

Summary

• a drill-down ecommerce dashboard,

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

(Blank)	April	August	December	February	January	July	June	March	May	November	October	>
(Blank)	2023	2024	2025									

conversions

9.68%
Conversion rate

media

11.76M
views

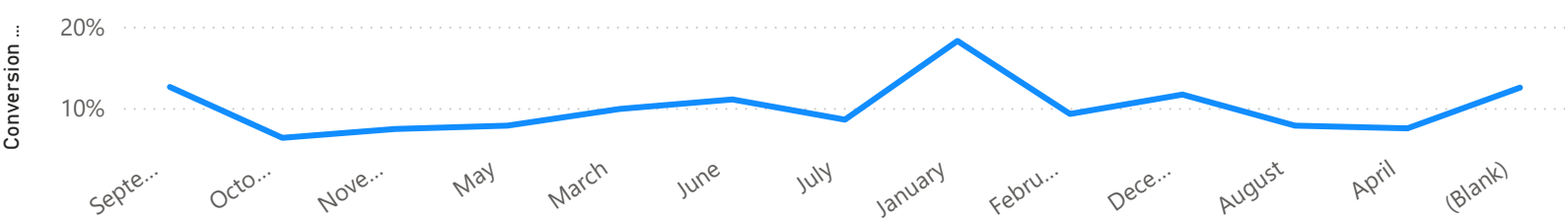
2.30M
clicks

529K
likes

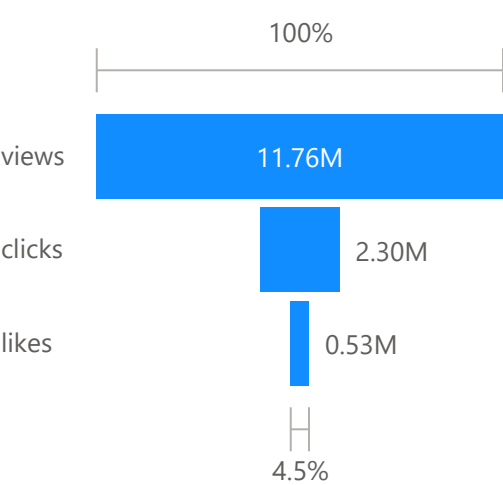
Customer reviews

3.69
AVG Rating

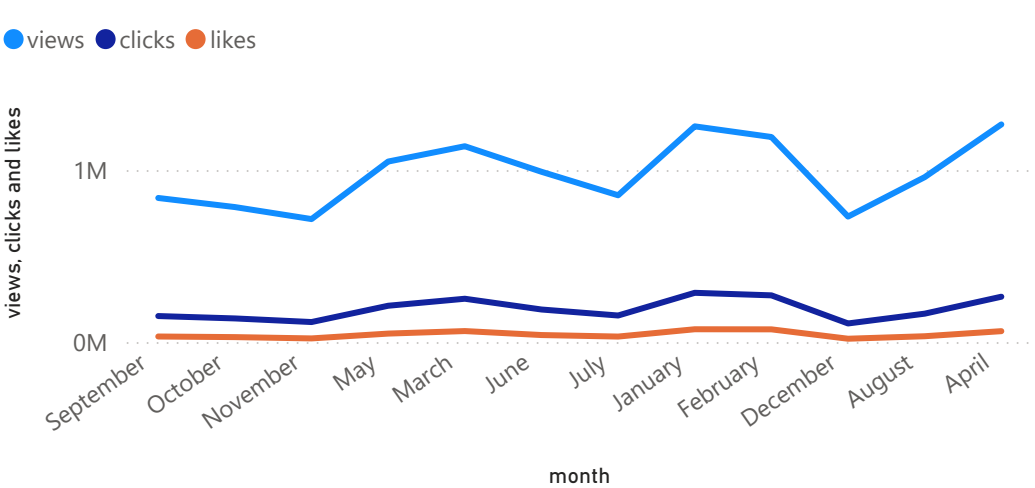
Conversion rate by month



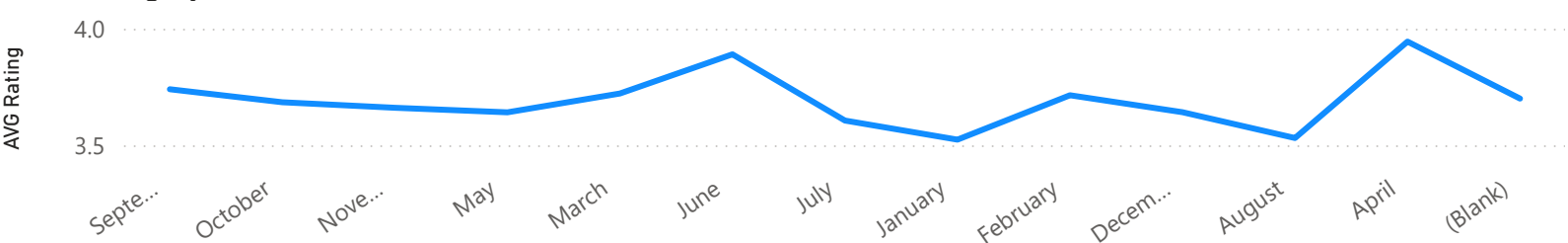
views, clicks and likes



views, clicks and likes by month



AVG Rating by month



Conversions

• product conversion details

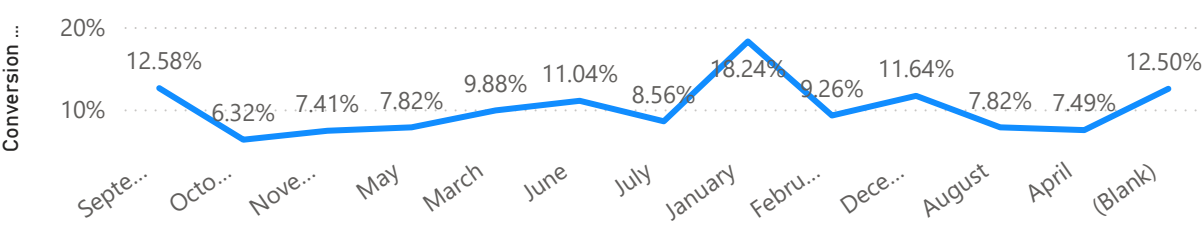
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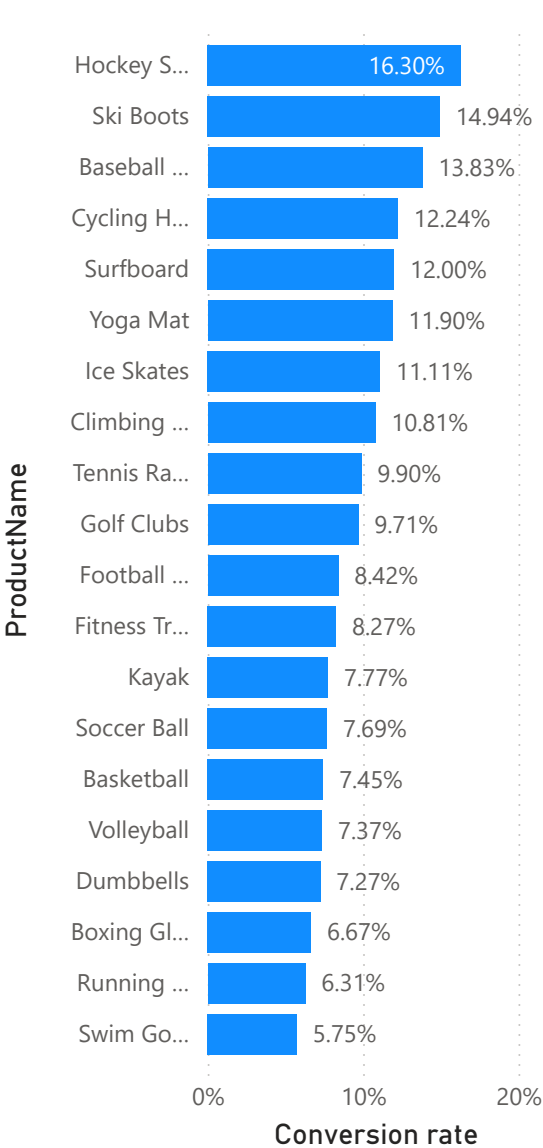
(Blank)	April	August	December	February	January	July	June	March	May	November	October	>
(Blank)	2023	2024	2025									

9.68%
Conversion rate

Conversion rate by month



Conversion rate by ProductName



ProductName	April	August	December	February	January	July	June	March	May	November	October
Baseball Glove				12.50%	22.22%	14.29%	11.11%	7.69%	11.11%	50.00%	20.00%
Basketball	0.00%	20.00%	33.33%	50.00%				16.67%		12.50%	
Boxing Gloves		14.29%	28.57%		10.00%	8.33%	12.50%				10.00%
Climbing Rope	0.00%	12.50%	14.29%	20.00%	11.11%	14.29%	12.50%	28.57%	6.67%		
Cycling Helmet		30.00%	14.29%	40.00%			9.09%	20.00%	16.67%		
Dumbbells	0.00%	12.50%	8.33%				40.00%	16.67%		20.00%	10.00%
Fitness Tracker	0.00%		14.29%		16.67%		33.33%	10.00%	8.33%	7.69%	
Football Helmet	0.00%	20.00%	11.11%	28.57%	33.33%	8.33%		7.69%			
Golf Clubs		11.11%	25.00%	10.00%	11.11%	14.29%	18.18%		14.29%		
Hockey Stick	0.00%		11.11%	57.14%	40.00%	28.57%	12.50%	11.11%	28.57%	14.29%	
Ice Skates			16.67%	25.00%		30.00%	10.00%	12.50%		22.22%	10.00%
Kayak	100.00%		16.67%			11.11%	20.00%	20.00%			10.00%
Running Shoes		11.11%		8.33%	12.50%				10.00%	14.29%	
Ski Boots		14.29%	40.00%	10.00%	100.00%	12.50%	10.00%	25.00%	11.11%		
Soccer Ball		9.09%	10.00%		75.00%			9.09%		9.09%	
Surfboard	100.00%	11.11%			33.33%		16.67%	10.00%	150.00%		10.00%
Swim Goggles			14.29%	33.33%	20.00%						
Tennis Racket		12.50%		7.69%	33.33%		11.11%	25.00%	25.00%	20.00%	
Volleyball	0.00%	11.11%	10.00%	12.50%	28.57%		33.33%				
Yoga Mat			16.67%	14.29%	40.00%	30.77%	20.00%	11.11%			

Marketing Performance

• product marketing details

ProductName

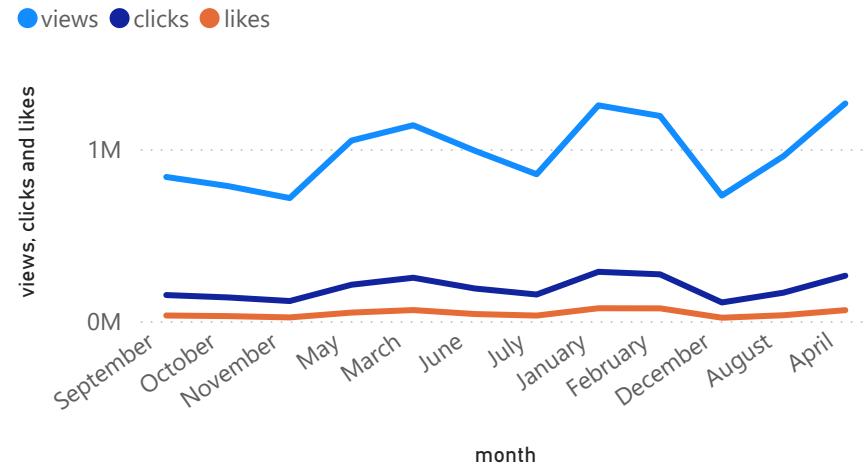
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11.76M views

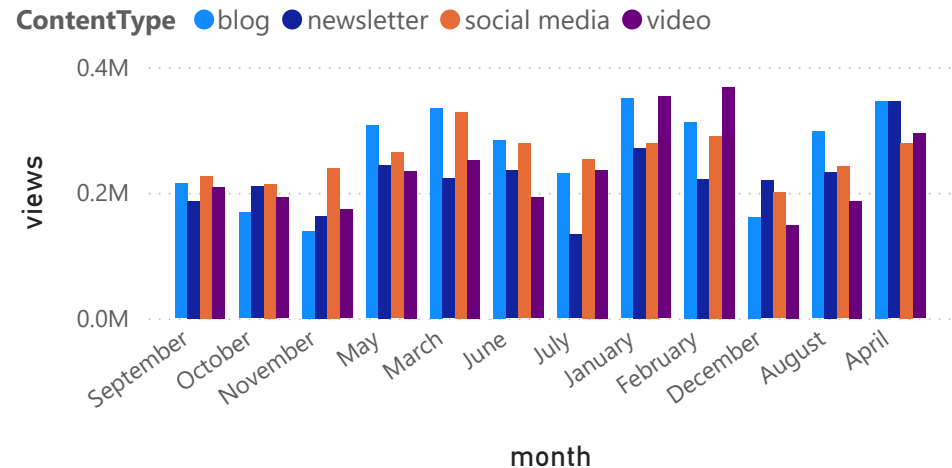
2.30M clicks

529K likes

views, clicks and likes by month



views by month and ContentType



ProductName	April	August	December	February	January	July	June	March	May	November	October	September
+ Baseball Glove	45,523.00	46,233.00	24,029.00	68,299.00	75,945.00	36,990.00	39,387.00	56,645.00	43,672.00	34,999.00	48,320.00	45,123.00
+ Basketball	83,511.00	56,375.00	28,762.00	79,335.00	54,613.00	32,020.00	87,496.00	58,820.00	59,214.00	40,207.00	29,413.00	66,789.00
+ Boxing Gloves	95,408.00	44,709.00	24,688.00	50,896.00	56,488.00	34,302.00	42,478.00	73,760.00	30,769.00	37,926.00	38,223.00	42,156.00
+ Climbing Rope	81,552.00	47,238.00	36,356.00	95,116.00	77,083.00	61,946.00	26,717.00	78,558.00	25,851.00	30,540.00	32,960.00	49,123.00
+ Cycling Helmet	36,002.00	45,833.00	36,979.00	52,393.00	67,960.00	33,736.00	45,392.00	52,427.00	76,346.00	22,842.00	42,725.00	29,156.00
+ Dumbbells	52,794.00	29,530.00	44,738.00	36,576.00	60,677.00	39,126.00	77,074.00	64,381.00	52,435.00	38,537.00	39,961.00	31,234.00
+ Fitness Tracker	36,854.00	53,511.00	60,413.00	41,383.00	47,932.00	55,154.00	48,768.00	36,279.00	40,201.00	30,133.00	29,567.00	24,156.00
+ Football Helmet	73,829.00	40,457.00	24,793.00	41,264.00	63,799.00	68,599.00	26,430.00	50,452.00	44,292.00	39,577.00	19,630.00	36,123.00
+ Golf Clubs	69,521.00	54,189.00	21,950.00	56,812.00	62,301.00	51,852.00	52,300.00	56,799.00	54,489.00	39,694.00	56,025.00	41,234.00
+ Hockey Stick	66,545.00	44,513.00	26,949.00	85,834.00	63,425.00	23,764.00	52,930.00	53,407.00	59,851.00	55,879.00	23,850.00	21,156.00
+ Ice Skates	63,849.00	56,284.00	59,525.00	54,006.00	107,734.00	32,022.00	43,383.00	49,782.00	56,690.00	19,173.00	46,116.00	50,123.00
+ Kayak	81,763.00	34,431.00	45,631.00	49,789.00	42,533.00	29,565.00	78,007.00	74,034.00	74,135.00	12,981.00	36,610.00	32,156.00
+ Running Shoes	59,847.00	60,965.00	28,416.00	79,435.00	55,482.00	48,712.00	63,249.00	43,167.00	52,451.00	49,819.00	51,629.00	67,123.00
Total	1,264,987.00	958,475.00	729,129.00	1,191,837.00	1,253,742.00	853,071.00	989,677.00	1,138,126.00	1,049,132.00	714,630.00	784,473.00	837,123.00

Customer Reviews

• Customer Review Details

sentiment

☐ Negative

☐ Neutral

☐ Positive

ProductName

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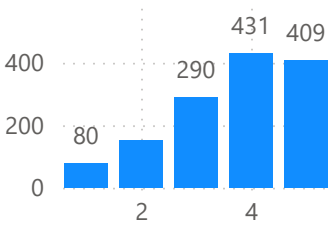
☐ Surfboard

(Blank)AprilAugustDecemberFebruaryJanuaryJulyJuneMarchMayNovemberOctober

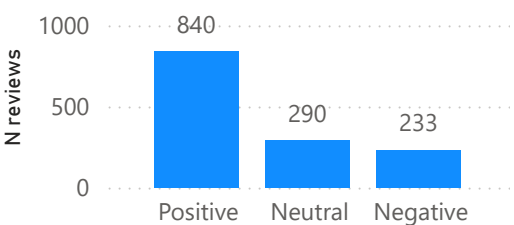
(Blank)202320242025

3.69
AVG Rating

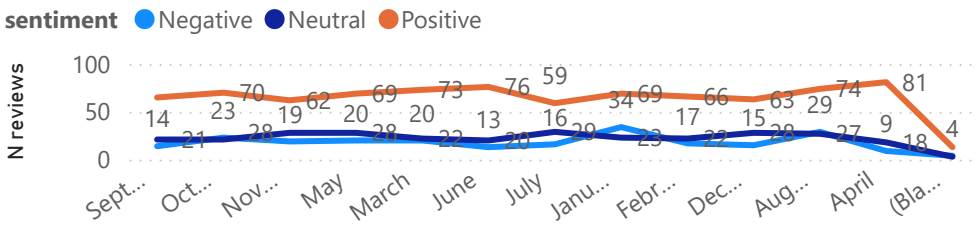
N reviews by Rating



N reviews by sentiment



N reviews by month and sentiment



ReviewDate	ReviewText	sentiment	Sum of Rating
31 July 2025	Amazing value for the price.	Positive	5
19 August 2023	Amazing value for the price.	Positive	5
15 February 2024	Amazing value for the price.	Positive	5
09 November 2025	Amazing value for the price.	Positive	5
26 June 2023	Amazing value for the price.	Positive	5
27 March 2025	Amazing value for the price.	Positive	5
15 June 2024	Amazing value for the price.	Positive	5
15 October 2024	Amazing value for the price.	Positive	5
11 January 2023	Amazing value for the price.	Positive	5
28 February 2023	Amazing value for the price.	Positive	5
01 March 2023	Amazing value for the price.	Positive	5
06 April 2023	Amazing value for the price.	Positive	5
08 April 2023	Amazing value for the price.	Positive	10
14 April 2023	Amazing value for the price.	Positive	5
16 June 2023	Amazing value for the price.	Positive	5
29 June 2023	Amazing value for the price.	Positive	5
04 August 2023	Amazing value for the price.	Positive	5
06 September 2023	Amazing value for the price.	Positive	5
Total			5025

AVG Rating and N reviews by CustomerID and sentiment

