

MARKETING ANALYSIS OVERVIEW



**Eslam
Muammer**

Overview Dashboard

OVERVIEW

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

- ☐ 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 Rate

9.6%

Views

11.764.590

Clicks

2.301.961

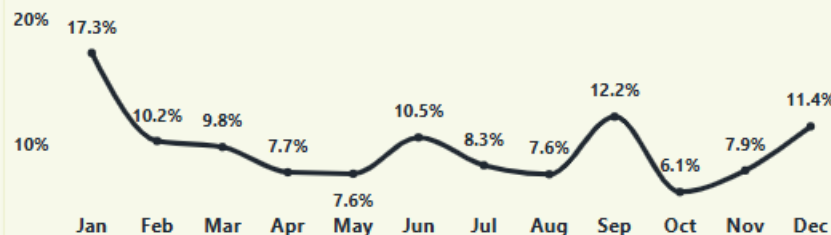
Likes

528.726

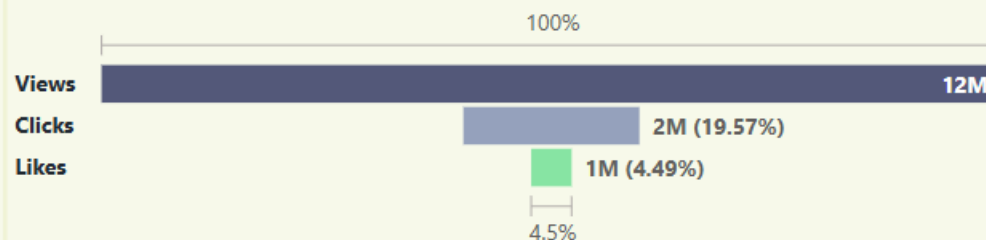
AVG Rating

4

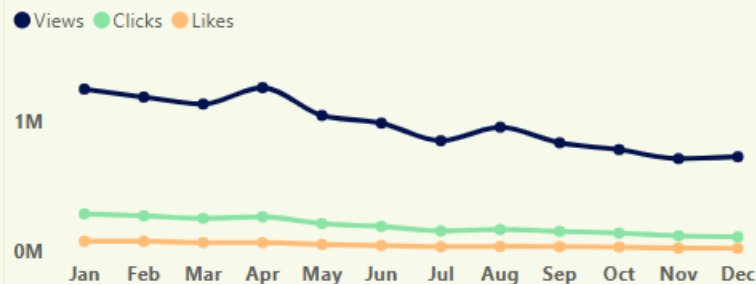
Conversion Rate by Month



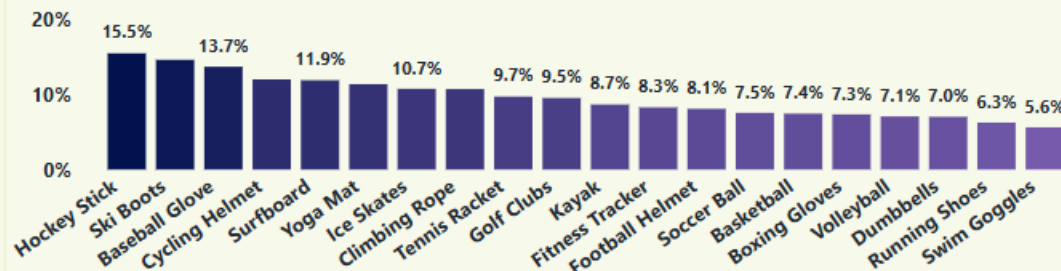
Views, Clicks and Likes



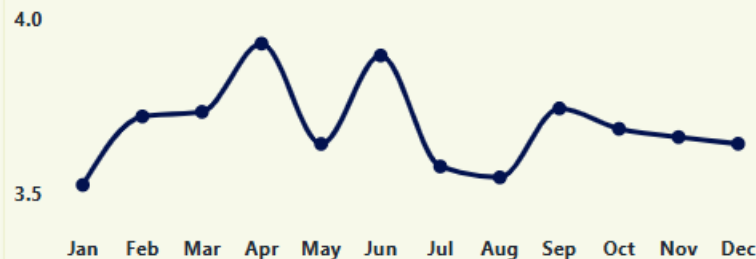
Views, Clicks and Likes by Month



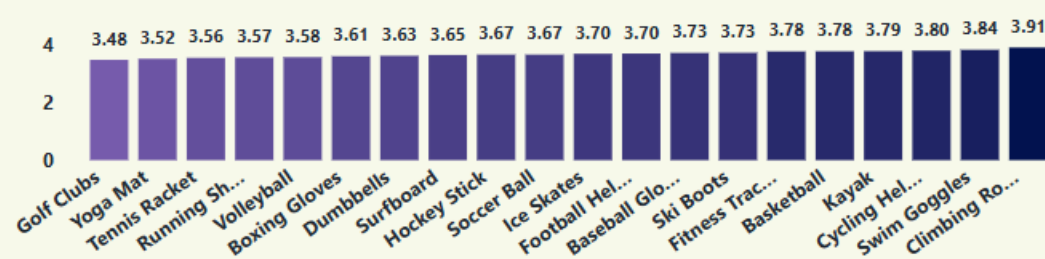
Conversion Rate by ProductName



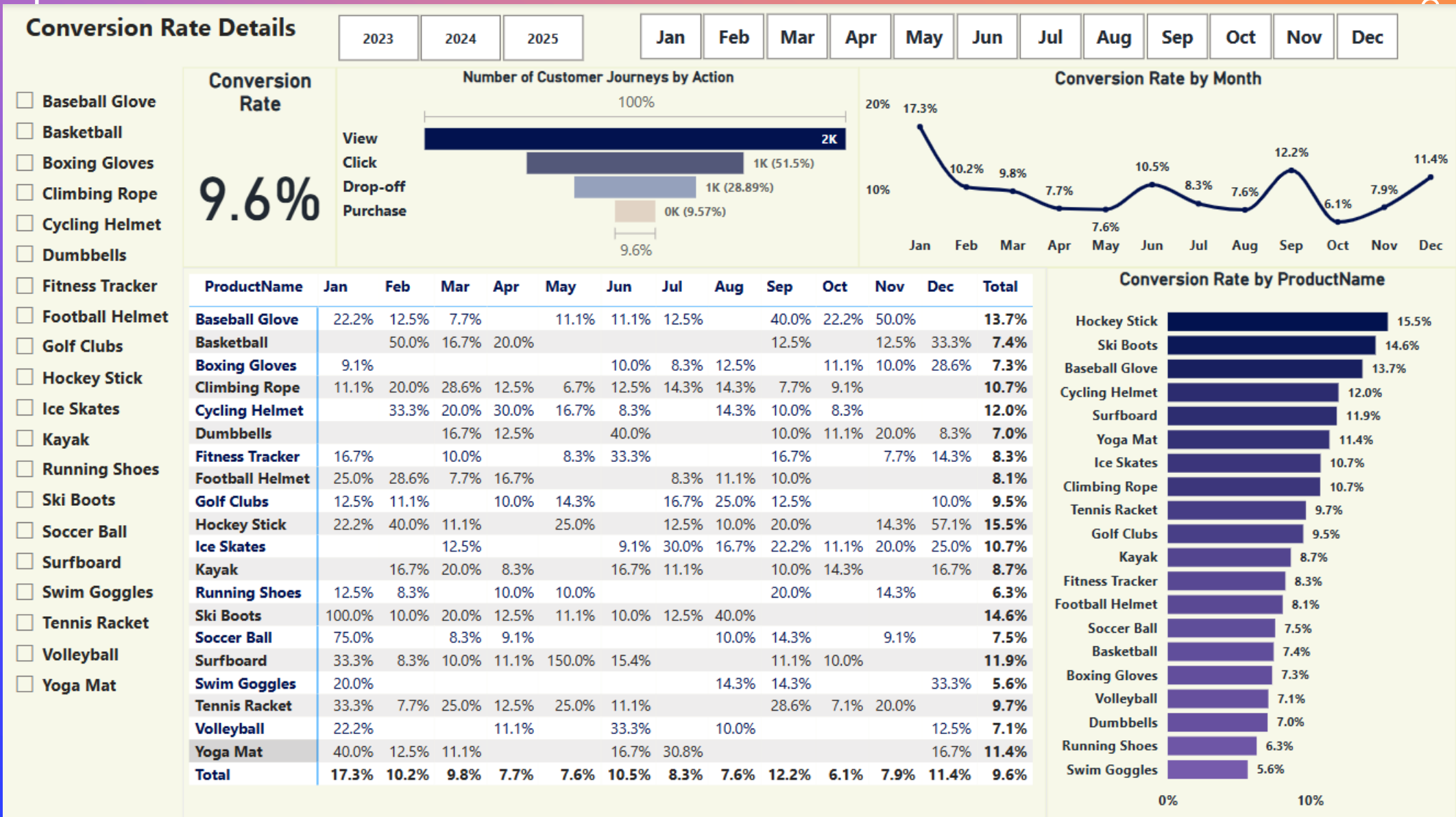
AVG Rating by Month



AVG Rating by ProductName



Conversion Rate Details



Social Media Details



Social Media Details

2023

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2025

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Views

11,764,590

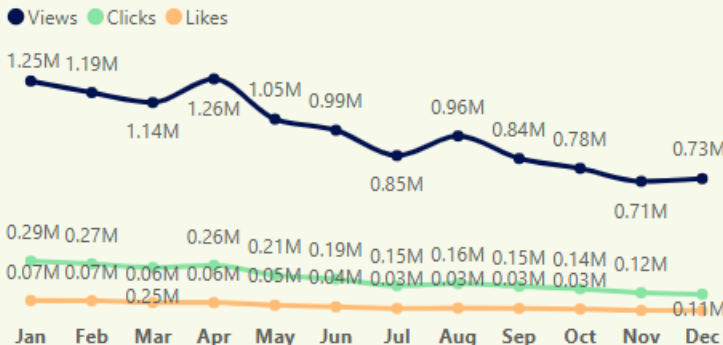
Clicks

2,301,961

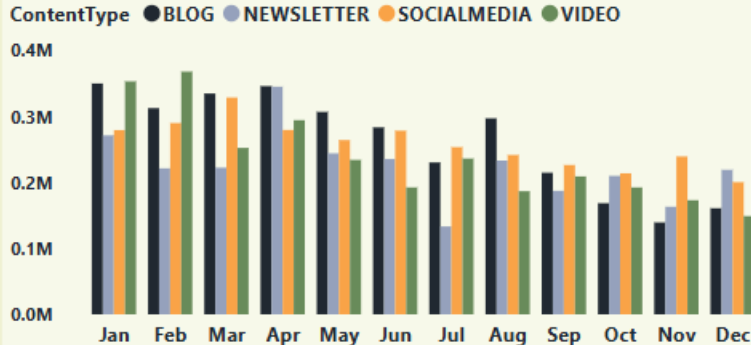
Likes

528,726

Views, Clicks and Likes by Month



Views by MonthNameShort and ContentType



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	75945	68299	56645	45523	43672	39387	36990	46233	45077	48320	34999	24029	565119
Basketball	54613	79335	58820	83511	59214	87496	32020	56375	66802	29413	40207	28762	676568
Boxing Gloves	56488	50896	73760	95408	30769	42478	34302	44709	42290	38223	37926	24688	571937
Climbing Rope	77083	95116	78558	81552	25851	26717	61946	47238	49984	32960	30540	36356	643901
Cycling Helmet	67960	52393	52427	36002	76346	45392	33736	45833	29975	42725	22842	36979	542610
Dumbbells	60677	36576	64381	52794	52435	77074	39126	29530	31415	39961	38537	44738	567244
Fitness Tracker	47932	41383	36279	36854	40201	48768	55154	53511	24890	29567	30133	60413	505085
Football Helmet	63799	41264	50452	73829	44292	26430	68599	40457	36119	19630	39577	24793	529241
Golf Clubs	62301	56812	56799	69521	54489	52300	51852	54189	41549	56025	39694	21950	617481
Hockey Stick	63425	85834	53407	66545	59851	52930	23764	44513	21369	23850	55879	26949	578316
Ice Skates	107734	54006	49782	63849	56690	43383	32022	56284	50690	46116	19173	59525	639254
Kayak	42533	49789	74034	81763	74135	78007	29565	34431	32585	36610	12981	45631	592064
Running Shoes	55482	79435	43167	59847	52451	63249	48712	60965	67751	51629	49819	28416	660923
Ski Boots	47201	52879	57867	42496	56010	43986	39295	70924	32074	12668	50922	35571	541893
Soccer Ball	93589	61586	57316	65047	65789	46336	57586	45572	18143	29185	46904	36204	623257
Surfboard	43773	58136	56141	36011	44064	46017	25811	43677	39616	29936	38248	37323	498753
Swim Goggles	76466	57598	51364	87134	39652	44542	43055	55542	64374	58133	25961	33559	637380
Total	1253742	1191837	1138126	1264987	1049132	989677	853071	958475	837311	784473	714630	729129	11764590

Customer Review Details

