%

Swim Goggles

6%

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	22%	13%	8%		11%	11%	13%		40%	22%	50%		14%
Basketball		50%	17%	20%					13%		13%	33%	7%
Boxing Gloves	9%					10%	8%	13%		11%	10%	29%	7%
Climbing Rope	11%	20%	29%	13%	7%	13%	14%	14%	8%	9%			11%
Cycling Helmet		33%	20%	30%	17%	8%		14%	10%	8%			12%
Dumbbells			17%	13%		40%			10%	11%	20%	8%	7%
Fitness Tracker	17%		10%		8%	33%			17%		8%	14%	8%
Football Helmet	25%	29%	8%	17%			8%	11%	10%				8%
Golf Clubs	13%	11%		10%	14%		17%	25%	13%			10%	10%
Hockey Stick	22%	40%	11%		25%		13%	10%	20%		14%	57%	15%
Ice Skates			13%			9%	30%	17%	22%	11%	20%	25%	11%
Kayak		17%	20%	8%		17%	11%		10%	14%		17%	9%
Running Shoes	13%	8%		10%	10%				20%		14%		6%
Ski Boots	100%	10%	20%	13%	11%	10%	13%	40%					15%
Total	17%	10%	10%	8%	8%	11%	8%	8%	12%	6%	8%	11%	10%

SOCIAL MEDIA
DETAILS

Product Name

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202320242025

JanFebMarAprMayJunJulAugSepOctNovDec

50,00,203
Views

12,59,033
Clicks

3,36,162
Likes

Likes, Clicks and Views by MonthNameShort

LikesClicksViews

Views by MonthH and ContentType

ContentTypeBLOGSOCIAL MEDIAVIDEO

Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	31,188	47,394	26,760	20,861	19,651	15,151	23,238	23,985	17,620	11,281	13,190	6,224	2,56,541
Basketball	3,712	43,272	34,028	23,695	12,174	42,443	7,988	26,624	47,999	5,548	19,552	14,001	2,81,000
Boxing Gloves	15,753	32,966	27,826	49,805	12,100	15,210	16,706	23,266	16,284	22,312	21,257	11,318	2,64,801
Climbing Rope	31,486	64,821	27,428	44,266	4,279	3,012	23,008	25,764	12,194	22,607	19,777	16,890	2,95,501
Cycling Helmet	18,103	23,099	28,691	23,597	28,889	24,202	11,993	11,816	9,818	19,420	6,442	19,211	2,25,201
Dumbbells	31,585	7,190	17,178	15,015	15,717	20,487	19,354		15,033	13,072	17,429	16,595	1,88,601
Fitness Tracker	17,865	14,991	13,682	6,573	7,275	19,775	18,893	31,858	6,392	14,806	10,119	19,081	1,81,301
Football Helmet	14,076	19,990	28,111	30,289	5,131	5,326	51,415	17,200	21,964	5,260	14,955	13,328	2,27,001
Golf Clubs	39,152	13,055	21,140	36,157	18,378	28,033	26,806	19,553	15,064	18,543	14,245	9,451	2,59,501
Hockey Stick	23,869	44,561	8,817	21,238	25,662	20,720	10,068	21,383	16,724	8,502	23,398	6,028	2,30,901
Ice Skates	44,914	19,944	16,624	17,720	33,478	8,195	1,409	10,203	27,911	24,576		30,358	2,35,301
Kayak	11,175	26,922	38,027	49,142	28,726	39,454	12,864	4,808	9,586	20,138	955	15,481	2,57,201
Running Shoes	29,134	33,994	10,264	29,846	23,843	28,532	33,748	30,174	15,586	19,302	33,255	5,931	2,93,601
Ski Boots	18,535	27,056	19,190	23,576	20,717	23,690	19,590	45,699	23,187	7,515	20,541	14,587	2,63,801
Soccer Ball	58,521	25,466	29,119	29,548	35,805	16,605	27,252	16,698	7,496	11,877	18,318	14,514	2,91,201
Surfboard	19,358	44,383	30,378	7,074	10,336	21,093	16,516	19,651	22,957	15,685	20,126	19,390	2,46,901
Swim Goggles	33,554	22,986	27,355	54,580	8,468	19,678	25,595	14,051	37,807	41,022	13,484	13,117	3,11,601
Total	5,08,100	5,72,721	4,67,010	5,31,643	3,72,730	3,94,980	3,94,857	3,87,892	4,02,005	3,65,584	3,11,850	2,90,831	50,00,201

CUSTOMER
REVIEWS

202320242025

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Product Name

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Hockey Stick

Rating(Avg)

3.69

Number of Customer Reviews by Rating

Rating	Number of Customer Reviews
4	431
5	409
3	290
2	153
1	80

No. of Customer Reviews by Sentiment Category

SentimentCategory	Number of Customer Reviews
Positive	840
Negative	226
Mixed Negative	196
Mixed Positive	86
Neutral	15

No. of Customer Reviews by Month & Sentiment Category

MonthNameShort	Mixed Negative	Mixed Positive	Negative
Jan	10	5	35
Feb	15	5	20
Mar	20	5	20
Apr	10	5	10
May	10	5	15
Jun	15	5	20
Jul	20	5	15
Aug	25	5	25
Sep	20	5	20
Oct	15	5	25
Nov	10	5	20
Dec	15	5	15

CustomerID	ReviewText	ReviewDate	Sum of Rating	SentimentCategory
1	The product is okay, but the instructions were unclear.	17 June 2023	3	Mixed Negative
2	Not worth the money.	21 November 2023	3	Mixed Negative
2	Not worth the money.	16 February 2024	3	Mixed Negative
2	Average experience, nothing special.	15 October 2024	3	Mixed Negative
3	Average experience, nothing special.	12 April 2023	3	Mixed Negative
3	Not worth the money.	24 May 2025	3	Mixed Negative
4	The product is okay, but the instructions were unclear.	28 June 2023	3	Mixed Negative
6	The product is okay, but the instructions were unclear.	06 December 2023	3	Mixed Negative
7	The product is okay, but the instructions were unclear.	19 October 2024	3	Mixed Negative
9	Not worth the money.	28 November 2024	3	Mixed Negative
9	Not worth the money.	20 June 2025	3	Mixed Negative
10	The product is okay, but the instructions were unclear.	28 January 2024	3	Mixed Negative
10	The product is okay, but the instructions were unclear.	04 April 2025	3	Mixed Negative
11	Not worth the money.	01 March 2023	3	Mixed Negative
11	Not worth the money.	23 March 2023	3	Mixed Negative
11	Average experience, nothing special.	27 June 2023	3	Mixed Negative
13	Average experience, nothing special.	20 November 2023	3	Mixed Negative
15	The product is okay, but the instructions were unclear.	04 August 2023	3	Mixed Negative
Total			5025	

Rating(Avg) and Number of Customer Reviews by CustomerID and SentimentCategory

Rating(Avg)	Mixed Negative	Mixed Positive	Negative
1	0	0	4
2	0	0	9
3	2	7	0
4	0	0	4
5	0	0	8