

MARKETING ANALYTICS REPORT | OVERVIEW

2023

2024

2025

All

All

Conversion Rate

9.6%

Views

9M

Clicks

2M

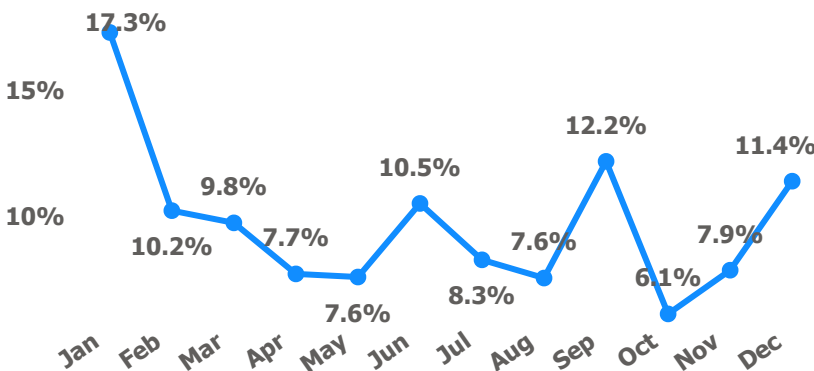
Likes

414K

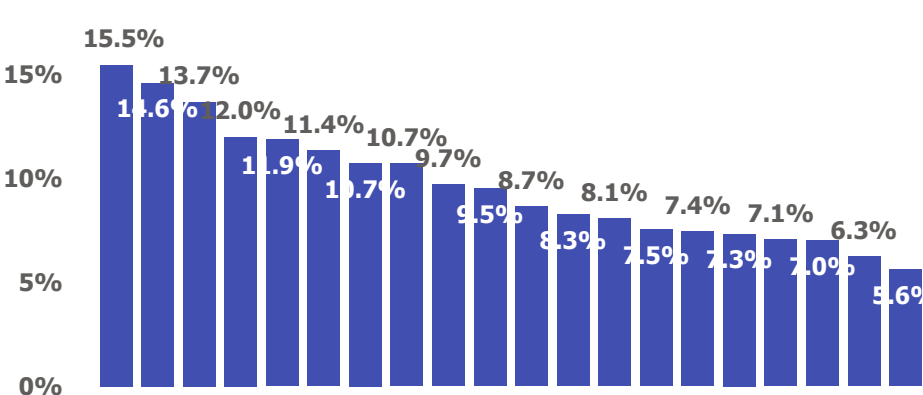
Average Rating

3.69

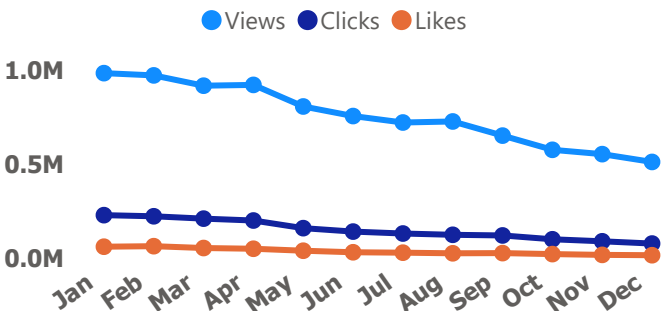
Conversion Rate By MonthNameShort



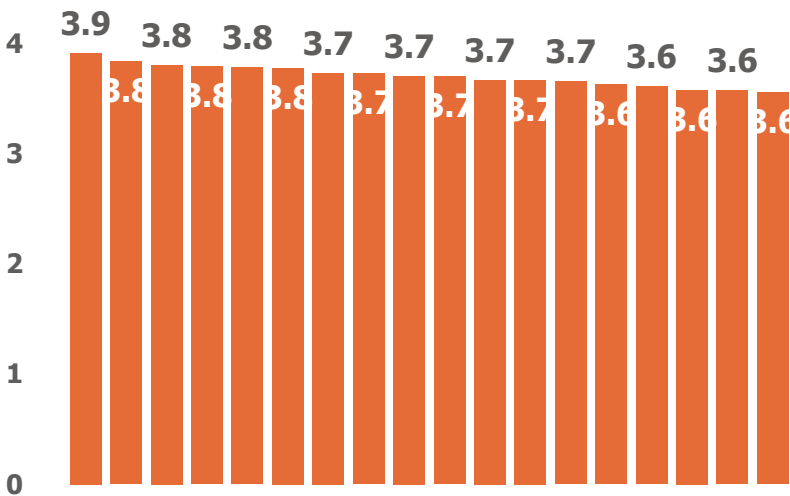
Conversion Rate By ProductName



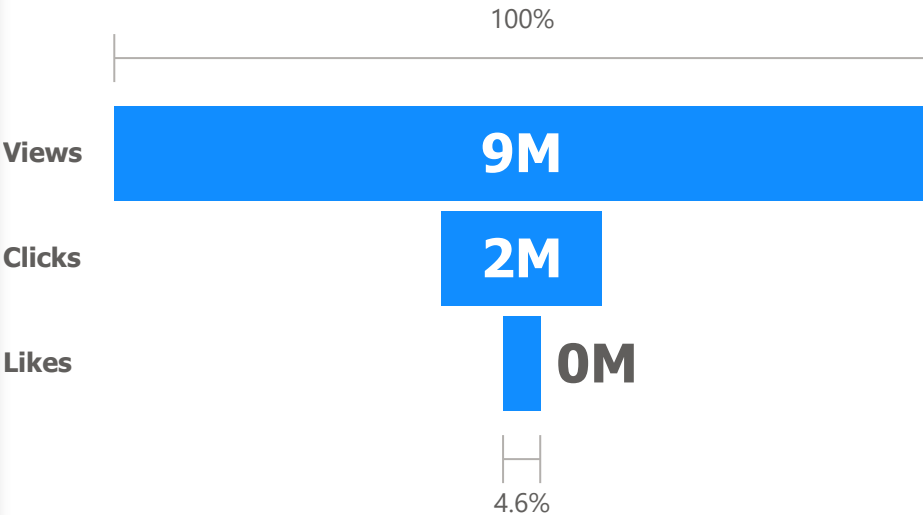
Views, Clicks, And Likes By MonthNameShort



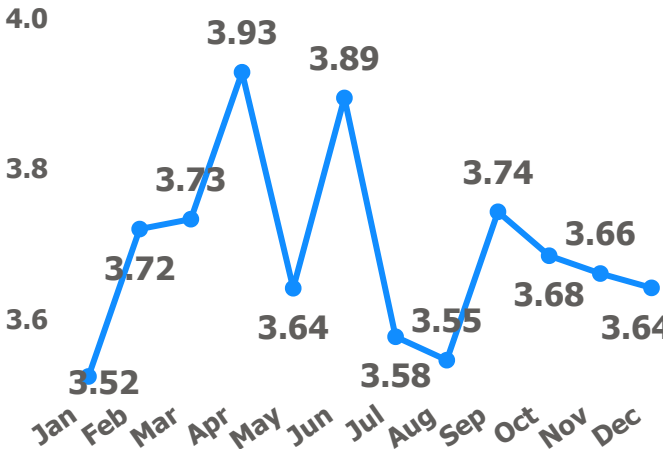
Average Rating By ProductName



Views, Clicks And Likes



Conversion Rate By MonthNameShort



MARKETING ANALYTICS REPORT | Conversion Details

2023

2024

2025

All

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Conversion Rate

9.6%

Views

9M

Clicks

2M

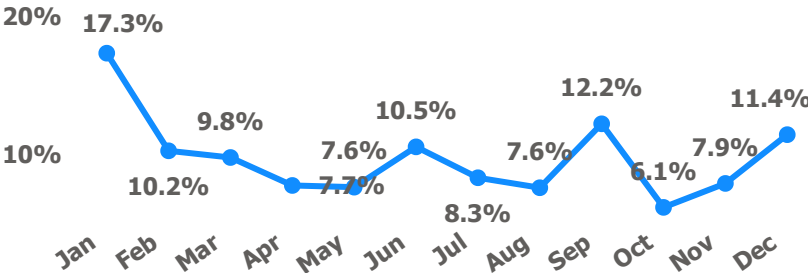
Likes

414K

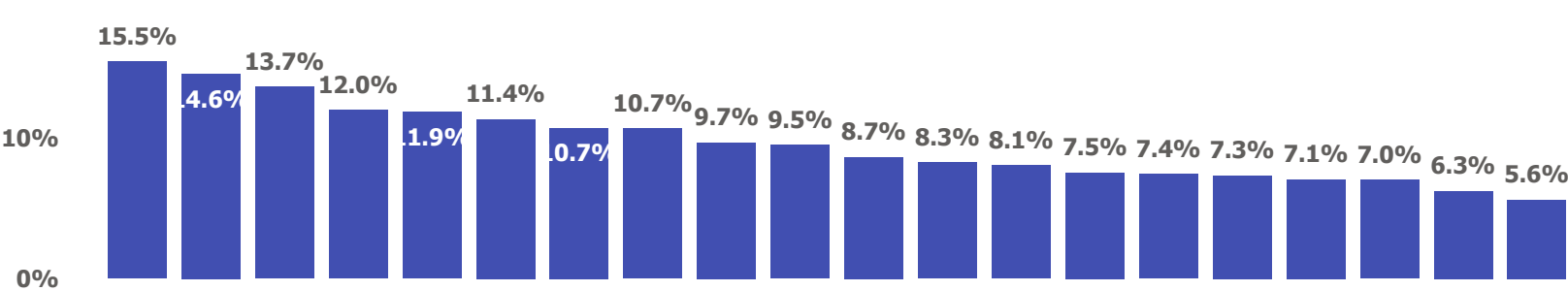
Average Rating

3.69

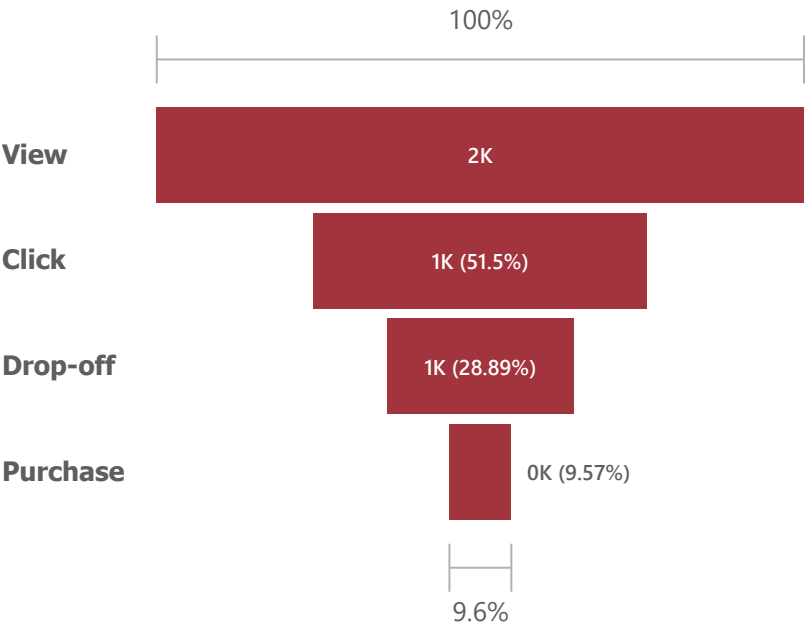
Conversion Rate By MonthNameShort



Conversion Rate By ProductName



No Of Customer Journeys By Action



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%	10.0%	28.6%	7.3%
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%	11.1%	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%		25.0%		12.5%	10.0%	20.0%		14.3%	57.1%	15.5%
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%
Soccer Ball	75.0%		8.3%	9.1%				10.0%	14.3%		9.1%		7.5%
Total	17.3%	10.2%	9.8%	7.7%	7.6%	10.5%	8.3%	7.6%	12.2%	6.1%	7.9%	11.4%	9.6%

MARKETING ANALYTICS REPORT | Social Media Details

2023

2024

2025

All

▼

All

▼

Conversion Rate

9.6%

Views

9M

Clicks

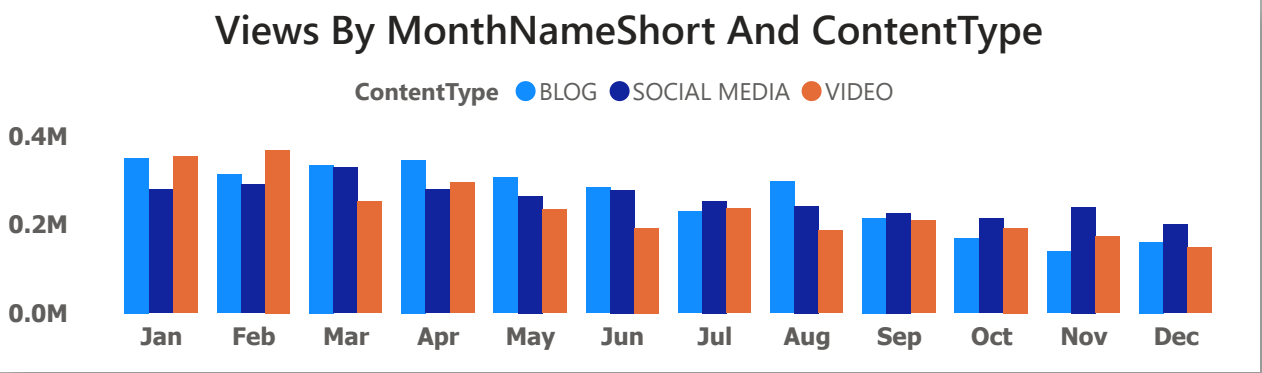
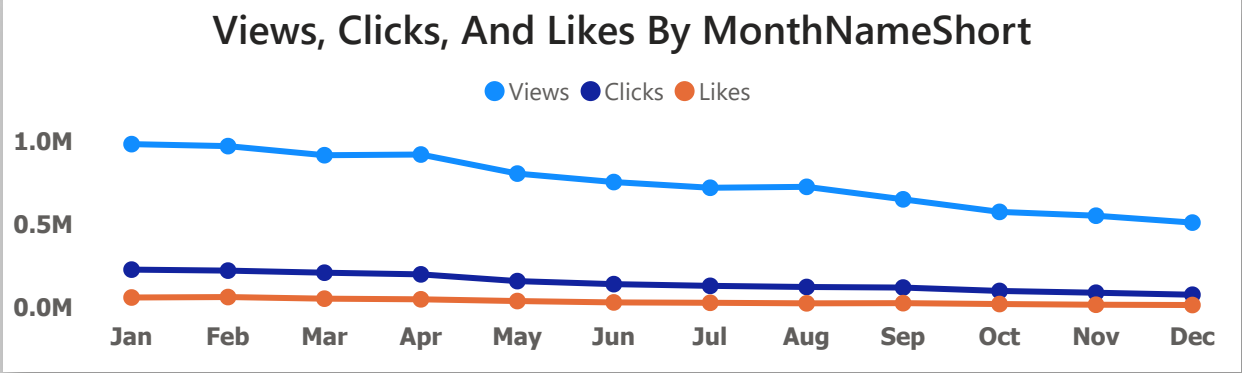
2M

Likes

414K

Average Rating

3.69



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
⊕ Baseball Glove	54795	66287	48037	28293	33887	27188	36406	36664	36220	24271	31978	13794	437820
⊕ Basketball	37432	63264	56840	61622	48370	67251	26655	43710	59697	18458	29430	17131	529860
⊕ Boxing Gloves	44555	44644	53436	70002	30336	33851	24912	35594	21213	29946	32289	21655	442433
⊕ Climbing Rope	59049	77496	54766	70102	25647	24640	44513	34514	38856	31120	26987	27687	515377
⊕ Cycling Helmet	52995	50474	47458	31935	59385	41588	33736	34589	25437	33815	20358	28466	460236
⊕ Dumbbells	49545	28018	47323	44877	31720	44878	27088	18171	26911	21626	22782	22995	385934
⊕ Fitness Tracker	40446	36215	30956	24651	28979	30513	53307	40270	17879	28841	29694	43215	404966
⊕ Football Helmet	45007	37669	36238	53931	28113	25199	64586	33913	24525	11714	29478	17260	407633
⊕ Golf Clubs	60812	41679	44675	47834	40661	41834	50636	35035	30201	35659	31892	13731	474649
⊕ Hockey Stick	41688	67018	47287	47071	43927	38642	22078	37966	17236	19165	36563	21540	440181
⊕ Ice Skates	75396	32088	40801	47392	55772	36679	23740	35931	44049	33558	11340	38563	475309
⊕ Kayak	33650	38602	59023	71249	51217	60699	26522	22489	23377	30430	7738	30309	455305
⊖ Total	982444	970480	915714	919898	805084	754182	719825	725376	650138	574576	551537	510022	9079276

MARKETING ANALYTICS REPORT | Customer Review

2023

2024

2025

All

All

Conversion Rate

9.6%

Views

9M

Clicks

2M

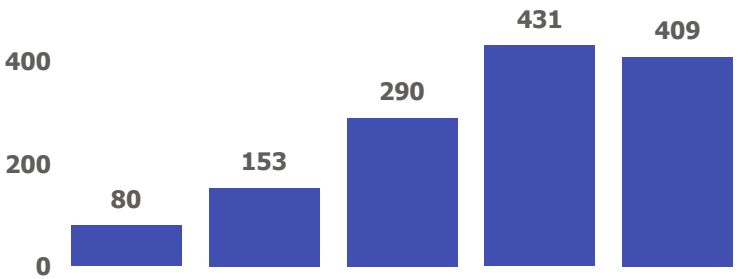
Likes

414K

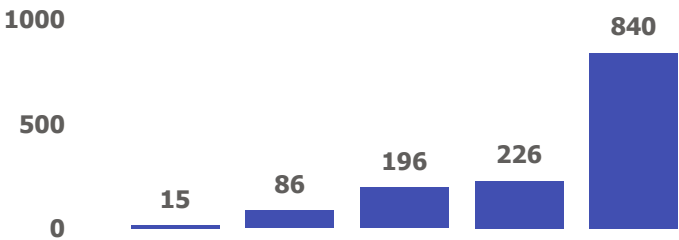
Average Rating

3.69

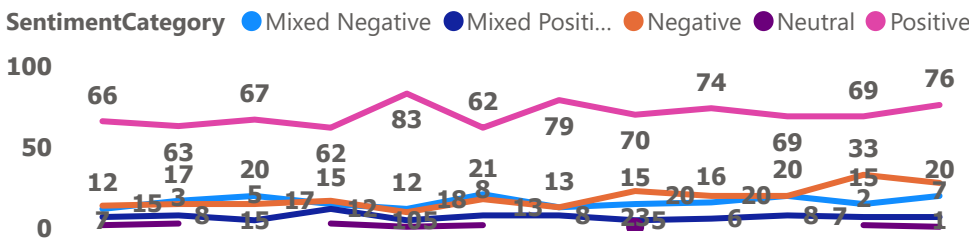
No Of Customer Reviews By Rating



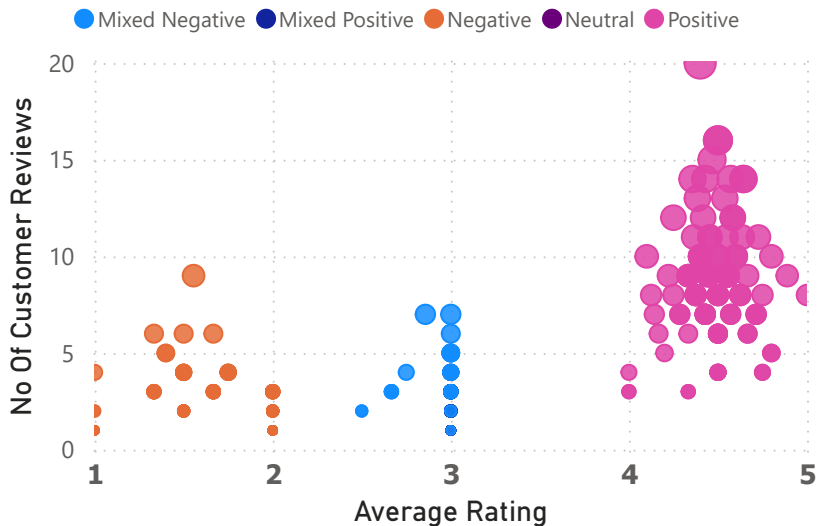
No Of Customer Reviews By Sentiment Category



No Of Customer Reviews By MonthNameShort And Sentiment Category



Average Rating And No Of Customer Reviews By CustomerID And SentimentCategory



ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
01 January 2023	10	Shipping was fast and the item was well-packaged.	Positive	5
01 January 2023	46	The color was different from what was shown.	Negative	1
02 January 2023	68	Shipping was fast and the item was well-packaged.	Positive	5
03 January 2023	23	Customer support was very helpful.	Positive	5
03 January 2023	68	Customer support was very helpful.	Positive	4
03 January 2023	87	Terrible customer service, would not buy again.	Negative	1
04 January 2023	69	Good quality, but could be cheaper.	Mixed Positive	3
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
06 January 2023	95	Excellent product, highly recommend!	Positive	5
06 January 2023	96	I love this product, will buy again!	Positive	4
07 January 2023	62	The product stopped working after a month.	Negative	1