

# Marketing Data Analysis Overview

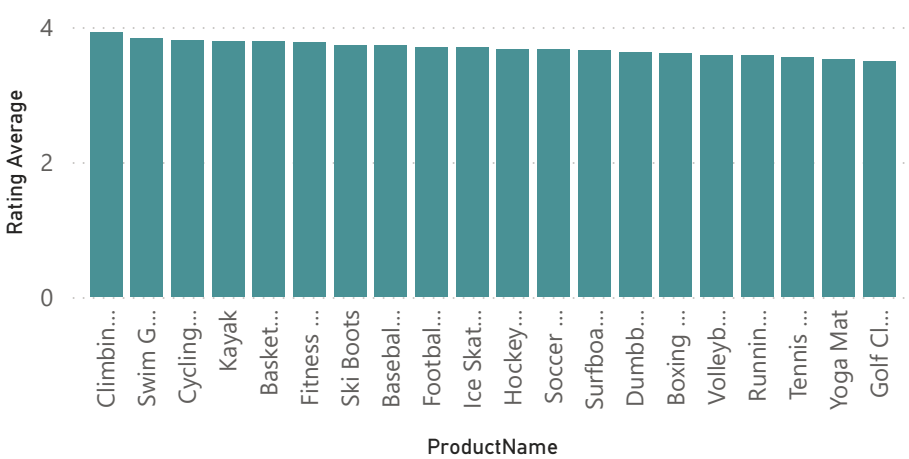
2023	2024	2025
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Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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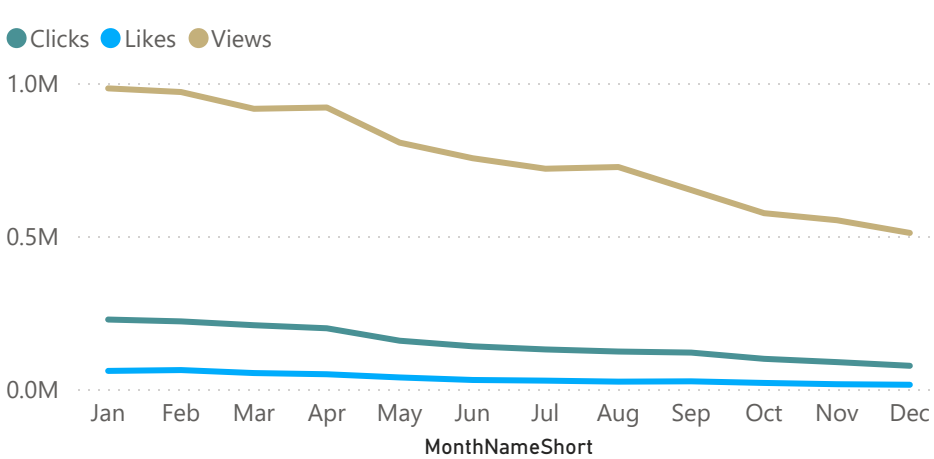
ProductName

- ☐ Baseball Glove
- ☐ Basketball
- ☐ Boxing Gloves
- ☐ Climbing Rope
- ☐ Cycling Helmet
- ☐ Dumbbells
- ☐ Fitness Tracker
- ☐ Football Helmet

Rating Average by Product Name



Clicks, Likes and Views by MonthNameShort



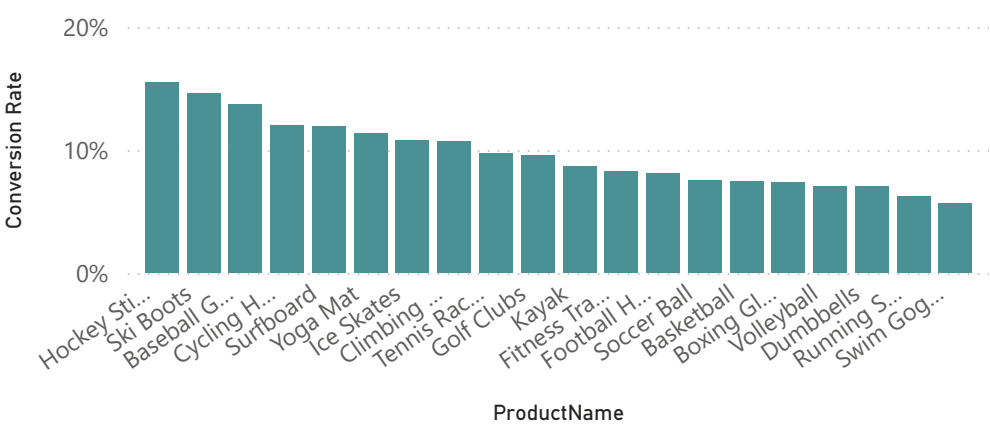
9.57%  
Conversion Rate

9M  
Views

2M  
Clicks

414K  
Likes

Conversion Rate by ProductName

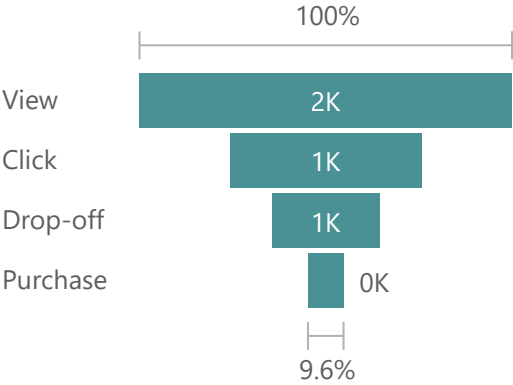


# Conversion Details

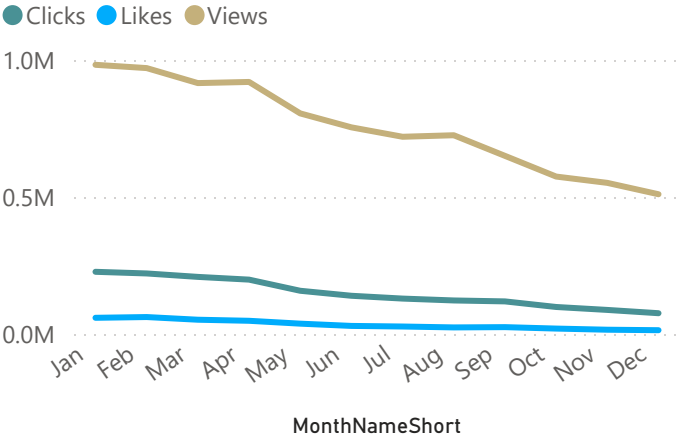
2023	2024	2025
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Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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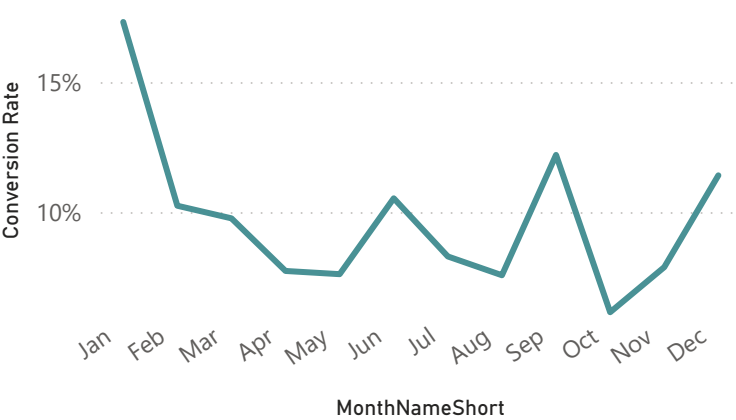
Number of Customer Journeys by Action



Clicks, Likes and Views by MonthNameShort



Conversion Rate by MonthNameShort



9.57%

Conversion Rate

ProductName

☐ Baseball Glove

☐ Basketball

☐ Boxing Gloves

☐ Climbing Rope

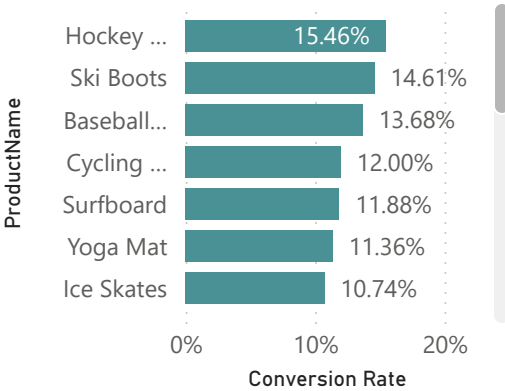
☐ Cycling Helmet

☐ Dumbbells

☐ Fitness Tracker

Conversion Rate	ProductName	MonthNameShort
22.22%	Baseball Glove	Jan
12.50%	Baseball Glove	Feb
7.69%	Baseball Glove	Mar
11.11%	Baseball Glove	May
11.11%	Baseball Glove	Jun
12.50%	Baseball Glove	Jul
40.00%	Baseball Glove	Sep
22.22%	Baseball Glove	Oct
9.57%		

Conversion Rate by ProductName



# Social Media Details

2023	2024	2025
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Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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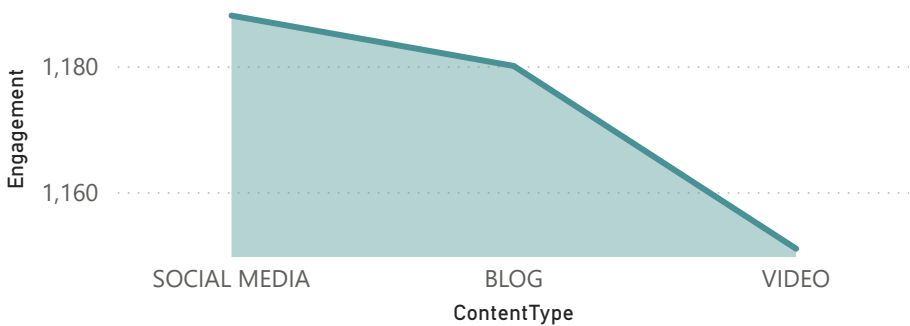
## Views

	Jan	Feb	Mar	Apr	May	Jun	Jul
⊕ Baseball Glove	54795	66287	48037	28293	33887	27188	36406
⊕ Basketball	37432	63264	56840	61622	48370	67251	26655
⊕ Boxing Gloves	44555	44644	53436	70002	30336	33851	24912
⊕ Climbing Rope	59049	77496	54766	70102	25647	24640	44513
⊕ Cycling Helmet	52995	50474	47458	31935	59385	41588	33736
⊕ Dumbbells	49545	28018	47323	44877	31720	44878	27088
⊕ Fitness Tracker	40446	36215	30956	24651	28979	30513	53307
⊕ Football Helmet	45007	37669	36238	53931	28113	25199	64586
<b>Total</b>	<b>982444</b>	<b>970480</b>	<b>915714</b>	<b>919898</b>	<b>805084</b>	<b>754182</b>	<b>719825</b>

20

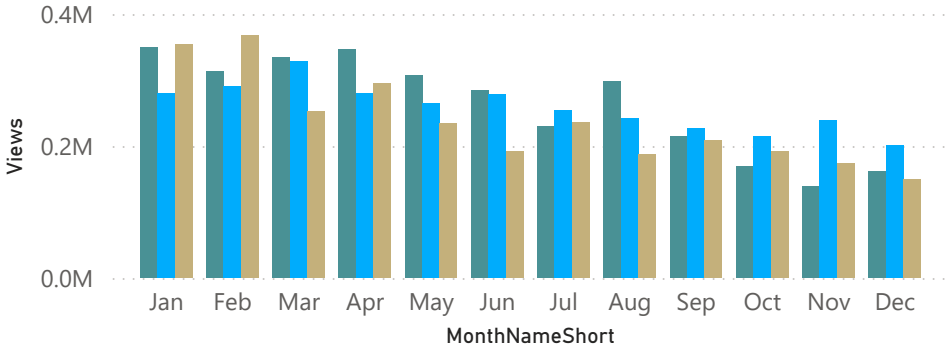
Campaigns

## Engagement by ContentType



## Views by MonthNameShort and ContentType

ContentType ● BLOG ● SOCIAL MEDIA ● VIDEO

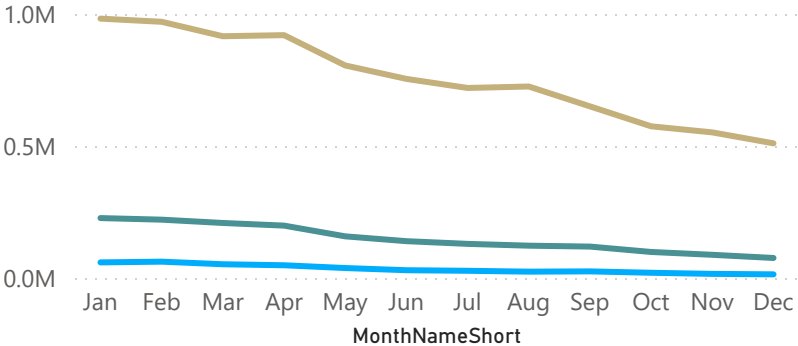


ProductName

- ☐ Baseball Glove
- ☐ Basketball
- ☐ Boxing Gloves
- ☐ Climbing Rope
- ☐ Cycling Helmet
- ☐ Dumbbells
- ☐ Fitness Tracker

## Clicks, Likes and Views by MonthNameShort

● Clicks ● Likes ● Views

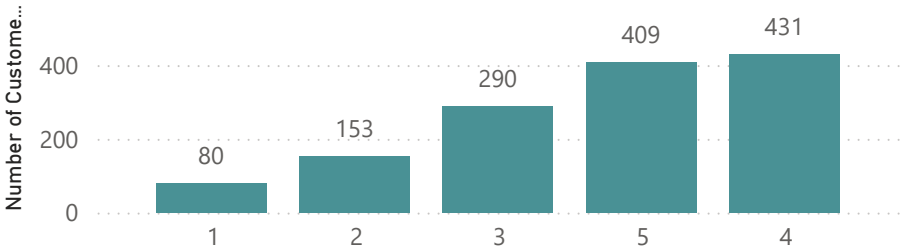


# Customer Reviews Details

2023	2024	2025
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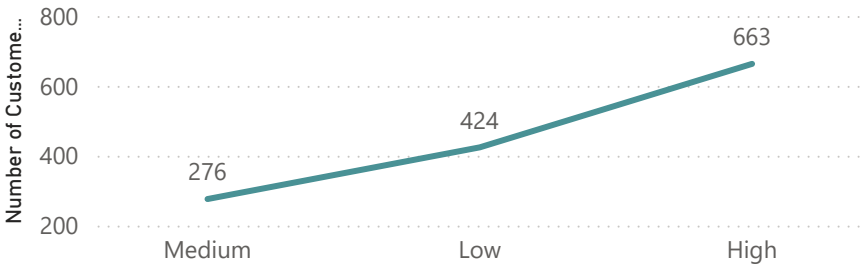
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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Number of Customer Reviews by Rating

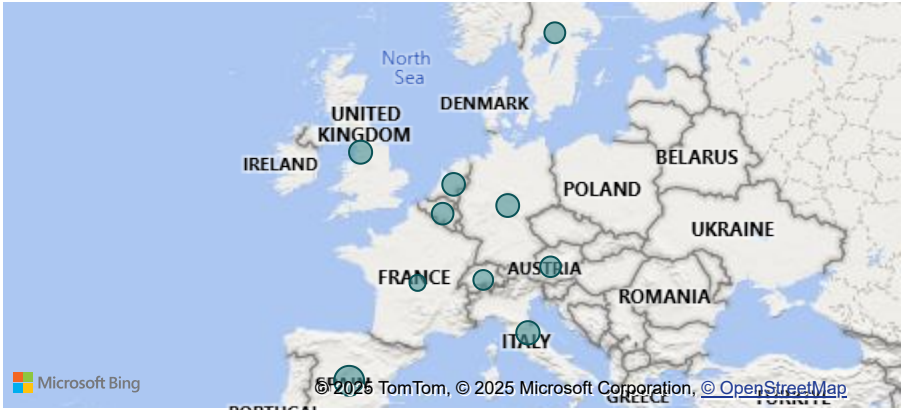


3.69  
Rating Average

Number of Customer Reviews by Price Category



Rating by Country



- ProductName
- ☐ Baseball Glove
  - ☐ Basketball
  - ☐ Boxing Gloves
  - ☐ Climbing Rope
  - ☐ Cycling Helmet
  - ☐ Dumbbells
  - ☐ Fitness Tracker

Rating Average by Product Name

