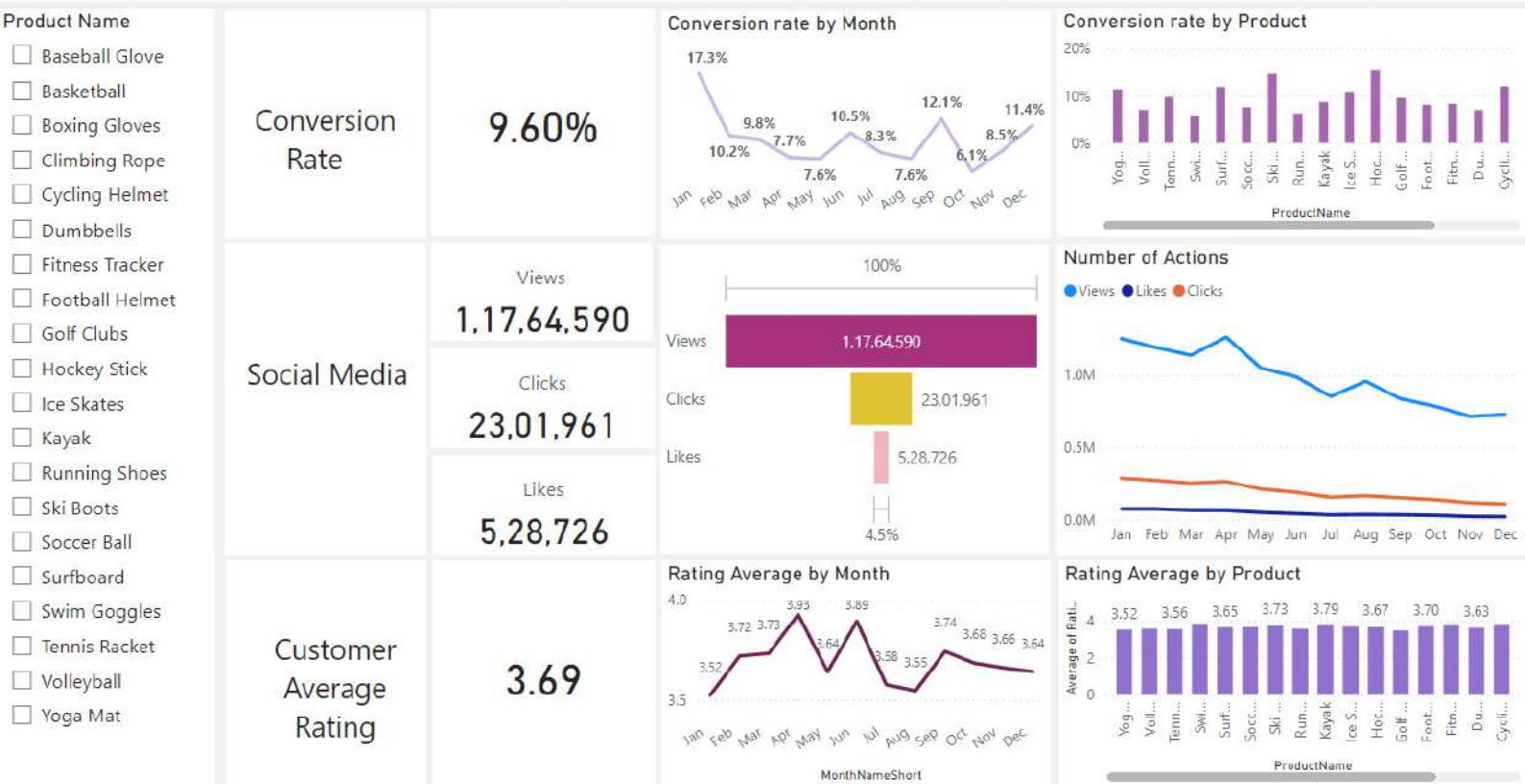


Overview

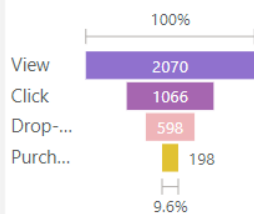


Conversion Details

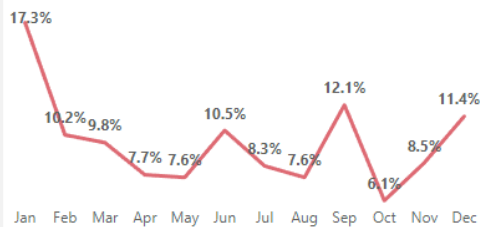
- Product Name
- ☐ Baseball Glove
 - ☐ Basketball
 - ☐ Boxing Gloves
 - ☐ Climbing Rope
 - ☐ Cycling Helmet
 - ☐ Dumbbells
 - ☐ Fitness Tracker
 - ☐ Football Helmet
 - ☐ Golf Clubs
 - ☐ Hockey Stick
 - ☐ Ice Skates
 - ☐ Kayak
 - ☐ Running Shoes
 - ☐ Ski Boots
 - ☐ Soccer Ball
 - ☐ Surfboard
 - ☐ Swim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

9.60%

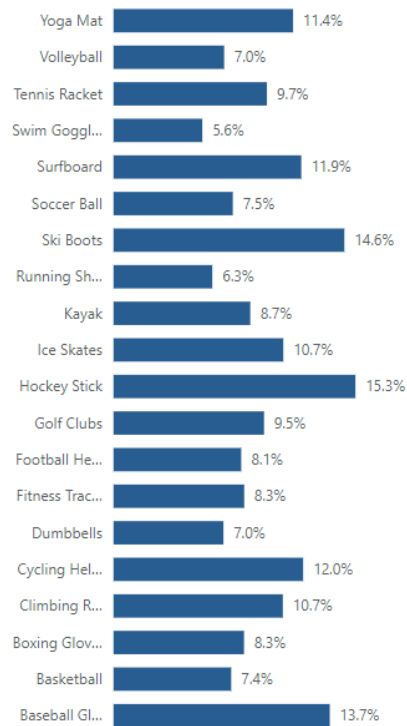
Journey Numbers of Action



Conversion rate by Month



Conversion rate by Product



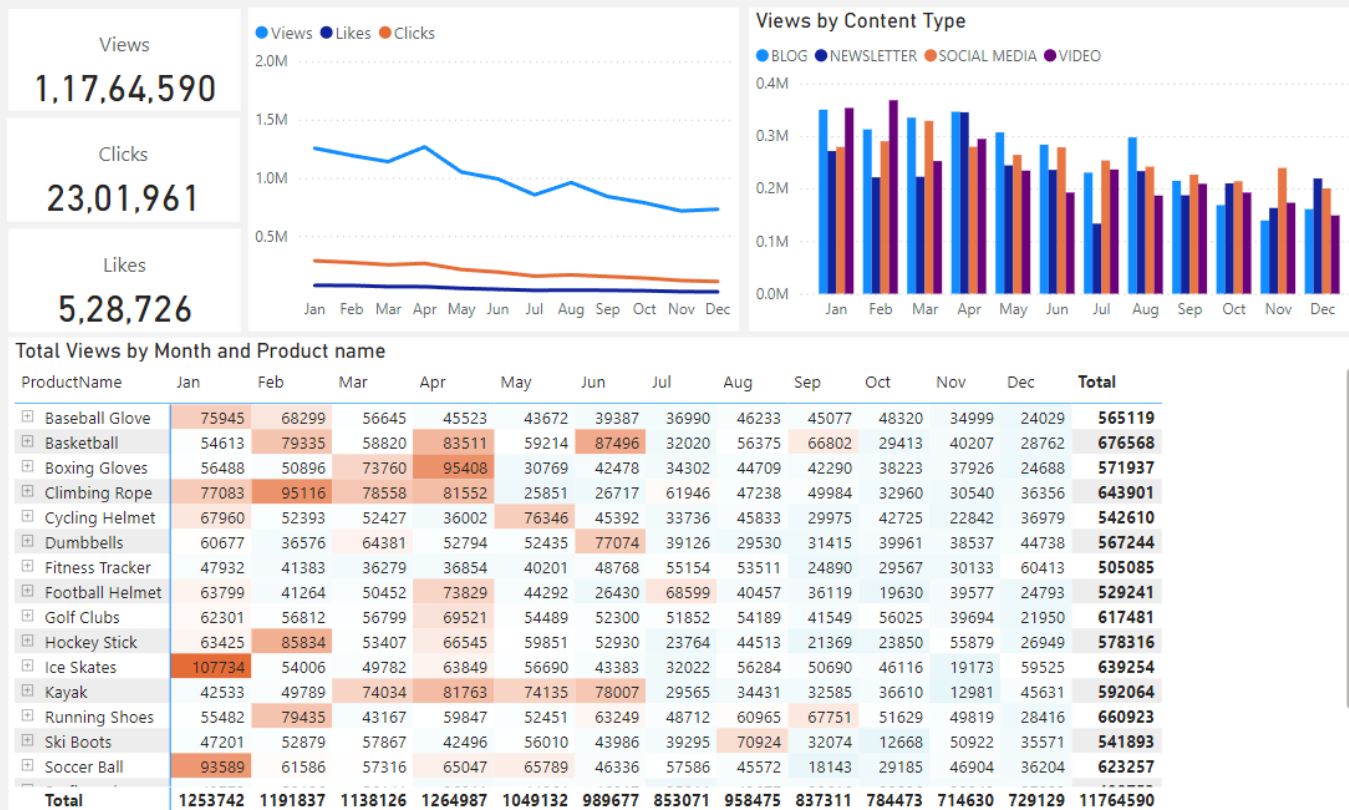
ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	22.2%	12.5%	7.7%		11.1%	11.1%	12.5%		40.0%	22.2%	50.0%		13.7%
Basketball		50.0%	16.7%	20.0%					12.5%		12.5%	33.3%	7.4%
Boxing Gloves	9.1%					10.0%	8.3%	12.5%		11.1%	20.0%	28.6%	8.3%
Climbing Rope	11.1%	20.0%	28.6%	12.5%	6.7%	12.5%	14.3%	14.3%	7.7%	9.1%			10.7%
Cycling Helmet		33.3%	20.0%	30.0%	16.7%	8.3%		14.3%	10.0%	8.3%			12.0%
Dumbbells			16.7%	12.5%		40.0%			10.0%	10.0%	20.0%	8.3%	7.0%
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%
Golf Clubs	12.5%	11.1%		10.0%	14.3%		16.7%	25.0%	12.5%			10.0%	9.5%
Hockey Stick	22.2%	40.0%	11.1%		22.2%		12.5%	10.0%	20.0%		14.3%	57.1%	15.3%
Ice Skates			12.5%			9.1%	30.0%	16.7%	22.2%	11.1%	20.0%	25.0%	10.7%
Kayak		16.7%	20.0%	8.3%		16.7%	11.1%		10.0%	14.3%		16.7%	8.7%
Running Shoes	12.5%	8.3%		10.0%	10.0%				20.0%		14.3%		6.3%
Ski Boots	100.0%	10.0%	20.0%	12.5%	11.1%	10.0%	12.5%	40.0%					14.6%
Total	17.3%	10.2%	9.8%	7.7%	7.6%	10.5%	8.3%	7.6%	12.1%	6.1%	8.5%	11.4%	9.6%

Social Media Details

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

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



Customer Review Details

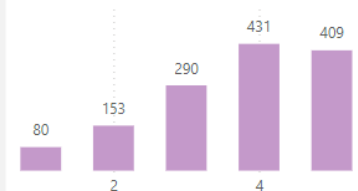
Product Name

- ☐ Baseball Glove
- ☐ Basketball
- ☐ Boxing Gloves
- ☐ Climbing Rope
- ☐ Cycling Helmet
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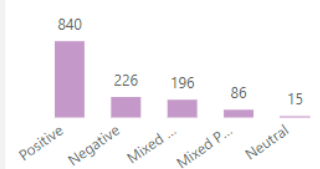
Average of Rating

3.69

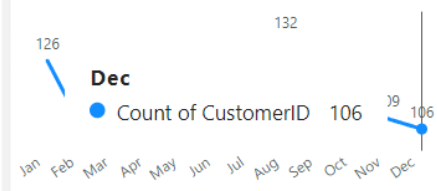
Number of Customer Reviews by Rating



Number of Customer Reviews by sentiment type



Rating given by Number of Customers



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

Number of Customers

