

Overview of Market Analysis

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

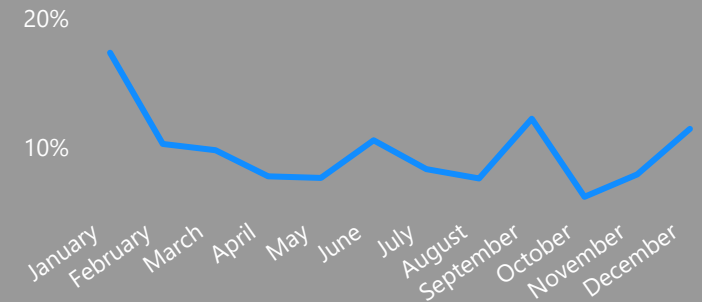
ProductName

- ☐ 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

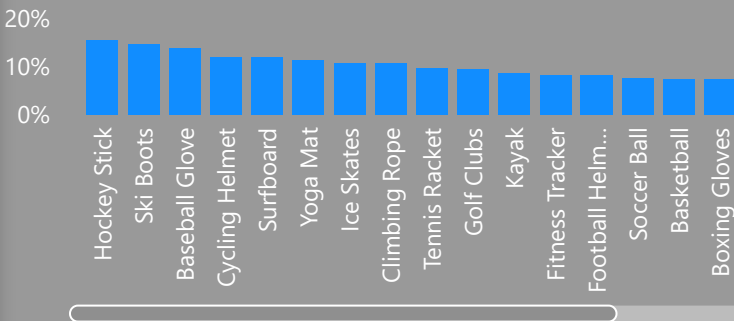
Conversation rate

9.6%
conversion_rate

conversion_rate by Month



conversion_rate by ProductName



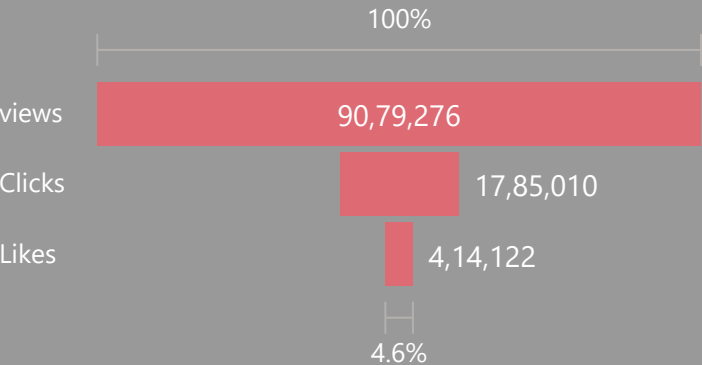
Social Media

90,79,276
views

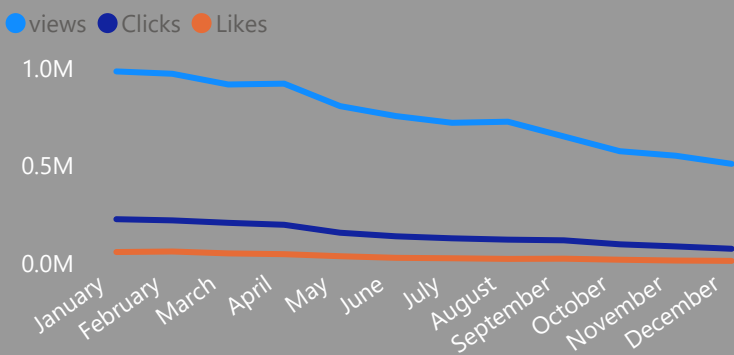
17,85,010
Clicks

4,14,122
Likes

views, Clicks and Likes



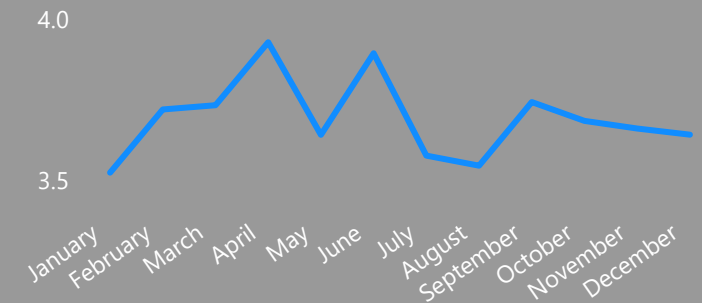
views, Clicks and Likes by Month



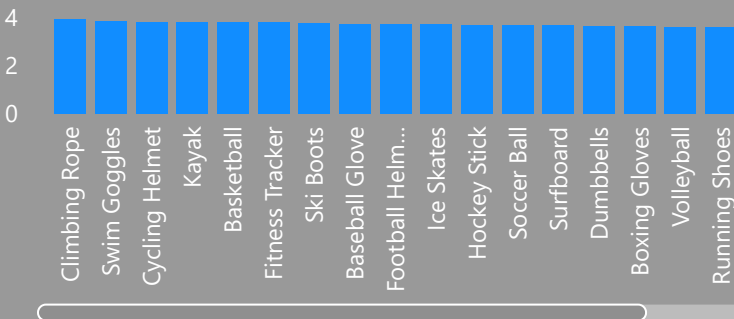
Rating

3.69
avg_rating

avg_rating by Month



avg_rating by ProductName



Conversation Details

2023

2024

2025

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

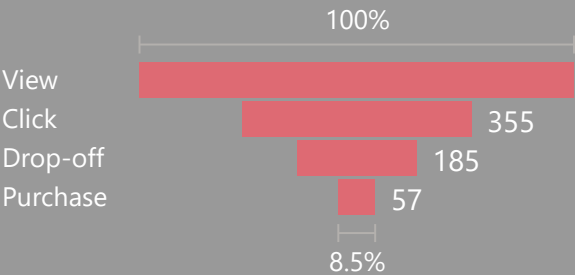
Product Name

- ☐ 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

8.5%

conversion_rate

customer journey by Action

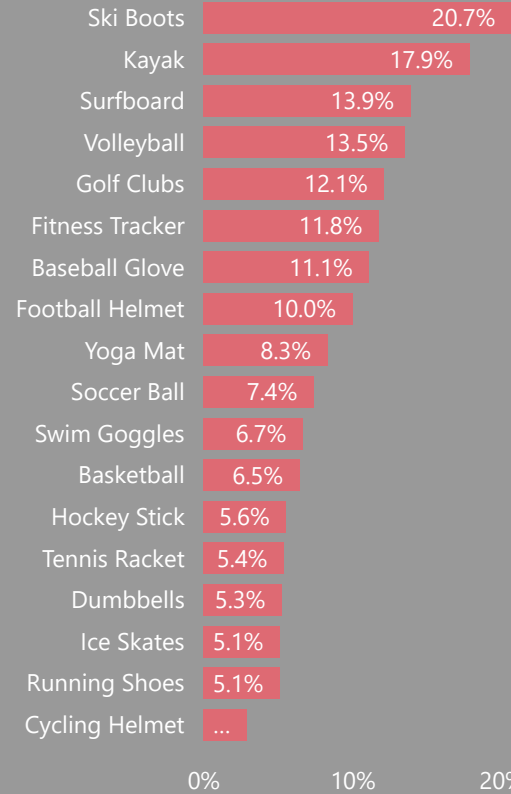


conversion rate by Month



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%

conversion rate by Product



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

90,79,276

views

17,85,010

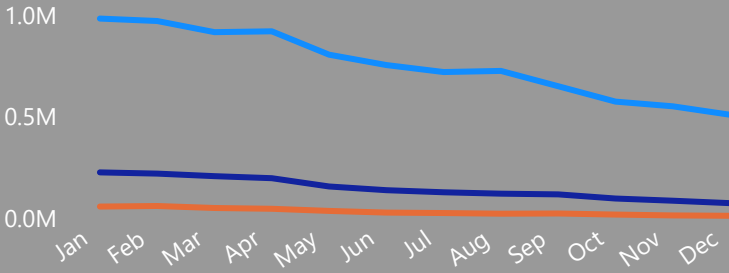
Clicks

4,14,122

Likes

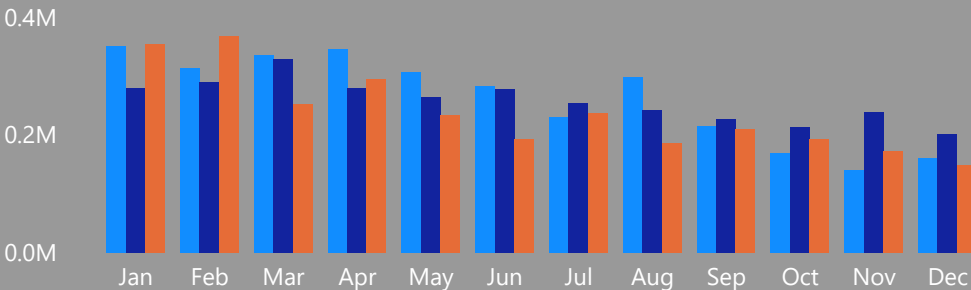
views, Clicks and Likes by Month

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	54,795	66,287	48,037	28,293	33,887	27,188	36,406	36,664	36,220	24,271	31,978	13,794	4,37,820
Basketball	37,432	63,264	56,840	61,622	48,370	67,251	26,655	43,710	59,697	18,458	29,430	17,131	5,29,860
Boxing Gloves	44,555	44,644	53,436	70,002	30,336	33,851	24,912	35,594	21,213	29,946	32,289	21,655	4,42,433
Climbing Rope	59,049	77,496	54,766	70,102	25,647	24,640	44,513	34,514	38,856	31,120	26,987	27,687	5,15,377
Cycling Helmet	52,995	50,474	47,458	31,935	59,385	41,588	33,736	34,589	25,437	33,815	20,358	28,466	4,60,236
Dumbbells	49,545	28,018	47,323	44,877	31,720	44,878	27,088	18,171	26,911	21,626	22,782	22,995	3,85,934
Fitness Tracker	40,446	36,215	30,956	24,651	28,979	30,513	53,307	40,270	17,879	28,841	29,694	43,215	4,04,966
Football Helmet	45,007	37,669	36,238	53,931	28,113	25,199	64,586	33,913	24,525	11,714	29,478	17,260	4,07,633
Golf Clubs	60,812	41,679	44,675	47,834	40,661	41,834	50,636	35,035	30,201	35,659	31,892	13,731	4,74,649
Hockey Stick	41,688	67,018	47,287	47,071	43,927	38,642	22,078	37,966	17,236	19,165	36,563	21,540	4,40,181
Ice Skates	75,396	32,088	40,801	47,392	55,772	36,679	23,740	35,931	44,049	33,558	11,340	38,563	4,75,309
Kayak	33,650	38,602	59,023	71,249	51,217	60,699	26,522	22,489	23,377	30,430	7,738	30,309	4,55,305
Running Shoes	44,135	68,312	37,518	49,702	45,599	43,966	43,419	50,136	39,291	33,640	44,969	19,675	5,20,362
Ski Boots	41,825	38,886	45,307	38,873	40,506	33,001	33,925	66,375	30,708	12,311	40,123	31,988	4,53,828
Soccer Ball	86,648	44,543	47,923	44,201	65,789	39,818	49,427	32,231	13,581	17,805	39,927	35,269	5,17,162
Surfboard	41,633	52,447	47,650	18,244	27,886	36,711	23,123	32,624	33,483	23,899	25,019	27,587	3,90,306
Swim Goggles	56,984	51,833	48,209	68,348	29,609	39,078	41,157	37,086	51,530	48,111	17,870	20,070	5,09,885
Total	9,82,444	9,70,480	9,15,714	9,19,898	8,05,084	7,54,182	7,19,825	7,25,376	6,50,138	5,74,576	5,51,537	5,10,022	90,79,276

Rating Details

202320242025

JanFebMarAprMayJunJulAugSepOctNovDec

SentimentCat...

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

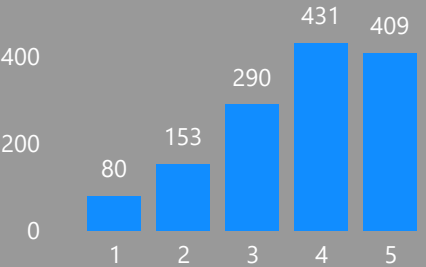
ProductName

- ☐ 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

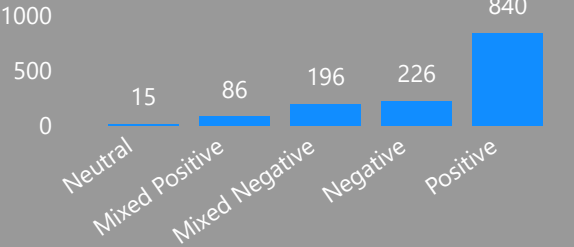
3.69

avg_rating

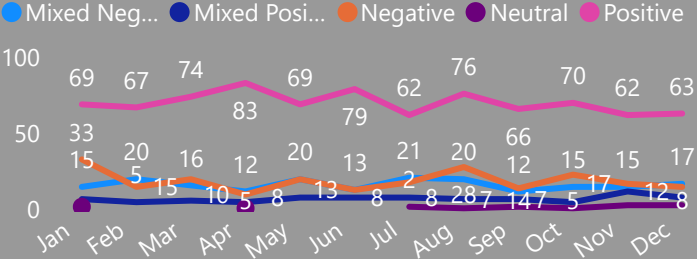
customer_reviews by Rating



customer_reviews by SentimentCategory



customer_reviews by SentimentCategory



ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
01 January 2023	46	The color was different from what was shown.	Negative	1
03 January 2023	87	Terrible customer service, would not buy again.	Negative	1
04 January 2023	75	Not satisfied, the product broke after a week.	Negative	1
05 January 2023	80	Not satisfied, the product broke after a week.	Negative	1
05 January 2023	83	I had a bad experience with this product.	Negative	1
07 January 2023	62	The product stopped working after a month.	Negative	1
10 January 2023	21	Not satisfied, the product broke after a week.	Negative	1
11 January 2023	83	Product did not meet my expectations.	Negative	1
08 February 2023	89	The product stopped working after a month.	Negative	1
17 February 2023	24	I had a bad experience with this product.	Negative	1
08 March 2023	6	The product stopped working after a month.	Negative	1
17 March 2023	99	Not worth the money.	Negative	1
29 April 2023	34	I had a bad experience with this product.	Negative	1
03 May 2023	50	The product stopped working after a month.	Negative	1
19 May 2023	30	Terrible customer service, would not buy again.	Negative	1
11 July 2023	49	Not satisfied, the product broke after a week.	Negative	1
20 July 2023	7	Terrible customer service, would not buy again.	Negative	1

customer_reviews by SentimentCategory

