

Summary

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

- a drill-down ecommerce dashboard,

(Blank) 2023 2024 2025

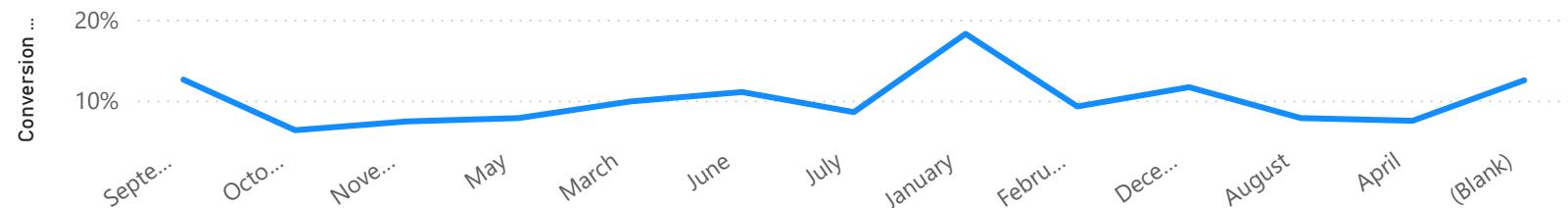
ProductName

- 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

conversions

9.68%
Conversion rate

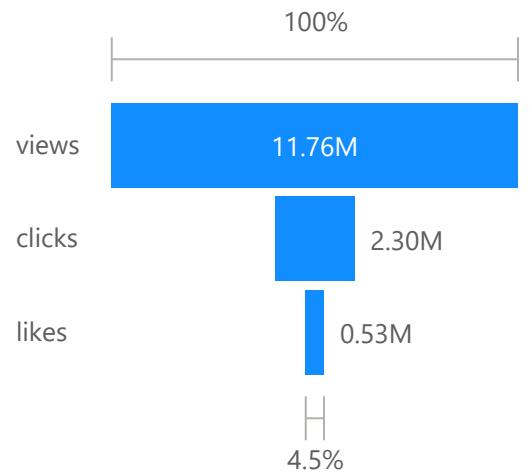
Conversion rate by month



media

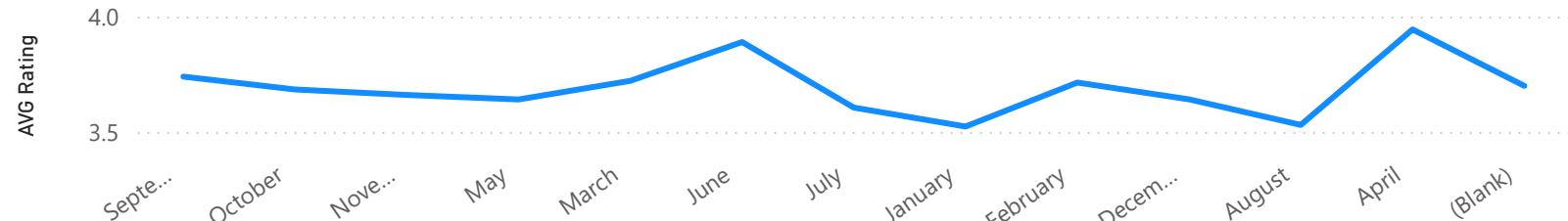
11.76M
views

views, clicks and likes



AVG Rating by month

3.69
AVG Rating



Conversions

(Blank)	April	August	December	February	January	July	June	March	May	November	October	>
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• product conversion details

(Blank)	2023	2024	2025
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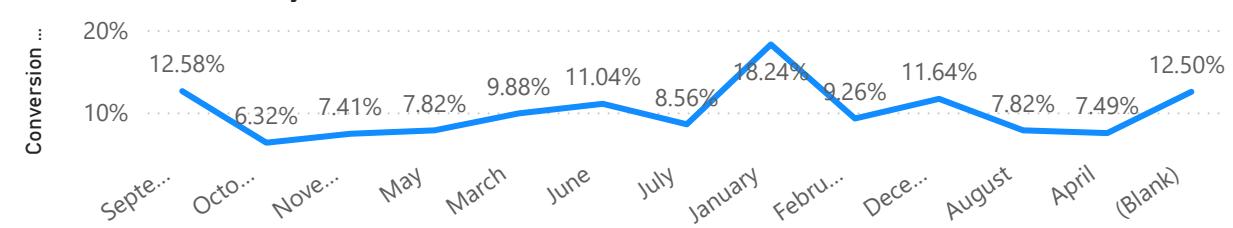
ProductName

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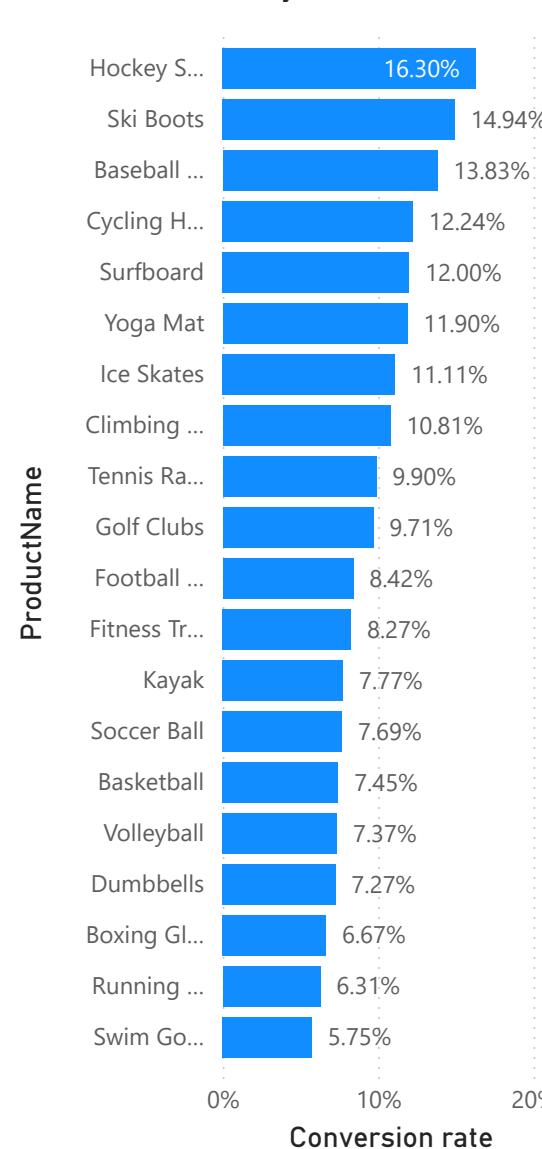
9.68%

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%	2
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%			1
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%	1
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%
Kayak	100.00%			16.67%			11.11%	20.00%	20.00%		1
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%		1
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 ▾

Baseball Glove

11.76M

views

Basketball

Boxing Gloves

Climbing Rope

Cycling Helmet

Dumbbells

Fitness Tracker

Football Helmet

Golf Clubs

Hockey Stick

2.30M

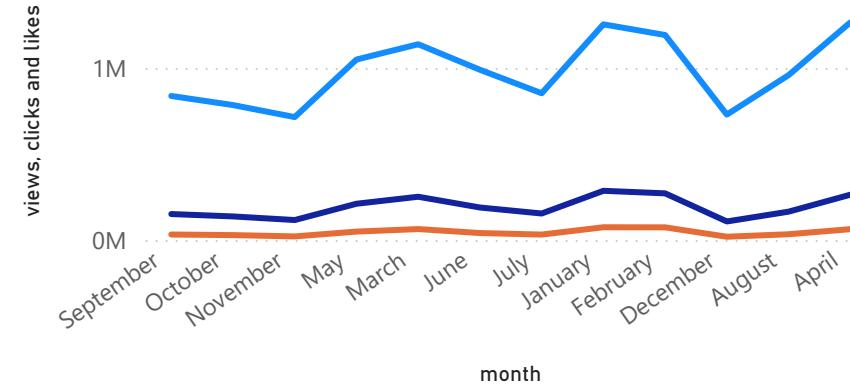
clicks

529K

likes

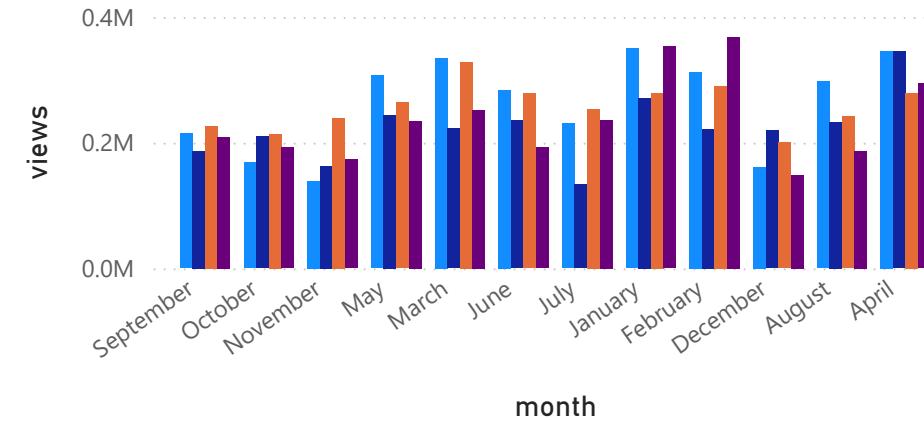
views, clicks and likes by month

● views ● clicks ● likes



views by month and ContentType

ContentType ● blog ● newsletter ● social media ● video



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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
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,

Customer

(Blank)	April	August	December	February	January	July	June	March	May	November	October	>
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Reviews

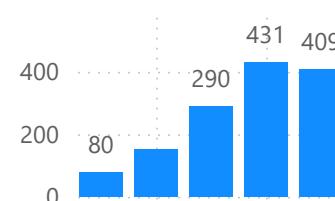
- Customer Review Details

sentiment ▾

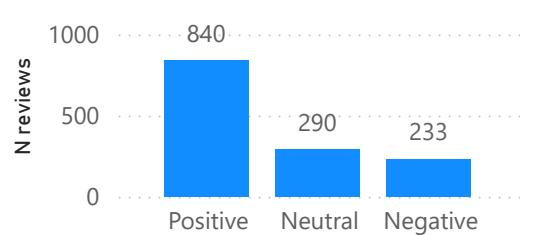
- Negative
- Neutral
- Positive

3.69
AVG Rating

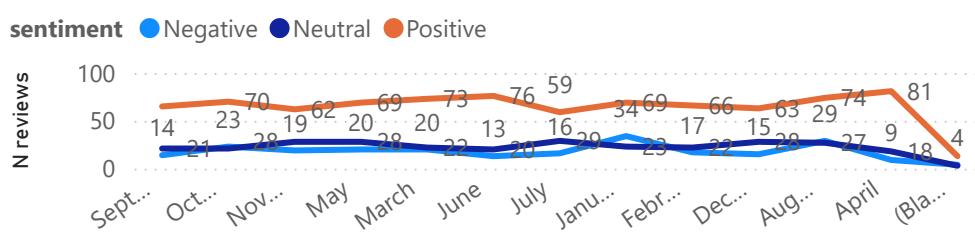
N reviews by Rating



N reviews by sentiment



N reviews by month and sentiment



ProductName ▾

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- Running Shoes
- Ski Boots
- Soccer Ball
- Surfboard

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

- CustomerID
- sentiment

