

Overview of Market Analysis

202320242025

JanFebMarAprMayJunJulAugSepOctNovDec

- ProductName
- ☐ 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

Conversation rate

8.5%
conversion_rate

Social Media

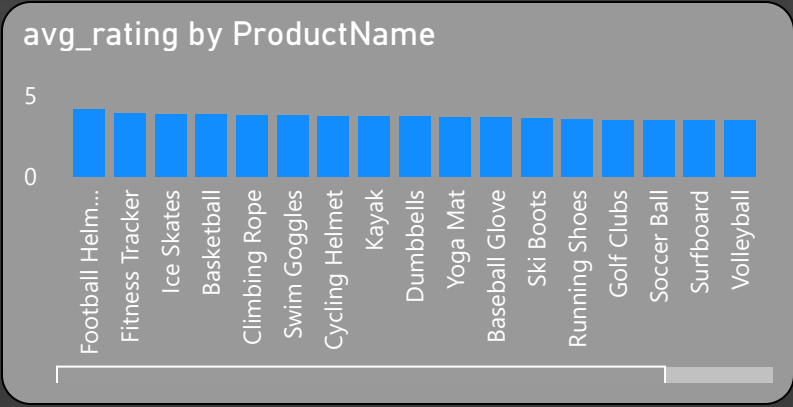
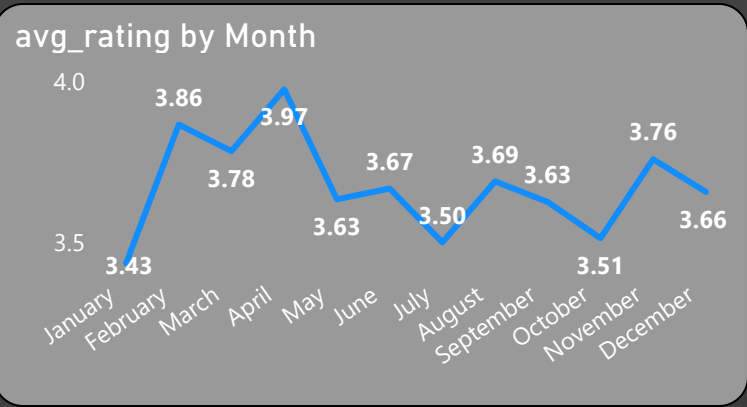
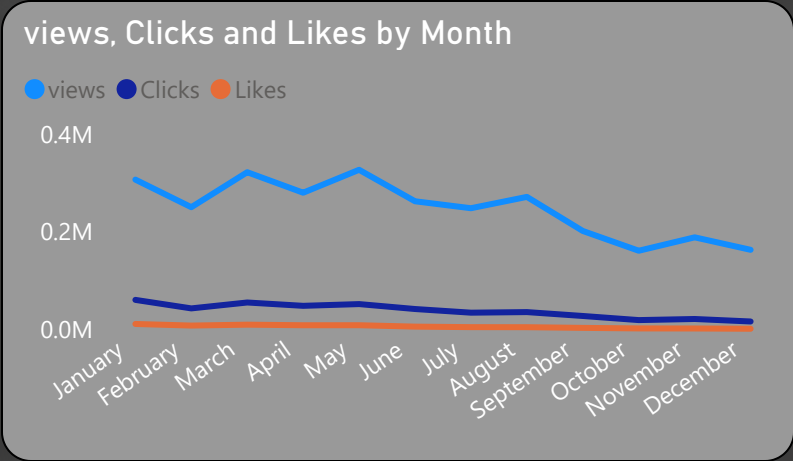
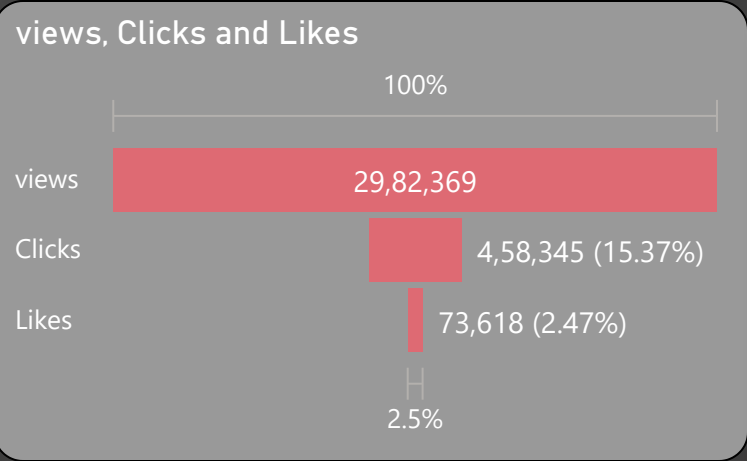
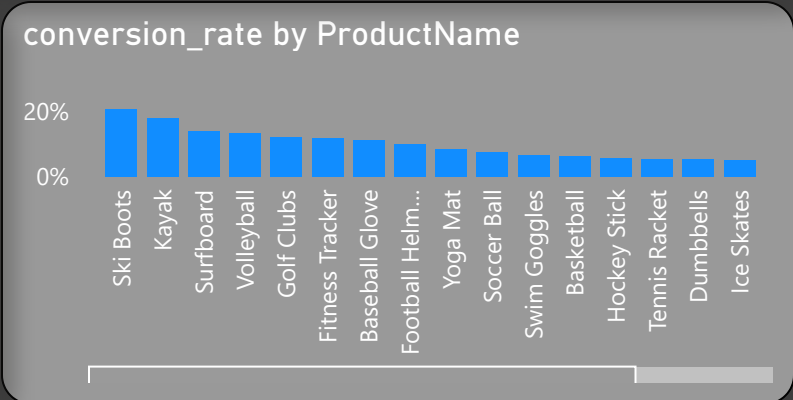
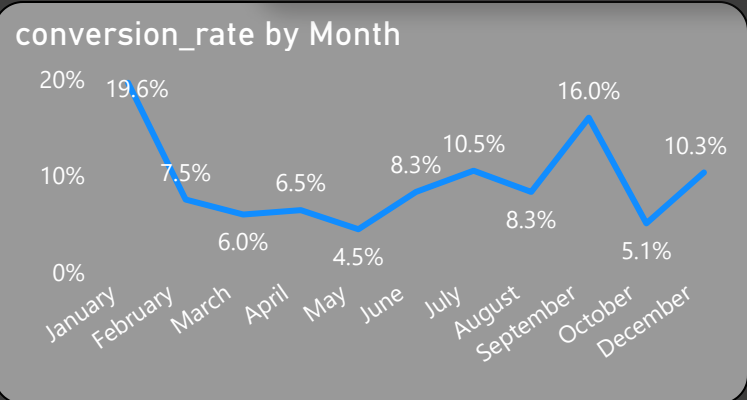
29,82,369
views

4,58,345
Clicks

73,618
Likes

Rating

3.67
avg_rating



Conversation Details

202320242025

JanFebMarAprMayJunJulAugSepOctNovDec

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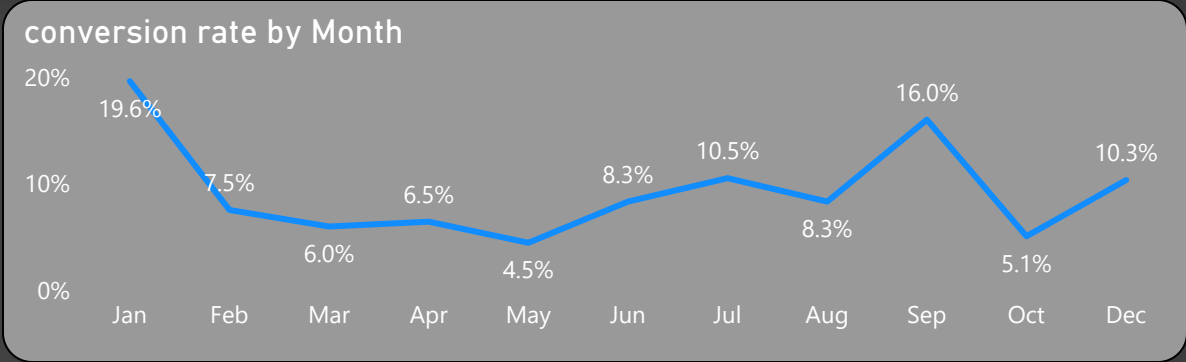
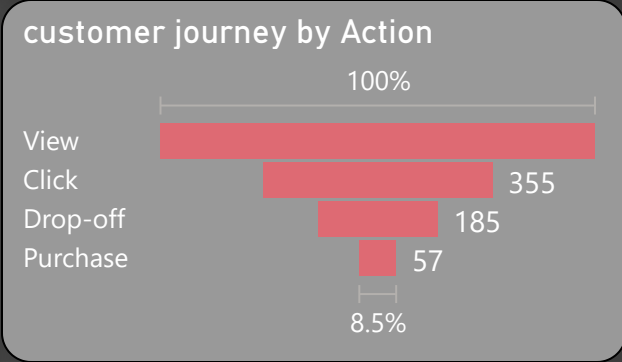
☐ Tennis Racket

☐ Volleyball

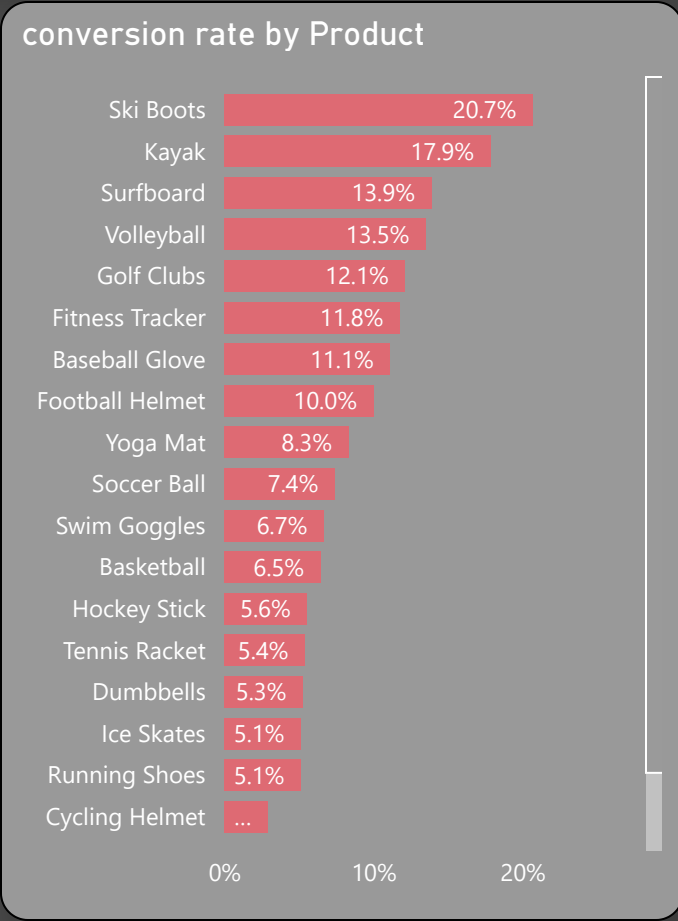
☐ Yoga Mat

8.5%

conversion_rate



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Ski Boots	150.0%	33.3%	100.0%					0.0%					20.7%
Kayak	0.0%			20.0%		100.0%	100.0%		33.3%			100.0%	17.9%
Surfboard		50.0%	25.0%	33.3%	0.0%				50.0%				13.9%
Volleyball	50.0%					100.0%		50.0%		0.0%			13.5%
Golf Clubs	50.0%							33.3%	25.0%	0.0%		25.0%	12.1%
Fitness Tracker	50.0%				50.0%				33.3%			33.3%	11.8%
Baseball Glove	33.3%		20.0%							200.0%			11.1%
Football Helmet	100.0%	100.0%		0.0%				25.0%					10.0%
Yoga Mat	0.0%					100.0%	33.3%						8.3%
Soccer Ball	0.0%								100.0%		0.0%		7.4%
Swim Goggles									25.0%			33.3%	6.7%
Basketball			0.0%	50.0%								100.0%	6.5%
Hockey Stick		33.3%						33.3%					5.6%
Tennis Racket									50.0%	20.0%			5.4%
Dumbbells			0.0%			33.3%						16.7%	5.3%
Ice Skates							66.7%						5.1%
Running Shoes					16.7%				100.0%				5.1%
Cycling Helmet				20.0%			0.0%				0.0%		2.9%
Boxing Gloves		0.0%					33.3%						2.7%
Climbing Rope							50.0%				0.0%		2.7%
Total	19.6%	7.5%	6.0%	6.5%	4.5%	8.3%	10.5%	8.3%	16.0%	5.1%		10.3%	8.5%



Social Media Details

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

ProductName

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

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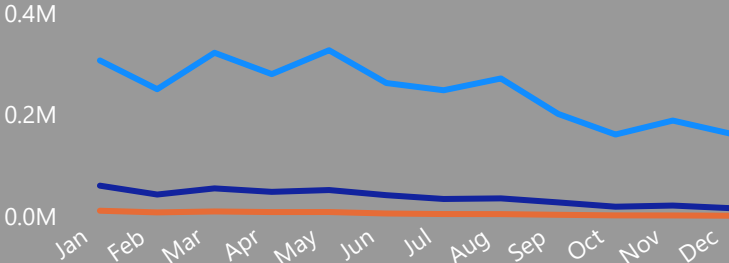
Clicks

73,618

Likes

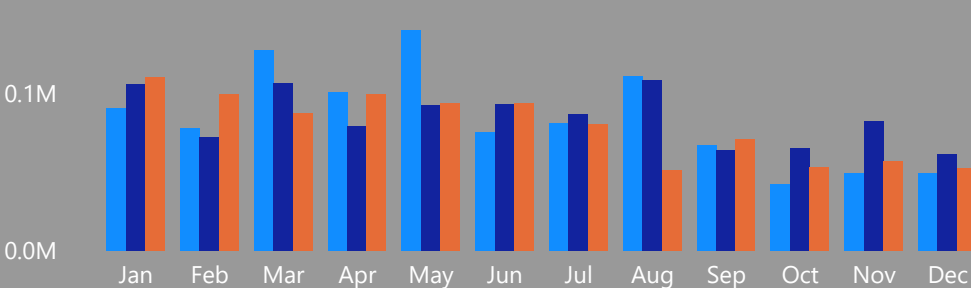
views, Clicks and Likes by Month

views Clicks Likes



views, Clicks and Likes by Month

Content type BLOG SOCIALMEDIA VIDEO



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	12,708	10,225	10,760	3,974	7,928	6,808	8,006	8,166	13,859	12,199	14,048	6,360	1,15,041
Basketball	18,865	16,556	19,914	24,274	32,437	15,888	12,483	12,972	9,547	8,277	5,817	2,622	1,79,652
Boxing Gloves	11,582	5,955	17,748	13,199	14,655	14,235	5,240	9,687	1,112	6,708	8,940	7,406	1,16,467
Climbing Rope	17,110	8,315	22,579	21,384	17,235	14,622	14,655	6,404	23,466	5,650	6,310	6,304	1,64,034
Cycling Helmet	25,338	27,375	11,683	3,361	20,590	12,765	18,013	20,288	13,209	11,006	10,851	7,925	1,82,404
Dumbbells	13,520	12,037	25,234	19,992	11,345	17,481	4,481	14,074	10,978	6,411	2,965	2,462	1,40,980
Fitness Tracker	13,626	6,857	13,382	11,932	15,440	6,662	33,365	6,764	7,505	10,479	18,154	23,329	1,67,495
Football Helmet	20,181	6,961	4,619	20,404	19,677	16,422	9,437	14,035	442	4,667	12,696	1,220	1,30,761
Golf Clubs	10,812	20,106	20,023	10,137	16,084	9,355	18,227	12,455	13,482	15,510	14,777	1,133	1,62,101
Hockey Stick	14,637	14,562	30,037	16,666	13,113	12,545	8,265	11,115		7,095	12,025	10,509	1,50,569
Ice Skates	24,930	7,328	16,653	23,452	20,491	26,598	19,069	21,315	14,286	6,409	8,614	4,847	1,93,992
Kayak	15,237	5,431	13,488	18,630	11,613	17,290	5,622	13,807	11,928	9,117	3,435	12,056	1,37,654
Running Shoes	12,249	27,100	17,674	16,748	11,307	12,546	8,554	18,670	21,838	9,896	8,029	9,865	1,74,476
Ski Boots	8,773	8,819	21,162	13,974	17,547	6,156	8,913	15,060	5,560	3,821	14,985	16,279	1,41,049
Soccer Ball	21,152	3,858	8,629	5,569	23,228	13,655	18,471	13,811	4,390	3,221	19,238	17,206	1,52,428
Surfboard	18,024	6,100	11,379	8,141	12,737	11,430	4,049	8,074	7,177	4,978	3,588	5,585	1,01,262
Swim Goggles	13,925	22,888	19,241	7,796	17,593	16,241	12,715	22,180	10,880	6,418	3,367	3,379	1,56,623
Total	3,06,720	2,50,276	3,21,860	2,79,938	3,26,805	2,62,424	2,48,206	2,71,377	2,01,685	1,61,251	1,88,673	1,63,154	29,82,369

Rating Details

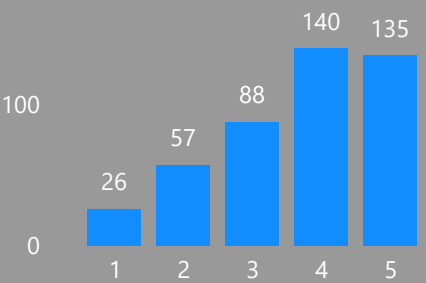
202320242025

JanFebMarAprMayJunJulAugSepOctNovDec

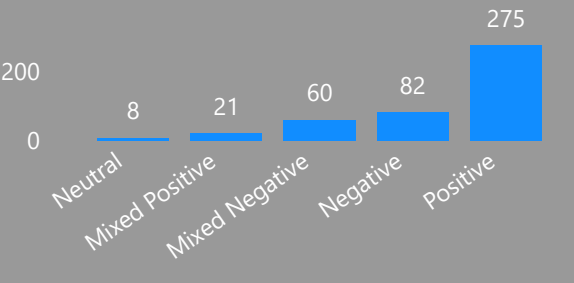
SentimentCat...

- ☐ Mixed Negati...
- ☐ Mixed Positive
- ☐ Negative
- ☐ Neutral
- ☐ Positive

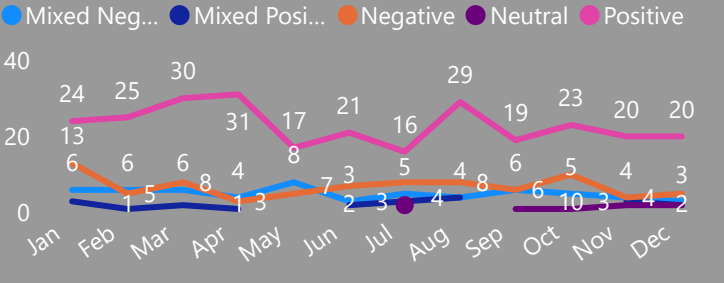
customer_reviews by Rating



customer_reviews by SentimentCategory



customer_reviews by SentimentCategory



ProductName

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- ☐ Soccer Ball

ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
03 January 2024	23	Terrible customer service, would not buy again.	Negative	1
05 January 2024	58	I had a bad experience with this product.	Negative	1
01 February 2024	93	Product did not meet my expectations.	Negative	1
04 February 2024	34	Not worth the money.	Negative	1
22 March 2024	86	The color was different from what was shown.	Negative	1
15 April 2024	70	Product did not meet my expectations.	Negative	1
01 May 2024	59	The product arrived late.	Negative	1
28 May 2024	28	The product arrived late.	Negative	1
15 June 2024	34	Not worth the money.	Negative	1
19 June 2024	10	The product stopped working after a month.	Negative	1
27 June 2024	93	Product did not meet my expectations.	Negative	1
30 June 2024	60	Terrible customer service, would not buy again.	Negative	1
08 July 2024	84	Terrible customer service, would not buy again.	Negative	1
20 July 2024	84	Product did not meet my expectations.	Negative	1
25 July 2024	59	Product did not meet my expectations.	Negative	1
03 August 2024	7	The product arrived late.	Negative	1
19 August 2024	16	The product arrived late.	Negative	1

customer_reviews by SentimentCategory

